

REQUEST FOR PROPOSALS

PR activities for ODA loan projects

Date: April 1, 2024

Japan International Cooperation Agency
Bangladesh Office



Japan International Cooperation Agency

JICA Bangladesh

3rd Floor, Bay's Galleria, 57 Gulshan Avenue (CWS-A19)
Gulshan-1, Dhaka-1212, Bangladesh,
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Section 1. Letter of Invitation

Subject: Request for Proposal

Reference Title: *PR activities for ODA loan projects in FY2024*

Date: *April 1, 2024*

To Whom It May Concern

The Japan International Cooperation Agency (JICA) Bangladesh Office now invites proposals to provide the following consulting services: *PR activities for ODA loan projects in FY2024*. More details of the services are provided in the Terms of Reference.

It is not permissible to transfer this invitation to any other firm.

The RFP includes the following documents

- Section 1 - Letter of Invitation (LOI)
- Section 2 - Summary Sheet of the Instruction to PR firms
- Section 3 - Instruction to PR firms
- Section 4 - Technical Proposal Forms
- Section 5 - Financial Proposal Forms
- Section 6 - Terms of Reference (Description of Services)

Sincerely,

ICHIGUCHI Tomohide
Chief Representative
JICA Bangladesh Office

Section 2. Summary Sheet of the Instructions to PR firms

1. Name of the Assignment	<i>PR activities for ODA loan projects in FY2024</i>
2. Method of selection	<i>QCBS (Quality and Cost-Based Selection)</i>
3. JICA's officer in charge	<i>Ms. OKAZAKI Yumi, Ms. Erina Mahmud JICA Bangladesh Office Address: <u>3rd floor, Bay's Galleria, 57 Gulshan Avenue (CWS-A19) Dhaka-1212</u> Telephone: <u>02222291897, 02222291899</u> Email: <u>bd_oso_rep@jica.go.jp</u></i>
4. Pre-proposal conference	A pre-proposal conference will be held: Yes _____ No <input checked="" type="checkbox"/>
5. Type of Contract	<i>Time-based</i>
6. Deadline of request for clarification	Date: <i>April 15, 2024 (Monday)</i> Time: <i>12:00 noon (BST)</i>
7. Proposal submission deadline	Date: <i>April 21, 2024 (Sunday)</i> Time: <i>12:00 noon (BST)</i>
8. Proposal submission address	same as the above 3. JICA's officer in charge The submission can be made by email (bd_oso_rep@jica.go.jp)
9. Expected date for the negotiations	<i>May 2, 2024</i>
10. Expected date for the commencement of the Services	<i>May 12, 2024</i>

Section 3. Instructions to PR firms

A. General Provisions

- 1. Introduction**
- 1.1 PR firms are invited to submit a Technical Proposal and a Financial Proposal for consulting services required for the Assignment (hereinafter called the “Proposal”). The Proposal will be the basis for negotiating and ultimately signing the Contract with the selected PR firm.
- 1.2 JICA will timely provide, at no cost to the PR firms, the inputs, relevant project data, and reports required for the preparation of the PR firm’s Proposal as specified below:
- *Press release article prepared by JICA in the past*
 - *PowerPoint materials created by JICA*

B. Preparation of Proposals

- 2. General Considerations** In preparing the Proposal, the PR firm is expected to examine the Request for Proposal (hereinafter called the “RFP”) in detail. Material deficiencies in providing the information requested in the RFP may result in the rejection of the Proposal.
- 3. Cost of Preparation of Proposal** The PR firm shall bear all costs associated with the preparation and submission of its Proposal, and JICA shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. JICA is not bound to accept any proposal and reserves the right to annul the selection process at any time before the Contract award without thereby incurring any liability to the PR firm.
- 4. Language** The Proposal, as well as all correspondence and documents relating to the Proposal, exchanged between the PR firm and JICA, shall be written in *English*
- 5. Documents Comprising the Proposal** The Proposal shall comprise the documents and forms listed below;
- 1st Inner Envelope with the Technical Proposal:**
- (1) TECH-1
(2) TECH-2
(3) TECH-3
(4) TECH-4
(5) TECH-5
(6) TECH-6-1, -2, -3
- 2nd Inner Envelope with the Financial Proposal:**
- (1) FIN-1
(2) FIN-2
- 6. Only One Proposal** The PR firm shall submit only one Proposal in its name or as part of a Joint Venture in another Proposal.

