

শেখ হাসিনার বাংলাদেশ
পরিচ্ছন্ন পরিবেশ

Government of the People's Republic of Bangladesh
Office of the Project Director
Integrated and participatory project to Control noise pollution
Department of the Environment
E / 16, Agargaon, Sher-e-Bangla Nagar, Dhaka-1207



No.22.02.0000.002.14.008.21.405

Date: 01/09/2021

Request for Expressions of Interest (EOI)

1	Ministry/Division	Ministry of Environment, Forest and Climate Change (MoEFCC)
2	Agency	Department of Environment (DoE)
3	Procuring Entity Name	Project Director of Integrated and participatory project to Control noise pollution
4	Procuring Entity Code	Not Used at present
5	Procuring Entity District	Dhaka
6	Expression of Interest for Selection of	Consulting Firm (National) (lump-sum)
7	Title of Service	Making & Broadcasting of TV and Radio program on Noise Pollution.
8	EOI Ref No	22002.0000.002.14.008.21.405
9	Date	01.09.2021

KEY INFORMATION

10	Procurement Method/ Sub-Method	Quality and Cost Based Selection (QCBS)
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FUNDING INFORMATION

11	Budget and Source of Funds	GoB
12	Development Partners (if applicable)	N/A

PARTICULAR INFORMATION

13	Project/Programme Code (if applicable)	224310900
14	Project/Programme Name (if applicable)	Integrated and participatory project to Control noise pollution
15	EoI closing Date and Time	Date: 19/09/2021 Time: 03:00 pm

INFORMATION FOR APPLICANT

16	Brief Description of Assignment:	Making episode-based television programs on noise pollution in a combination of TV talk-shows, interviews, TVCs, documentaries, cultural programs, noise pollution Olympiads, dramas and quizzes. Shooting should be done in HD 4 K resolutions. Colour grad and must use original music track. If needed adequate dubbing must be done in professional manner. Created programs on noise awareness shall be broadcasted through BTB & 8-10 or higher number of Top most popular Private TV Channels at Peak-time and also Bangladesh Betar and two private radio channels. Private channels shall be selected alternatively (Different Channel for different program). The names of private TV and radio channels will be finalized at the negotiation meeting. Which program will be broadcast on which channel will be decided by the client. Prior to broadcasting program, the name of the television and radio and time schedule of broadcasting must be approved by the client. At least one program should be broadcast on the television channel every week during peak hours.
17	Experience, Resources & Delivery Capacity Required	<p>(1). The interested applicants (Advertising/Media production Firm) shall have to submit the following documents:</p> <ol style="list-style-type: none">Valid Trade license/registration of the firm;Tax Identification Number (TIN);VAT registration number;Brushier of the organization/firm;Copies of last 3 years Audit Report;Previous work experience with mentioning the name of client organization;A detailed profile of the Chief Consultant/Team Leader and a brief CV of the other members should be submitted where their role is mentioned in the relevant work. <p>(2). The interested applicants (Advertising/Media production Firm) shall have the following resources and experiences:</p> <ol style="list-style-type: none">Applicant Organization/Firm must have at least 5 years of experience in creating and broadcasting environmental awareness programs;Preference will be given to organizations/Firms with previous work experience with the Department of Environment;Applicant Organization/Firm must have work experience on production and broadcast of TV Spot, Documentary, Multimedia and Radio program;Work experience with national and international organizations;Preference will be given to organizations with previous work experience in noise pollution

		<ul style="list-style-type: none"> vi. Applicant organization/firm must have separate sections for manuscript writing; vii. The organization/firm must have at least 5 years' experience in directing for making documentaries; viii. The organization/firm must have at least 5 years' experience in camera operation and video editing; ix. The organization/firm must have special video editing panels; x. The team leader and other members of the team must be experienced in the relevant work.
18	Other Details (if applicable):	The Project Director of Integrated and participatory project to Control noise pollution now invites eligible Firm (National) to indicate their interest in providing the Services. Interested Firm should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. Please visit www.doe.gov.bd for EoI Notice and details Terms of Reference (ToR).
19	Association with Foreign Firm is	N/A
PROCURING ENTITY DETAILS		
20	Name of Official Inviting EOI	Md. Humayun Kabir
21	Designation of Official Inviting EOI	Project Director, Integrated and participatory project to Control noise pollution, DoE.
22	Address of Official Inviting EOI	Office of the Project Director, Integrated and participatory project to Control noise pollution, Department of the Environment, E / 16, Agargaon, Sher-e-Bangla Nagar, Dhaka-1207.
23	Contact details of Official Inviting EOI	Telephone No. +88-02-8181767 e-mail: adg@doe.gov.bd
24	The Procuring entity reserve the right to accept and reject of all EoIs	
<p>(Md. Humayun Kabir) Project Director</p>		

