

Ministry of Rural Development, Social Security and Community Empowerment

INVITATION FOR BID (IFB)

Selecting and institute to prepare a media campaign to promote the Prajashakthi National Movement to eradicate poverty

Contract No. MRDSS&CE/PMD/11/2026-06

1. As the Secretary, Ministry of Rural Development, Social Security and Community Empowerment, I invite sealed bids from eligible and qualified bidders to prepare a media campaign to promote the Praja shakthi National Movement to eradicate multi dimensional poverty in Sri Lanka. The estimated total project value is approximately LKR 50 million per year.
2. The work consists of implementing a comprehensive publicity program using television, radio, social media and all other media for the “Praja Shakthi”, national campaign to eradicate multi dimensional poverty.
3. Bidding will be conducted through the National Competitive Bidding (NCB) Procedure in accordance with the applicable Government Procurement Guidelines.
4. To be eligible for contract award the bidders shall not be blacklisted. The qualification criteria for the eligible bidders shall include the followings.
 - a) Experience of company in the respective relevant programs [Minimum 3 years]
 - a.1 The Relevance of the past projects, performed tasks, operational scope shall be evaluated for these criteria.
 - a.2 Each program must be for a minimum invoice value of at least LKR 25 Million.
 - b) Financial Capability
 - b.1 Credit Facility/ Cash in hand (3 Million) minimum
 - b.2 Bank Statements for the Last 3 years
 - c) Human Resources Capacity

Requite human resources capacity should be there with the company.

- d) Reputed Capable Company / Government Institute, Organization Ownership details include Company Profile with the details of Public Company, Bureau, Private Company / Partnership/Sole Proprietor if any related document submitted with the tender.
- e) Technical Approach & methodology.
5. Interested eligible bidders may obtain further information from the Member-Procurement Management Division, Ministry of Rural Development, Social Security and Community Empowerment (T.P. 011-2186078) and inspect the Bidding Documents at the address given below during office hours from 2026.05.27 – 2026.06.17 between 09.00 hrs and 14.30 hrs.
6. A complete set of Bidding Documents may be purchased by interested bidders upon submission a written application to The Finance Division, Ministry of Rural Development, Social Security and Community Empowerment, 1st Floor, Sethsiripaya Stage II, Battaramulla from 9.00 hrs. To 14.30 hrs. From 2026/06/03 until 2026/06/17 upon payment of a non-refundable fee of Rs. 7,500.00. The nonrefundable fee can be paid to the Shroff . All bids must be accompanied by a Bid Security of 500,000.00 valid up to 28 days from bid validity period.
7. Bids shall be delivered to the Tender Box placed in the room of Chief Financial Officer on working days or sent by registered post to the address given below at or before 2.30 p.m. on 2026.06.18 in the presence of the bidders representatives who choose to attend. The caption Procurement for selecting and institute to prepare a media campaign to promote the Prajashakthi National Movement to eradicate poverty should be mention on the top left hand corner of the envelope containing the quotation. Bids will be closed at 2.30 p.m. on 2026/06/18 and the bids will be opened soon after closing at the main Auditorium, 1st floor, Sethsiripaya stage II, Battaramulla. Late bids will be rejected.
8. Bids shall be valid for 91 days from the bid opening date.
9. A Pre-Bid Meeting will held at 10.00 a.m. on 03rd june 2026 in at the main Auditorium, 1st floor, Sethsiripaya stage II, Battaramulla. All interested Bidders may participated to the Pre-Bid meeting.

Secretary

Ministry of Rural Development, Social Security and Community Empowerment

1st Floor

“Sethsiripaya Stage II”, Battaramulla.

May 21, 2026