- 7. Proposal Validity** The Proposal must remain valid for 30 calendar days after the Proposal submission deadline.
- 8. Clarification and Amendment of RFP** The PR firm may request a clarification of any part of the RFP by 15 April, 2024 at noon. Any request for clarification must be sent in writing or by standard electronic means, which includes email transmissions, to JICA's address indicated in **Section 2. Summary Sheet of the Instruction to PR firms**. JICA will share the the response (including an explanation of the query without identifying its source) through JICA Bangladesh HP to all PR firms. Should JICA deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure described below;
- (1) At any time before the proposal submission deadline, JICA may amend the RFP by issuing an amendment and share it through JICA Bangladesh HP. The amendment will be binding on all PR firms.
 - (2) If the amendment is substantial, JICA may extend the proposal submission deadline to give the shortlisted PR firms reasonable time to consider an amendment in their Proposals.
- 9. Technical Proposal Format and Content**
- 9.1 The Technical Proposal shall not include any financial information. A Technical Proposal containing financial details shall be declared non-responsive.
 - 9.2 The PR firm is required to submit a Technical Proposal using the standard forms provided in **Section 4. Technical Proposal Forms**.
- 10. Financial Proposal**
- 10.1 The Financial Proposal shall be prepared using the provided in **Section 5. Financial Proposal Forms**. It shall list all costs associated with the Assignment, including (1) remuneration, (2) reimbursable expenses including Photo/videographer and making PR video and (3) necessary Tax estimate indicated in the Financial Proposal Forms.
 - 10.2 The PR firm shall express the price for its Services in *Bangladesh Taka (BDT)*.
 - 10.3 Costs under this Contract shall not exceed the ceilings specified below. **Proposal that exceed the ceiling price of remuneration will be ineligible.**
The ceiling of (a) remuneration is: BDT 3,256,800 (three million two hundred and fifty-six thousand eight hundred) indicate: inclusive of necessary taxes.
 - 10.4 The PR firm is responsible for meeting all tax liabilities arising out of the Contract.

C. Submission, Opening, and Evaluation

11. Submission, Sealing and Marking of Proposals

- 11.1 The PR firm shall submit a signed and complete Proposal comprising the documents and forms in accordance with Clause 5 (Documents Comprising Proposal). The submission can be made by email (*bd_oso_rep@jica.go.jp*).
- 11.2 Any modifications, revisions, interlineations, erasures, or overwriting shall be valid only if signed or initialed by the person signing the Proposal.
- 11.3 For the electric submission, the Technical and Financial Proposal shall be sent in a separate email. Only one “Original” document and forms shall be attached as appropriate for each mail.
- 11.4 The Technical Proposal shall be clearly specified in its title as “**Technical Proposal for the** (name of the Assignment), and (name of the PR firm).”
- 11.5 Similarly, the Financial Proposal shall be clearly specified in its title as “**Financial Proposal for the** (name of the Assignment), and (name of the PR firm).” and with a warning “**Do Not Open With The Technical Proposal.**” in the main text.
- 11.6 If any Proposals are not properly received by JICA, or any missing documents and forms found in the Proposals or being duplicated without clear notice of modification specified in 11.2 above, JICA will assume no responsibility for the misplacement, loss, or premature opening of the Proposal.
- 11.7 The Proposal must be sent to the address and received by JICA no later than the deadline indicated in **Section 2. Summary Sheet of the Instruction to PR firms**, or any extension to this deadline. Any Proposal received by JICA after the deadline may be declared late and rejected.

12. Confidentiality

From the time the Proposals are opened to the time the Contract is awarded, the PR firm should not contact JICA on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the PR firms who submitted the Proposals or to any other party not officially concerned with the process until the Contract award information is published.

13. Proposals Evaluation

- 13.1 The evaluators of the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.
- 13.2 The PR firm is not permitted to alter or modify its Proposal in any way after the proposal submission deadline. While evaluating the Proposals, JICA will conduct the evaluation

solely based on the submitted Technical and Financial Proposals.

14. Evaluation of Technical Proposals

14.1 JICA shall evaluate the Technical Proposals based on their responsiveness to the TOR and the RFP, applying the evaluation criteria, sub-criteria, and point system described below;

I PR firm's general experience and competence in the field covered by the TOR: 10

II Adequacy of the proposed approach, methodology, understanding on JICA's characteristics and activities, and work plan in responding to the TOR: 40

III Experience and records of the key expert (s) to be assigned to the work: 50

Total Points for Three Criteria: 100

14.2 Each responsive Proposal will be given a technical score (St). A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP or if it fails to achieve the minimum technical score required to pass: 70

15. Correction of Errors

Activities and items described in the Technical Proposal but not priced in the Financial Proposal shall be assumed to be included in the prices of other activities or items, and no corrections are made to the Financial Proposal.