Terms of Reference (TOR) for making & Broadcasting of TV and Radio program on Noise Pollution

A. Background:

The use of mechanical/electrical equipment in human daily activities produces a wide variety of noises. Some noise levels reach a point where they adversely affect human health. Excessive noise can cause headaches, hearing loss, irritability, loss of concentration, insomnia and many other diseases. Children and the elderly, especially those with heart disease, are at the highest risk. Therefore, noise pollution is identified as a silent killer.

Rapid urbanization, industrialization, abnormal increase in the number of mechanical vehicles, noise pollution in the country has increased at an excessive rate. To control noise pollution, the government has issued "Noise Pollution Control Rules 2006". Although various agencies are involved in the implementation/implementation of these rules, it is not possible to implement the rules effectively. Officials/employees of all law enforcement agencies are not informed about the Noise Pollution Control Rules 2006 and there is no noise level measuring device for that reason noise pollution control needs to build at the community level and an effective way needs to be devised.

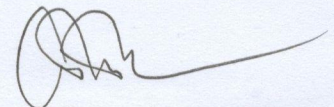
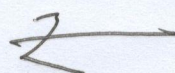
To create public awareness about noise pollution and its effects, there is a need to increase public awareness for proper implementation of "Noise Pollution Control Rules 2006". That is why media play an important role. It will be possible to increase public awareness about noise pollution by broadcasting a series of programs on television. For this, consulting firms will be appointed for the production and promotion of television programs.

B. Objective:

To create public awareness about noise pollution and its effects in order to ensure proper implementation of 'Noise Pollution Control Rules 2006' through a series of programs in electronic media.

C. Scope of work:

Making episode-based television programs on noise pollution in a combination of TV talk-shows, interviews, TVCs, documentaries, cultural programs, noise pollution Olympiads, dramas and quizzes. Shooting should be done in HD 4 K resolutions. Colour grad and must use original music track. If needed adequate dubbing must be done in professional manner. Created programs on noise awareness shall be broadcasted through BTV & 8-10 or higher number of top most popular Private TV Channels at Peak-time and also Bangladesh Betar and two private radio channels. Private

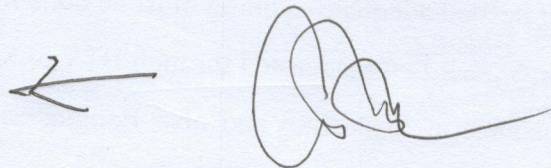


channels shall be selected alternatively (Different Channel for different program). The names of private TV and radio channels will be finalized at the negotiation meeting. Which program will be broadcast on which channel will be decided by the client. Prior to broadcasting program, the name of the television and radio and time schedule of broadcasting must be approved by the client. At least one program should be broadcast on the television channel every week during peak hours. Detail Scope of work are as follows:

Detail Scope of work:

1. Consultant has to develop 2(two) TV drama serial. Each serial contains 13 episodes (20 minutes per episode) with renowned film and TV performers. There has to be a quiz after every episode of the drama serial. At least 05 (five) award should be given in every episode.
2. Consultant has to make 18(Eighteen) TV talk shows (30± minutes each).
3. Consultant has to make 6(Six) TV drama (40 minutes each).
4. Consultant has to make 1(One) Theme Song (Music Video, 2.5-3 minutes).
5. Consultant has to design & make Video Production two cultural program (22-25 minutes) like Gomvira Gan/Pot Gan/Jari Gan/Pala gan with prominent Folk song performers to increase public awareness about noise pollution.
6. Consultant is to design & develop/Production of a Noise Pollution Olympiad with 5 or more cameras in participation of School & College/University Students. (8 divisions 2 groups) 16 episodes + 2 finals = 18 episodes (30±min each).
7. Consultant has to make Two Video Documentary (One Bangla & one English) on about noise pollution & activities of Integrated and Participatory Project to Control Noise Pollution (8-9 Minutes).
8. Consultant has to design & make 5(Five) TVCs (5 minutes with 1 minute cut version each) to increase public awareness about noise pollution.
9. Consultant has to make 30(Thirty) Radio drama (10 minutes each).

