

TERMS OF REFERENCE

Ref No.: S-03/01 UNDER SREP

SELECTION OF CREATIVE FIRM FOR PROMOTING IDCOL SOLAR ROOFTOP SYSTEM

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INFRASTRUCTURE DEVELOPMENT COMPANY LIMITED



1. Background

Bangladesh has achieved robust economic growth in recent times and the major boost comes from the accelerating industrial growth. Not only readymade garments sector but also many other neo-technologies sectors are growing. The country has achieved a steady economic growth of around 6% since 1996 and planning to maintain a growth over 7% in the upcoming years. The major concerns of the future is to nurture the industries in sustainable and eco- friendly way.

Sustainable and uninterrupted electricity supply is given utmost importance for the industrial development. Despite the Government intention to supply uninterrupted electricity to the industries a severe disruption is taking place in industrial production and other economic activities because of load-shedding.

Bangladesh has successful track record in disseminating various renewable energy programs including the world largest and fastest growing off grid Solar Home Systems (SHSs) Program. The country has already installed more than 4.6 million SHSs which has illuminated more than 21 million beneficiaries. Bangladesh is followed by many Asian and African countries for successful steps in disseminating renewable energy programs. Bangladesh is now emphasizing in large scale industrial and commercial solar projects.

Infrastructure Development Company Limited (IDCOL), a state owned non-banking financial institution, has earned worldwide reputation for successful implantation of various renewable energy programs and projects in Bangladesh. IDCOL has implementing various renewable energy programs in Bangladesh including SHS Program, Biogas & Bio-fertilizer Program, Solar Mini-grid projects, Solar Irrigation program, Improved Cook Stoves program and other renewable energy projects. IDCOL is financing solar rooftop projects to take advantage of the sun's energy to satisfy industries ever-increasing need for electricity. So far IDCOL has financed seven rooftop solar projects with a cumulative capacity over 4.25 MWp. It requires only 100 Sq.ft. space and about BDT 75,000 to install 1 KW of rooftop solar electricity. The generation cost of electricity from rooftop solar falls below BDT 8/unit which makes the investment lucrative.

According to the Bangladesh Energy Regulatory Commission the flat rate of electricity for industries is BDT 8.56/unit and this is further subsidized by the Government of Bangladesh (GoB). Furthermore the rate is increasing every year and thus making the industrial production cost even higher. Often the industries do not rely solely on the grid connection because of power outage and use diesel generator instead. Usage of diesel generator is expensive and harmful for the environment as it emits carbon in the atmosphere. It is estimated that the average cost of industrial electricity ranges between BDT 12-15/unit considering the electricity consumption from grid and diesel generator.

The GoB has set a target of generating 2,000 MW of electricity from renewable energy by 2021 of which more than 1,600 MW will be produced from solar energy. It is estimated more than 400 MW of electricity can be produced from the textile industries rooftop and there is a potential of about 4,000 MW of electricity from industrial and commercial rooftops. IDCOL has now 30 solar rooftop projects in its pipeline with a cumulative capacity of 30 MW and IDCOL intends to finance 300 MW of solar rooftop projects by 2021.



Now to create mass awareness about the benefits of rooftop solar technology among the potential clients, IDCOL is seeking a qualified and experienced marketing agency for the design and implementation of various public awareness activities related to the above mentioned project.

2. Objective

The service provider will ensure IDCOL Rooftop Solar project visibility among the industrialists and potential project sponsors through print, electronic, social and other media. The activities includes management and engagement supports which includes development of content, arrange logistics and necessary media buying. The main objective of providing such support is to ensure maximum coverage of IDCOL Rooftop solar activities in the above mentioned media which can help promote the image of IDCOL as a financier of rooftop solar project. To maximize the reach through print, electronic and social media, the service provider must understand and provide relevant services for the below mentioned scope of work.

Sl. No	Actions	Channels	Frequency
1	Brochure	- Email and hard copy	15,000 copies
2	Press Insertions	-The Daily Prothom Alo -The Daily Star	6 in each newspaper
3	Magazine Advertisements	-Textile Today -ICE Business -Ebiz	12 in each magazine
4	Advertorial and interviews on the print media	-The Daily Prothom Alo -The Daily Star - The Financial Express - The Daily Janakantha -The Daily Ittefaq	6 news in each newspapers
5	Advertorial on electronic media	-ATN News -Somoy News -Independent News -Channel I -NTV	10 episodes in each channel
6	Talk Show	-Top business/energy talk show	3 episode
7	Workshop with the journalist at project site		1 workshop
8	Infographics	- Social Media - Workshops - Email	10 videos
9	Event Sponsorship	-Events	5 sponsorship
10	Digital Marketing	-Social Media Promotion -Search Engine Marketing	20,000 lead generation
11	Round table	-Prothom Alo	

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3. Deliverables

The selected firm will be required to prepare and submit the following reports and outputs:

- Inception report: The selected firm requires to share a inception plan comprising detailed work plan, proposed timeline and activities
- Different options of design/output for IDCOL's selection.
- Periodic progress report: Agency has to deliver the monthly reports on 1st week of the next month in word/PDF/PPTX file. Agency has to submit progress/achievement reports monthly/after the end of completion of the contract.
- Impact analysis: Once after every quarter, the agency need to analyze the actual impact of various activities and their combined result.
- Prepare suggestion/ recommendation of promotional activities to better reach the target audience

4. Duration

The whole assignment is expected to take 2 (two) years from the date of signing the contract.

5. Eligibility

- Companies and firms registered with appropriate authorities
- Have a minimum 5 years' of general experience of providing similar services to the Government and Private entities
- Have completed minimum 02 (two) similar assignments within last 03 (three) years having a minimum value BDT 30 lacs each
- Have an average yearly minimum turnover of BDT 5,000,000/- (fifty lac only) for last three years
- Have all necessary facilities of their own or arrangements of such assets
- Have a team of key experts

6. Content of EOI submission

Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. In this regard, the interested applicants are requested to submit their Expressions of Interest (EOIs) along with the documents below:

- Documentary evidence of incorporation of the firm (trade license of the year of registration and of the latest year, incorporation certificate, copy of TIN and VAT registration certificate etc.)
- Audit report/Annual report (certified by CA firm) for last 3 (three) years (statement of income, balance sheet, cash flow statement etc.)
- Details of similar work completed in the last 03 (three) years including the following information for each project:
 - Project Title
 - Overall Project Value
 - Name and address of the client including reference
 - Project Duration (Start and completion date)
 - Description of project
 - Types of service provided
- Proposed Team Composition for the assignment
- Brief CVs (*not more than 3 pages*) of project manager and key personnel

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- Organizations profile, description of organizations capacity and resources to demonstrate its management and creative development capacity (brochures and other documents describing similar assignments, experience, appropriate professional staffs etc.) and its logistical capability

7. Short-listing criteria

- General & Similar experience
- Financial Capability
- Organizational strength
- Team Composition

All the above mentioned criteria will be judged based on the *submitted documents only*.

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