Time-Based Contracts

15.1 If a Time-based Contract form is included in the RFP, JICA will (a) correct any computational or arithmetical errors and (b) adjust the prices if they fail to reflect all inputs included for the respective activities or items in the Technical Proposal. In case of discrepancy between (i) a partial amount (sub-total) and the total amount, or (ii) between the amount derived by multiplication of unit price with quantity and the total price, or (iii) between words and figures, the former will prevail. In case of discrepancy between the Technical and Financial Proposals in indicating quantities of input, the Technical Proposal prevails and JICA shall correct the quantification indicated in the Financial Proposal so as to make it consistent with that indicated in the Technical Proposal, apply the relevant unit price included in the Financial Proposal to the corrected quantity, and correct the total Proposal cost.

を Taxes

The JICA's evaluation of the PR firm's Financial Proposal shall include taxes and duties in *Bangladesh*.

16. Combined Quality and Cost Evaluation

17.1 The total score is calculated by weighting the technical and financial scores and adding them as per the formula and instructions stated below.

[Financial Score]

17. (In case of Quality- and Cost-Based

The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100.

The formula for determining the financial scores (Sf) of all other Proposals is calculated as follows:

Selection
(QCBS))

$S_f = 100 \times F_m / F$, in which “ S_f ” is the financial score, “ F_m ” is the lowest price, and “ F ” the price of the proposal under consideration.

Proposal that exceed the ceiling price of remuneration will be ineligible.

[Combined Score]

The weights given to the Technical (T) and Financial (F) Proposals are:

W1 (T) = 80%, and

W2 (F) = 20%

Proposals are ranked according to their combined technical (S_t) and financial (S_f) scores using the weights (W_1 = the weight given to the Technical Proposal; W_2 = the weight given to the Financial Proposal; $W_1 + W_2 = 100(\%)$) as follows: $S = S_t \times T\% + S_f \times F\%$

17.2 The PR firm achieving the highest combined technical and financial score will be invited for negotiations.

D. Negotiations and Award

18. Negotiations

The negotiations will be held shortly after notification to successful/unsuccessful PR firm (s) with the successful PR firm’s representative(s).

[Technical negotiations]

18.1 The negotiations include discussions of the Terms of Reference (TOR), the proposed methodology, JICA’s inputs, the Conditions of the Contract, and finalizing the “Description of Services” part of the Contract. These discussions shall not substantially alter the original scope of services under the TOR or the terms of the Contract, in order that the quality of the final product, its price, or the relevance of the initial evaluation may not be affected.

[Financial negotiations]

18.2 The financial negotiations will reflect the agreed technical modifications in the cost of the services.

18.3 The financial negotiations will, as necessary, include the remuneration rate and quantities of items of reimbursable expenses that may be increased or decreased from the relevant amounts shown in the Financial Proposal but without significant alterations.

19. Conclusion of Negotiations

19.1 The negotiations are concluded with a review of the finalized draft Contract, which then shall be initialed by JICA and the PR firm’s authorized representative.

19.2 If the negotiations fail, JICA shall terminate the negotiations informing the PR firm of the reasons for doing so, and will invite the next-ranked PR firm to negotiate a Contract.

**20. Award of
Contract**

- 20.1 After completing the negotiations, JICA shall award the Contract to the selected PR firm and promptly notify the other shortlisted PR firms. Technical Proposals of those PR firms who were unsuccessful shall be disposed or returned.
- 20.2 The PR firm is expected to commence the Assignment on the date specified in **Section 2. Summary Sheet of the Instruction to PR firms.**

Section 4. Technical Proposal Forms

{Notes to PR firm shown in brackets { } throughout Section 4 provide guidance to the PR firm to prepare the Technical Proposal; they should not appear on the Proposals to be submitted. “Page Limit” indicates the maximum number of pages for each form to be submitted by the PR firm. If this number of pages is exceeded, evaluation points may be deducted. }

Checklist of Required Forms

Form	Description	Page Limit
TECH-1	Technical Proposal Submission Form	5
TECH-2	Organization and Experience A. Organization B. Experience	5
TECH-3	Description of the Approach, Methodology, understanding on JICA’s characteristics and activities, and Work Plan for Performing the Assignment	20
TECH-4	Work Schedule and Planning for Deliverables	2
TECH-5	Personnel Schedule	5
TECH-6	Curriculum Vitae (CV) for Coordinator, Editor, and Designer	15

Form TECH-1

TECHNICAL PROPOSAL SUBMISSION FORM

{Location, Date}

To: Chief Representative
Japan International Agency (JICA) Bangladesh Office

Dear Sirs:

We, the undersigned, offer to provide consulting services for *PR activities for ODA loan projects in FY2024* in accordance with your Request for Proposals dated April 1, 2024, and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope.

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by JICA.
- (b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Instructions to PR firms.
- (c) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and the Contract is signed, to initiate the Services related to the Assignment no later than the expected date for the commencement of the Services indicated in the Summary Sheet of the Instruction to PR firms.