The created awareness programs should be broadcasted from Television and Radio as per the instructions given in the following table. All programs will be broadcasted from selected Television and Radio Channel in peak time. Private TV and Radio Channels will be finalized at the time of negotiation. Prior to broadcasting program, the name of the television and radio and time schedule of broadcasting must be approved by the client.

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Sl. No.	Name of Program	Nature of Program	No. of Program	No. of Episode	Broadcast from TV/Radio	Comments
01	TV Drama Serial	Episode Based	02	26 (13 episodes for each TV Drama serial)	BTV & Two private TV Channels	Telecast Both on BTV and One on each private TV Channel
02	Quiz	Single	26	-	BTV & Two private TV Channels	Do
03	TV Talk Show	Single	18	-	BTV & Eight private TV Channels	Two Talk Show on each TV Channel
04	TV Drama	Single	06	-	BTV & Five private TV Channels	One Drama on each TV Channel
05	Theme Song	Single	01	-	BTV & Three private TV Channels	Three times on each Channel
06	Cultural Program	Single	02	-	BTV & Two private TV Channels	One time each on TV Channels
07	Olympiad	Episode Based	01	18 episode	One Private TV Channel	-
08	Video Documentary	1 Bangla 1 English	02	-	-	-
09	TVC	Single	5	-	-	-
10	Radio Drama	Single	30	-	Bangladesh Betar and 2 private Radio	10 Dramas for each Radio.
Total: 26 + 26 + 18 + 06 + 01 + 02 + 18 + 02 + 05 = 104 + Radio drama						
For Broadcast: Private TV channels shall be selected alternatively (Different program-different channel). Total broadcast shall be done through BTV & 8-10 or higher number of Top most popular TV Channels at Peak-time.						

The consulting firm will determine the structure and content of the program through discussions with partner organizations and experts on noise pollution and other stakeholders. To provide clear idea about the subject all the members of the team will be provided with training on noise pollution and its effects before inception.

D. Deliverables, work plan and duration of work

Deliverables:

- Four copies of Inception report, Interim report, Draft final & Final Report
- Each episode of the TV program must be handed over to the project director on at least 5 copies of the DVD in HD MPEG4 and radio drama on 5 copies of the DVD in Waveform Audio File (WAV) format.
- Total production has to be delivered in 2(two) portable hard drives.
- Telecast reports from TV & Radio channels.
- TVCs (5 minutes with 1 minute cut version each)
- Video Documentary.

Work plan:

Developed a details work plan for two (02) years and finalized the program structure and content through consultation with all related partner organization, experts on Noise Pollution, stakeholder and responsible person/authority. Provide clear idea about the subject through training to all the members of the team formed by the organization before starting the activities.

Duration of work:

Total Duration of work will be 02(Two) years. Television & Radio Program will be continuing for 2 years according to the following table:

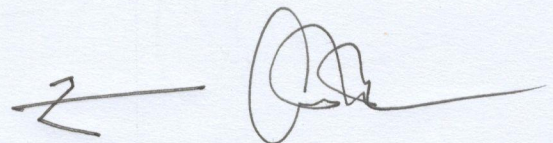
Scheduled work	Scheduled time
Approval of the content and structure of the program (Inception Workshop)	Ten working days from the date of the contract signing.
Program development/Making	15 days (every three months program)
Broadcast	Minimum One TV show per week Minimum One Radio Drama per Month
Handover of the program in DVD and USB flash drive	Every three month (5 copy of each program/Episode)

E. Data, manpower, other/local facilities

The project authority will assist the consulting firm to collect the information/data. And also maintained communication through letter/email/telephone. Project authority will also be facilitated through their field offices to communicate with other agencies.

