

Government of the People's Republic of Bangladesh
Ministry of Social Welfare (MoSW)
Department of Social Services (DSS)
Cash Transfer Modernization (CTM) Project
E-8/B-1, Agargaon, Sher-e Bangla Nagar, Dhaka-1207.

Memo no.41.01.0000.090.07.014.20- 59

Date: 27 January, 2021

REQUEST FOR EXPRESSIONS OF INTEREST (REOI)
(CONSULTING SERVICES – FIRMS SELECTION)
Selection of Consultant Firm for Publicity & Training
(Package No.SD-08)

Country: Bangladesh

Name of Project: Cash Transfer Modernization Project

Credit No: IDA-61630

Assignment Title: Selection of Consultant Firm for Publicity & Training

Reference No.: SD-08

The Government of the People's Republic of Bangladesh has received financing from the World Bank toward the cost of the "Cash Transfer Modernization (CTM) Project" under the Department of Social Services (DSS), Ministry of Social Welfare (MoSW), and intends to apply part of the proceeds for consulting services for publicity and training activities under the Project.

The publicity and training activities relate to the (i) Old Age Allowance; (ii) Allowances for Widows, Destitute and Deserted Women; (iii) Allowance for the Financially Insolvent Disabled; and (iv) Disabled Students' Stipend), hereinafter referred to as "DSS programs" (which may include smaller similar cash-based programs).

The consulting services ("the Services") include

(A) Publicity

- Conducting an assessment of current information dissemination strategies and practices, and the information needs for the public to be sufficiently aware of how to access DSS programs.
- Designing a publicity strategy and developing publicity materials to build public awareness on DSS programs' features and processes.
- Conducting periodic publicity campaigns.
- Sensitizing key stakeholders and engaging them in periodic publicity campaigns.
- Conducting ongoing evaluations of publicity campaigns to adjust implementation.

(B) Training

- Conducting training needs assessment for Government officials and other stakeholders concerned with DSS programs to improve implementation and monitoring quality.
- Designing a training plan and developing training materials to build capacity of relevant officials/stakeholders.
- Facilitating all logistics and conducting training for officials/stakeholders.
- Coordinating with external institutions in organizing relevant training programs.
- Conducting ongoing evaluations of training programs to adjust implementation.

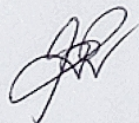
The assignment will be estimated 120 professional staff-months and also non-key expert as required mentioned in the TOR, implementation period will approximately 24 months, expected start date of assignment may be 15 July, 2021 to ensuring full consistency with the TOR.

The Cash Transfer Modernization (CTM) Project, Department of Social Services under Ministry of Social Welfare now invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

- (a) General experience of the Firm(s);
- (b) Experience in similar projects of compatible size, complexity and technical specialty in the required area;
- (c) Financial soundness, staffing and logistics of the firm;

Key Experts will not be evaluated at the short listing stage.



Consultants are requested to submit the following supporting documents in support of the above-mentioned criteria:

- (a) Up To Date relevant Registration papers of the firm (s);
- (b) JV agreement/letter of intent (if applicable);
- (c) Firm's brochure;
- (d) Audited financial reports for last three years;
- (e) Service experience record of Last five (05) years (including nature, total cost of Contract, total input in terms of man month, employer, location of service etc.)

The attention of interested Consultant firm is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

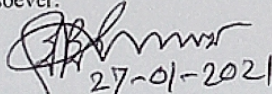
Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a **joint venture and/or a sub-consultancy**. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. In the case of an association, all members of such "association" should have real and well-defined inputs to the assignment and in such "association" it is preferable to limit the total number of firms including the associates to a maximum of three.

A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours, *i.e. 0900 to 1700 hours*. The detailed Terms of Reference (TOR) for the assignment can be downloaded from www.dss.gov.bd website or can be obtained upon request from the address below either by e-mail or in person during the office hours (Local Time: 09:00 to 17:00 hours).

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **22 February, 2020** on or before **1400 hours (GMT+ 6 hours)**.

The Procuring Entity (PE) reserves the right to accept or reject any or all EOIs without assigning any reason whatsoever.



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Project Director

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