We understand that you are not bound to accept any Proposal that you receive.

Yours sincerely,

Authorized Signature {In full and initials}: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

Contact information (phone and email): _____

Form TECH-2

ORGANIZATION AND EXPERIENCE

{Form TECH-2: a brief description of the organization and an outline of the recent experience that is most relevant to the Assignment. In the case of a joint venture, information on similar assignments shall be provided for each partner. For each Assignment, the outline should indicate the duration of the Assignment, the contract amount (total and, if it was done in a form of a joint venture or a sub-consultancy, the amount paid to the PR firm), and the PR firm's role/involvement.}

A - Organization

{Provide here a brief description of the background and organization of your company, and including an organizational chart, a list of the Board of Directors, Number of editors and designers, and beneficial ownership.}

B - Experience

{1. List only previous similar assignments successfully completed in the last *three* years.}
{2. List only those assignments for which the PR firm was legally contracted by JICA and other similar organizations as a company or was one of the joint venture partners. Assignments completed by the PR firm's individual experts working privately or through other consulting firms cannot be claimed as the relevant experience of the PR firm or that of the PR firm's partners or sub-PR firms but can be claimed by the experts themselves in their CVs. The PR firm should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by JICA.}

Duration	Assignment name & brief description of main deliverables/outputs	Name of Client & Country of Assignment	Approx. Contract value (in US\$ equivalent) / Amount paid to your firm	Role on the Assignment
{e.g., Jan.2022–Apr.2023}	{e.g., “Improvement quality of.....” ; URL:https://.....}	{e.g., Ministry of, country}	{e.g., US\$1 mill/US\$0.5 mill}	{e.g., Lead partner in a JV A&B&C}
{e.g., Jan-May 2022}	{e.g., “Support to.....”; URL:https://..... }	{e.g., municipality of....., country}	{e.g., US\$0.2 mil/US\$0.2 mil}	{e.g., sole PR firm}

Form TECH-3

DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

{Form TECH-3: a description of the approach, methodology, understanding on JICA's characteristics and activities, and work plan for performing the Assignment.}

{Suggested structure of your Technical Proposal}

a) **Technical Approach, Methodology, and Organization of the Team.**

{Please explain your understanding of the objectives of the Assignment as outlined in the Terms of Reference (TOR), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s); the degree of detail of such output; and describe the structure and composition of your team. Please do not repeat/copy the TOR in here.}

Following items are expected to be included in the proposal as the example

- (1) Media interview plan, including candidate media, interview topics, and how the interview will be arranged.
- (2) Media tour plan, including candidate media, tour contents, place, and how the tour will be arranged.
- (3) A draft strategy to increase Facebook (FB) followers (excluding the option of paid advertising).
As of March 2024, JICA Bangladesh has about 83,000 followers on Facebook but aims to reach 1,60,000 (one hundred sixty thousand) in one year.
Analyze the JICA and other development partners' FB and provide constructive suggestion to attract more readers and increase JICA fans considering the domestic interests, global trends, and planned events/ceremonies.
- (4) A draft effective strategy for increasing Media appearances
The number of JICA media appearances from May 2023 to February 2024 is 1,164 (print 409; web 725; TV 10) on Press Release. JICA aims to reach twice the number in one year.
- (5) A revised JICA FB article page (any articles can be selected) using infographics, if necessary, as the example.
JICA Bangladesh Facebook URL: <https://www.facebook.com/JicaBangladesh>
- (6) A revised JICA Press Release provided by JICA as attached to this document
- (7) Revised 1 page PowerPoint document provided by JICA as attached to this document
(Make one page PowerPoint more attractive page considering color coordination, adding designs, keeping all the information as provided).

b) **Work Plan and Staffing.**

{Please outline the plan for the implementation of the main activities/tasks of the Assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by JICA), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing the understanding of the TOR and the ability to translate them into a feasible working plan and work schedule showing the assigned tasks for each expert. A list of the final documents

(including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the FORM Tech-4 (Work Schedule).}

c) **Comments (on the TOR and on counterpart staff and facilities)**

{Your suggestions should be concise and to the point, and incorporated in your Proposal. JICA doesn't provide any administrative support, office space, local transportation, equipment..}

Form TECH-4: Work Schedule and Planning for Deliverables

N°	Activity	Months											
		1	2	3	4	5	6	7	8	9	n	

1. List the deliverables with the breakdown for activities required to produce them and other benchmarks, such as JICA’s approvals. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
2. Duration of activities shall be indicated in a form of a bar chart.
3. Include a legend, if necessary, to help read the chart.
4. You can use Excel instead of Word for this TECH-4 if you prefer.

