

Staff reporter

The government is close to hire an advertisement firm to launch a publicity campaign on its success in the power sector, sources said Wednesday.

According to official sources at the Power Division, Grey Advertising--a local advertising firm--has already been selected for the job as its technical offer was accepted by the authorities concerned.

"Now we're going to open the firm's financial offer soon", said a top official at the Power Division.

A year of the campaign may cost about Tk 20 crore, he said asking not to be identified.

He said this is first such government move to engage a private firm to conduct a publicity campaign about its success.

He informed that the Power Cell, a technical wing of the Power Division, was given responsibility to pick up a firm from among the three who submitted their respective technical and financial offers for the job.

The three firms which were short listed on the basis of their previous performances are Grey Advertising, Matra, and Spotlight.

Official sources said the Power Cell already evaluated the technical offers of the three firms and selected Grey's offer.

Officials said Grey will prepare different campaign-based programs for both print and electronic media, including TV ads, documentary, short film, display ads. It will also organize seminars, symposia, workshops to highlight the government's success in the power sector.

The future program will also be focused in the advertisements and other programs to motivate masses and also the media.

"There will be some motivational program for journalists as well", said an official preferring anonymity.

He said the government has huge success in power sector. But due to negative criticism by the print and electronic media, people remain ill-informed about the success.