

Government of the People's Republic of Bangladesh
Dhaka Transport Coordination Authority
Office of the Project Director
**Establishment of Clearing House for Integrating Transport Ticketing System
in Dhaka City Area**
South Nagar Bhaban (Level-12), Fulbaria, Dhaka-1000.

Ref: 35.02.0000.008.37.029.17-604

Date: 06/08/2017

**Request for Expressions of Interest
for
Consultancy Services for Public Relation on RAPID PASS**

1.	Ministry/Division	Ministry of Road Transport and Bridges/ Road Transport and Highways Division
2.	Agency	Dhaka Transport Coordination Authority
3.	Name of procuring entity	Project Director, Establishment of Clearing House for Integrating Transport Ticketing System in Dhaka City Area
4.	Procuring entity code	Not used at present
5.	Procuring entity district	Dhaka
6.	Expression of interest for selection of	Consulting Firm
7.	REOI Ref. No.	35.02.0000.008.37.029.17-604
8.	Date (dd/mm/yyyy)	06.08.2017
	KEY INFORMATION	
9.	Procurement sub-method	Quantity in Cost Based Selection (QCBS)
	FUNDING INFORMATION	
10.	Budget and source of funds	Development Budget (TA Project)
11.	Development partner (if applicable)	JICA
	PARTICULAR INFORMATION	
12.	Project/program code (if applicable)	5014
13.	Project/program name (if applicable)	Establishment of Clearing House for Integrating Transport Ticketing System in Dhaka City Area.
14.	EOI closing date	20.08.2017
	INFORMATION FOR APPLICANT	
15.	<p>Brief description of the assignment :</p> <ol style="list-style-type: none"> 1. Dhaka Transport Coordination Authority (DTCA) under Road Transport and Highways Division of Ministry of Road Transport and Bridges has been allocated public funds from Government of the People's Republic of Bangladesh (GOB) and Japan International Cooperation Agency (JICA) towards a preparation of implementation of Integrated Transport Ticketing System by the Common Card named "Rapid Pass" including establishment of Clearing House. (Rapid Pass System). Considering the convenience of the users, introduction of this System is expected for the new mass transit systems, as well as existing Public Transports such as BRTC, BIWTC, BR and others. 2. The objective of Public Relations (PR) consultant is to create and raise awareness, of both the general and target group, for public-private initiatives to promote Rapid Pass System and encourage general people and target group to become Public Transport users as well as Customers of Rapid Pass. The Public Relations Consultant (consulting firm) will be responsible for carrying out PR activities which the consulting firm considers appropriate to achieve the following 4 items. <ol style="list-style-type: none"> i. Change in public perception from "Time is Free" to "Time is Money" ii. Penetration to public's mind with basic concept of business model of Rapid Pass System 	