Form TECH-5: Personnel Schedule

N°	Name of Expert / Position	Input of the Personnel													Total person-month input
		1	2	3	4	5	6	7	8	9	10	11	12	n	
EXPERT(S)															
1															
2															
3															
4															
n															
													Sub-Total		
Other Personnel															
1															
2															
n															
													Sub-Total		

1. For experts the input should be indicated individually; for other personnel it should be indicated individually, or, if appropriate, by category (e.g. economists, financial analysts, etc.).
2. Months are counted from the start of the Assignment.
 - Full time input
 - Part time input
3. You can use Excel instead of Word for this TECH-5 if you prefer.

Form TECH-6-1

CURRICULUM VITAE (CV) FOR COORDINATOR

Position Title	{e.g., Coordinator}
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Residence / Citizenship	

Education: {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record relevant to the Assignment:

{Starting with the present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the Assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the Assignment does not need to be included.}

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2010-present]	[e.g.,Ltd., advisor/PR firm to... For references: Tel...../e-mail.....; Mr., Managing director]		

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work):

The copy of certification should be attached.

Expert's contact information : (email, phone)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I am available to undertake the Assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by JICA.

Name of Expert	Signature	Date {day/month/year}
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Name of authorized Representative of the PR firm (the same who signs the Proposal)	Signature	Date {day/month/year}
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Form TECH-6-2

CURRICULUM VITAE (CV) FOR EDITOR

Position Title	{e.g., Editor }
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Residence / Citizenship	

Education: {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record relevant to the Assignment:

{Starting with the present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the Assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the Assignment does not need to be included.}

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2010-present]	[e.g.,Ltd., advisor/PR firm to... For references: Tel...../e-mail.....; Mr., Managing director]		

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work):
The copy of certification should be attached.

Expert's contact information : (email, phone)

Past press releases and Facebook posts
The file of Past press releases and Facebook posts created by the editor should be attached.

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I am available to undertake the Assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by JICA.

Name of Expert	Signature	Date {day/month/year}
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Name of authorized Representative of the PR firm (the same who signs the Proposal)	Signature	Date {day/month/year}
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Form TECH-6-3

CURRICULUM VITAE (CV) FOR DESIGNER

Position Title	{e.g., Designer}
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Residence / Citizenship	

Education: {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record relevant to the Assignment:

{Starting with the present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the Assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the Assignment does not need to be included.}

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2010-present]	[e.g.,Ltd., advisor/PR firm to... For references: Tel...../e-mail.....; Mr., Managing director]		

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work):
The copy of certification should be attached.

Expert's contact information : (email, phone)

Past infographics and Video clips
The file of Past infographics and Video clips created by the designer should be attached.

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I am available to undertake the Assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by JICA.

Name of Expert	Signature	Date {day/month/year}
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Name of authorized Representative of the PR firm (the same who signs the Proposal)	Signature	Date {day/month/year}
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Section 5. Financial Proposal Forms

{Notes to PR firm shown in brackets { } provide guidance to the PR firm to prepare the Financial Proposals; they should not appear on the Financial Proposals to be submitted.}

Financial Proposal Forms shall be used for the preparation of the Financial Proposal according to the instructions provided in Section 2 and 3.

FIN-1 Financial Proposal Submission Form

FIN-2 Breakdown of Remuneration, Reimbursable Expenses, and Indirect Local Tax Estimates

Form FIN-1

FINANCIAL PROPOSAL SUBMISSION FORM

{Location, Date}

To: Chief Representative
JICA Bangladesh Office

Dear Sirs:

We, the undersigned, offer to provide the consulting services for *PR activities for ODA loan projects in FY2024* in accordance with your Request for Proposal dated April 1, 2024, and our Technical Proposal.

Our attached Financial Proposal is for the amount of {indicate the corresponding amount(s) currency} {Insert amount(s) in words and figures}, including all indirect local taxes.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to the expiration of the validity period of the Proposal.

We understand that you are not bound to accept any Proposal that you receive.

Yours sincerely,

Authorized Signature {In full and initials}:

Name and Title of Signatory:

Name of Firm:

Address:

Contact information (phone and email):

Form FIN-2

BREAKDOWN OF REMUNERATION, REIMBURSABLE EXPENSES, AND INDIRECT LOCAL TAX ESTIMATES

TOTAL COSTS (1)+(2)+(3): *{insert: total estimate cost}*

(1) Remuneration					
No.	Name		Person-month Remuneration Rate (BDT)	Time input in person/month	Cost
	Coordinator				
	Editor				
	Designer				
Management Cost* (XX % of Sub-total (Remuneration))					
Total Cost of (1)					

(2) Reimbursable Expenses					
	Type of Reimbursable expenses	Unit	Unit Cost	Quantity	Cost
1					
2					
Total of (2)					

(3) Indirect Local Tax Estimates (BDT)		
1	<i>{insert type of tax. e.g., VAT or sales tax}</i>	
2	<i>{insert type of tax}(if any)</i>	
Total Estimate for Indirect Local Tax (3)		

(Note)

- Costs of remuneration shall not exceed the ceilings specified below.
The ceiling is: BDT3,256,800 (three million two hundred and fifty-six thousand eight hundred) indicate: inclusive of necessary taxes.
- Domestic travel cost (flight, daily allowance and accommodation fee) shall be provided according to JICA's regulation. Reimbursable Expenses should be without these costs.