F. Qualifications of the Firm/ Organization

- Applicant Organization/Firm must have at least 5 years of experience in creating and broadcasting environmental awareness programs;
- Preference will be given to organizations/Firms with previous work experience with the Department of Environment;



- Applicant Organization/Firm must have relevant work experience on of TV Spot, Documentary, Multimedia and Radio program;
- Work experience with national and international organizations;
- Preference will be given to organizations with previous work experience in noise pollution
- Applicant organization/firm must have separate sections for manuscript writing;
- The organization/firm must have at least 5 years' experience in directing for making documentaries;
- The organization/firm must have at least 5 years' experience in camera operation and video editing;
- The organization/firm must have special video editing panel;
- The team leader and other members of the team must be experienced in the relevant work.

G. All the documents to be submitted by the applicant organization/firm

- Valid Trade license/registration of the firm;
- Tax Identification Number (TIN);
- VAT registration number;
- Bank solvency certificate of the firm;
- Brushier of the organization/firm;
- Copies of last 3 years Audit Report;
- Previous work experience with mentioning the name of client organization;
- A detailed profile of the Chief Consultant/Team Leader and a brief CV of the other members should be submitted where their role is mentioned in the relevant work.

H. Educational Qualifications and Experience of the professional staff

Sr. No	Designation	Educational Qualifications and Experience
1	Team Leader / Director	Postgraduate from any recognized university however, may be relaxed in the case of a person experienced in related work. Must have at least 10 years of experience in writing manuscript and making/Develop Drama, short films documentary etc.
2	Assistant Director	Graduation from any recognized university however, may be relaxed in the case of a person experienced in the relevant field. At least 10 years work experience in audio-visual Field.
3	Cameraman	At least 10 years experience in cinematography and digital camera use.
4	Editor	At least 07 years experience in editing.

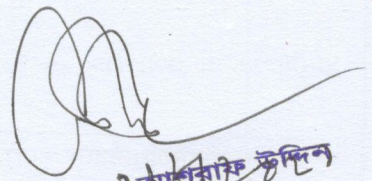
5	Video graphics and 3D animation specialist	At least 07 years work experience in video graphics and 3D animation.
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Additional Information of the assignment

1.	Name of the Client		Project Director, Integrated and Participatory Project to Control Noise Pollution, DoE, MoEFCC.
2.	Program Script	:	The client will provide concept and the selected firm has to submit detail outline of the script. The script will be written in Bengali based on issues. The scripts of all program must be approved by client.
3.	Actor/Anchor	:	The program should be anchored by popular artists. The name of the artists should be given to the client for final selection and approval. Without permission of the client no artist can be changed.
4.	Shooting format		Digital HD (1920x1080)
5.	Camera/ Recording	:	HD camera.
6.	Color Grading	:	Smoke/ Magic Bullet/DaVinci
7.	Location	:	As per requirement of message described in the script and in consultation with the client, It should be recorded in both indoor and outdoor atmosphere.
8.	Approval of the airing schedule	:	The selected firm must take the approval of the airing schedule of TV and Radio channels earlier from the Client.
9.	Reports	:	The selected Firm will be responsible for submission of progress report according to submitted work plan to the Client.
10.	Client's inputs, relevant document and Information	:	If the selected firm desires to utilize the departmental service centers and staffs for shooting, they will be allowed to do so with prior permission from the Client. Any types of relevant information may be provided.
11.	Payment		Partial Payment is allowed. The consulting firm will claim payment on installment basis. After completing production and broadcasting every episodes, the firm shall claim the said amount. At the time of claim, the firm has to submit transmission & monitoring report along with Program DVD and 100% of the contract price/partial claim of the Services (as applicable) shall be paid after delivery and acceptance by the Client.
12.	Subject to the Right of Procuring Entity	:	The Client reserves the right to reject all proposals.



মোঃ হুমায়ুন কবীর
প্রকল্প পরিচালক
শব্দস্বপ্ন নিয়ন্ত্রণ সমন্বিত ও অংশীদারিত্বমূলক প্রকল্প



মোঃ আর্শাদ হোসেন
মহাপরিচালক
পরিবেশ অধিদপ্তর
পরিবেশ, বন ও জলবায়ু পরিবর্তন মন্ত্রণালয়