(Reference) This will not be included in the total cost

Photographer/Videographer Expenses		
No	Item	Rate (including of all indirect local taxes)
1	Photographer (1 Unit Person,1 unit camera)	
2	Videographer (1 Unit Person,1 unit camera, 1 Unit Assistant)	

Section 6. Terms of Reference (TOR)

1. Background

JICA's cooperation with Bangladesh started in 1973. We have cooperated to tackle various development issues such as power, transportation, disaster prevention, rural and regional development, health, education, and governance. The volume of cooperation projects in Bangladesh is one of the largest among all the countries covered by JICA cooperation with the expansion of Official Development Assistance (ODA) loan, and Japan is the largest bilateral donor in Bangladesh. On the other hand, JICA has more room to expand the awareness of JICA's activities in people in Bangladesh and appeal JICA project's impact. It is hoped that the activities of JICA, as well as Japanese development cooperation, will be recognized by more Bangladeshi people and contribute to the strengthening of further cooperative relationships between the two countries.

From this aspect, JICA Bangladesh Office (hereinafter as "JICA office") decided to enhance its PR activity on ODA loan projects through more active networking with local media and utilizing Social Networking Services (SNS) and other PR devices.

2. Objectives of the Assignment

- To expand the network with local and national media/press, including print, electronic, and visual media
- To elaborate the draft of Press Release to media/press, distribute Press Release for wider coverage by media, and improve the quality of JICA's media presence
- To enhance the quality of JICA's SNS articles for wider and better social media engagement
- To develop professional presentation slides occasionally for JICA
- To photograph and videograph JICA projects and events to build a visual depository of JICA activities
- To carry out other measures to substantially enhance media coverage by newspaper and TV and drastically increase the number of followers in JICA's SNS account
- To design JICA's PR products such as cards

3. Scope of Services, Tasks (Components), and Expected Deliverables

- (1) To expand the network with local and national media/press, including print, electronic, and visual media
 - 1) Media interview
 - Analyze media's expectations and demands to JICA office and propose interview topics to be published.
 - Arrange interviews at least six times, including coordinating interview dates, setting up of the location, advising the interview content, and moderating the interview.
 - Conduct the grammar check of draft article and elaborate it into a more press-friendly text
 - Follow up and feedback the result of the interview to JICA with the published URL of the article.
 - 2) Media tour (JICA project site visiting)
 - Propose the content of the media tour and the candidate media to participate.
 - Arrange the media tours at least twice, including dates coordination and logistical preparation.
 - Conduct facilitation and other activities on the day of the media tour.

- Collect and feedback the total number of articles published, names of media, and URLs of articles published.
- 3) Pick up JICA media coverage
- (2) To elaborate the draft Press Release to media/press, distribute Press Release for wider coverage by media, and improve the quality of JICA's media presence
- 1) Propose an effective strategy for increasing Media exposure
 - The number of JICA media exposure from May 2023 to February 2024 is 1, 164 (print 409; web 725; TV 10) on Press Release. JICA aims to reach twice the number in one year.
 - 2) Preparation and editing of press releases
 - Check the Draft Press Release 2 days before the actual release based on the information provided by JICA Officer in Charge (OIC) and elaborate it into a more press-friendly text.
 - Prepare Press Release in English and Bengali (include a summary of the event, what the chief guest, participants, and beneficiaries said, and make it attractive).
 - Grammar check with Grammarly or other relevant software.
 - 3) Distribution of the press release
 - Distribute the approved Press Release to the appropriate media. In principle, the press release of any event/ceremony shall be released on that day so that the media/press can publish it immediately.
 - 4) Prepare a list of destinations for the press release and share it with the JICA office
 - Submit the list within two weeks after signing the contract and share the list with JICA office each time it is updated.
 - 5) Follow-up on article creation
 - Follow up on each media to identify how many articles are published and feed it back to JICA.
 - Report the results on the day after the press release is sent out. The results should include the total number of articles published, the name of the media outlet that published the article and the URL of the article
 - 6) Guidelines for creating attractive Press Releases
 - Prepare a PowerPoint presentation with tips for creating a press release (to be prepared and presented one month after signing the contract), including sentence structure, words/phrases selection with which OIC can prepare a draft.
 - Conduct lectures to OICs utilizing the presentation.
- (3) To enhance the quality of JICA's SNS articles for wider and better social media engagement
- 1) Propose an effective strategy for increasing Facebook (FB) followers
 - As of February 2023, JICA Bangladesh has about 82,000 followers on FB. JICA aims to reach 160,000 in one year.
 - 2) Prepare a list of information required to work out FB articles (OIC will provide information based on the list) (Submit in 2 weeks after signing the contract)
 - 3) Edit FB articles drafts
 - Edit draft articles 2 days before the actual post based on the information provided by OIC (in English, and sometimes Bengali as well).
 - Propose Infographics or short clips to FB more attractive and visually appealing.
 - 4) FB data analysis, checking comments

- Analyze the JICA and other development partners' FB and provide advice to attract more readers and JICA fans considering the domestic interests, global trends, and planned events/ceremonies.
 - Report the result of analysis, propose the improvement plan, implement trial, give feedback analysis of trial.
 - 5) Propose specific suggestion for creating good articles and photos
 - Prepare a PowerPoint presentation with tips for creating a good FB article and photos.
 - Conduct one-hour lectures by utilizing the material to OIC 4 times in the contract period.
- (4) To develop professional presentation slides occasionally for JICA
- Make simple and attractive presentation slides when JICA provides content/slides, such as PowerPoint presentations.
- (5) To photograph and videograph JICA projects and events to build a visual depository of JICA activities
- Arrange a photographer/videographer upon JICA's request.
- (6) To carry out other measures to substantially enhance media coverage by newspaper and TV and drastically increase the number of followers in JICA's SNS accounts
- (7) To design JICA's PR products such as cards
- Upgrade the design of PR materials upon request from JICA.

Quantitative indicators showing the effectiveness of public relations activities will be proposed and discussed by JICA and the Experts, and strategies for this will be decided.

4. Expected Deliverables

No	Work Item	Number of times per year	Frequency
(1)	To expand the network with local and national media/press, including print, electronic, and visual media		
(1)-1	Conducting media interviews and providing feedback	6	Once every two months
(1)-2	Conducting media tours and conference and providing feedback	2	Once every 6 months
(1)-3	Pick up media coverage	Whenever it happens	Whenever it happens
(2)	To check and elaborate the draft Press Release to media/press and to improve the quality of JICA's media presence		
(2)-1	Press Release checking distribution, reporting	46	Once every week
(2)-2	Creation and updating of the list of press release destinations	As needed	As needed
(2)-3	Create press release guidelines	1	Once a year

(3)	To enhance the quality of JICA's SNS articles for wider and better social media engagement		
(3)-1	Create Infographic, Video Clip	60	Once or twice a week
(3)-2	Drafting of Facebook articles (National Staffs/Sector introduction, International Day)	As needed	As needed
(3)-3	Analyzing Facebook data and providing feedback	12	Once a month
(3)-4	Conduct a lecture by utilizing the Materials for creating good articles	4	Once in a quarter
(4)	To develop professional presentation slides occasionally for JICA		
(4)-1	Improvement of PowerPoint materials created by JICA (about 15 pages per session)	6	Once every two months
(5)	To photograph and videograph JICA projects and events to build a visual depository of JICA activities		
(5)-1	Dispatch Photographer/Videographer	As needed	As needed
(6)	To design JICA's PR products such as cards		
(6)-1	Design JICA's PR products	As needed	As needed

5. Schedule of Reporting

(1) Monthly report

Submit the month's report by the end of each month. Include the numbers from the above work item to be accomplished in the month on the cover page and attach the following documents.

- 1) Feedback after conducting media interviews and media tours
- 2) Feedback after issuing press releases
- 3) Facebook data analysis and feedback
- 4) Improvement of PowerPoint materials prepared by JICA office
- 5) Number, Name, and Place of photographers/Videographers dispatched

6. Team Composition & Qualification Requirements for the Experts (and any other requirements which will be used for evaluating the Experts)

(1) Team Composition

- 1) Coordinator (Media Contact, Event support) must visit JICA office weekly for meetings.
- 2) Editor (Press release, Facebook article, and Speech script)
- 3) Designer (Facebook design, Infographic, video clip, and Presentation material)
- 4) Other support professionals proposed by the PR firm

Note: The composition of the Team described above is indicative, and the Contractors can propose a different composition with sufficient grounds for the proposal.

(2) Requirement of a team

- 1) Demonstrated experience working in development communication and impact storytelling in different forms

- 2) Extensive experience in organizing large-scale events and designing campaigns for international organizations and Japanese companies
- 3) Close relationships with major media outlets such as newspapers, magazines, and TV channels
- 4) Excellent photography and videography skills
- 5) Excellent communication, interpersonal, and creative thinking skills

(3) Requirement of Experts

1) Coordinator

- Knowledge of designing PR strategies for international development and donor organizations.
- Connections with major media companies, including newspapers, magazines, and TV channels.
- Excellent experience in organizing media interviews, media tours, and event support.
- Ability to efficiently lead and manage the team, and to deliver quality products on time.
- 7+ years of experience working in the PR field and media.

2) Editor

- Excellent knowledge of content creation for quality social media engagement.
- Excellent writing skills to create impactful stories in English and Bengali (Press releases, Facebook, and Speech writing).
- Experience of drafting quality press release and Facebook articles as an editor.
- 5+ years of experience in PR field.

3) Designer

- Demonstrated experience in graphic designing and video editing skills for social media platforms.
- Excellent knowledge of photo and video editing software.
- Experience designing PR products (cards, gifts etc.).
- 5+ years of experience in similar work.

*More than three people are acceptable. Multiple roles by one person are acceptable.

7. Duration of the assignment:

From May 12, 2024, to March 31, 2025

8. Deliverables:

- 1) Monthly progress report (end of every month)
- 2) Final Report: March 15, 2025

(NOTE1) A Financial report/invoice shall be submitted monthly with the above.

(NOTE2) The reports shall be submitted by electric files. Printing document is not necessary.

PRESS RELEASE

Japan International Cooperation
Agency (JICA)
Bangladesh Office
28 February, 2023

Signing of Grant Agreement for additional grant for the "Project for the Improvement of Governance and Management Research and Training Facilities"

【Dhaka, 26 February, 2023】

On February 26, 2023, the Government of the People's Republic of Bangladesh and the Japan International Cooperation Agency (JICA) signed a grant agreement for additional grant aid for the implementation of the "Project for the Improvement of Governance and Management Research and Training Facilities" in Dhaka.

The Grant Agreement for an additional JPY 333 million (about 26.71 crore BDT) for the project was signed by Mr. ICHIGUCHI Tomohide, Chief Representative, JICA Bangladesh Office, and Mr. AKM Shahabuddin, Additional Secretary, Economic Relations Division (ERD), Ministry of Finance, on behalf of their respective governments. Previously, the Grant Agreement for JPY 2,429 million (about 194.85 crore BDT) for this project was signed by JICA and the government of Bangladesh on December 2021. The overall grant amount stood up to JPY 2,762 million (about 221.56 crore BDT) with this additional grant.

The overarching goal of this project is to help the government of Bangladesh become an upper-middle-income country by enhancing its capacity for policymaking. It provides facilities and equipment for high-level human resource development in BIGM, as well as policy research and development, for government officials and executives of private enterprises; it also contributes to improving the partnership between the public and private sectors.

This project serves as a symbol to mark the 50th anniversary of Bangladesh and Japan's establishing diplomatic ties. The project will be carried out by the Bangladesh Institute of Governance and Management (BIGM). At BIGM's Sher E Bangla Nagor premises, the grant money will be used to build an eight-story, approximately 7,480 square meter academic facility and to provide general classroom supplies and furnishings.

【For more information】

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JICA Portfolio: Climate Adaptation

- Promoting BDP2100 and NAP



“Haor Flood Management and Livelihood improvement Project” with **BWDB** and **LGED**
(Loan: 150 mil USD)

-Construction of sub-marginable embankment, road and culvert and Agriculture/Fishery extension



“Planning Capacity Enhancement and Establishment of a Technology Adaptation Cycle on Comprehensive Nodi (River) Management” to **BWDB** (TA: 5 mil USD)

- Technical assistances for Bank erosion protection in Jamuna and flood management plan in South-eastern rivers



“Improvement of Comprehensive Management Capacity of **DPHE** on Water supply”
(TA: 8mil USD)

“Khulna water supply project” with **KWASA** (Loan: 145 mil USD)

“Karnaphuli water supply project” with **CWASA**(Loan: 320 mil USD)



“Practice and Dissemination of Disaster-Resistant Climate Change-Adaptive Agriculture in Haor” with **NGOs** (TA: 1mil USD)

“Small Scale Water Resources Development Project” with **LGED** (Loan: 110 mil USD)



“Project for Strengthening the capacity of weather and climate services” with **BMD**
(TA: 3 mil USD)

“Improvement of Meteorological Radar System in Dhaka and Rangpur” with **BMD**
(Grant: 20 mil USD)



Capacity development for BDP2100 implementation and future BDP revision to **GED, BWDB, LGED, WASA** etc (TA: 0.5 mil USD)