بسم الله الرحمن الرحيم

TRANSPARENCY MALDIVES
A Coalition for Integrity

REQUEST FOR PROPOSAL (RFP)

Promoting Transparency and Accountability through Right to Information (RTI) in the Maldives

Proposal submission deadline: 25 August 2013

Dear Sir/Madam,

Subject: RFP for developing Right to Information (RTI) awareness campaign based on RTI baseline survey

1. You are requested to submit a proposal for developing full-fledged RTI nation wide awareness campaign as per enclosed Terms of Reference (TOR).
2. To enable you to submit a proposal, attached are:

   i. Instructions to Offerors ……. (Annex I)
   ii. General Conditions of Contract….. (Annex II)
   iii. Terms of Reference (TOR)…….. (Annex III)
   iv. Proposal Submission Form …… (Annex IV)
   v. Price Schedule …….. (Annex V)

3. Your offer comprising of technical proposal and financial proposal, in separate sealed envelopes, should reach the following address no later than Sunday, 25 August 2013 at or before 16:00 hrs local time and please call us if you need more information.

   RTI Project
   Transparency Maldives
   MF Building 7th Floor, Chaandhanee Magu
   Male', Maldives
   Tel: +960 330 4017
   Fax: +960 300 6062
   Email: office@transparencymaldives.org

4. If you request additional information, we would endeavour to provide information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal.

5. You are requested to acknowledge receipt of this letter and to indicate whether or not you intend to submit a proposal.

Yours sincerely,

Ahmed Mohamed

Project Coordinator

Annex I

Instructions to Offerors

A. Introduction

1. General

Purpose of RFP is to develop concept ideas and produce materials to be used on RTI national campaign.

2. Cost of proposal

The Offeror shall bear all costs associated with the preparation and submission of the proposal; Transparency Maldives (TM) shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

B. Solicitation Documents

3. Contents of solicitation documents

Proposals must offer services for the total requirement. Proposals offering only part of the requirement will be rejected. The Offeror is expected to examine all corresponding instructions, forms, terms and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Offeror's risk and may affect the evaluation of the Proposal.

4. Clarification of solicitation documents

A prospective Offeror requiring any clarification of the Solicitation Documents may notify TM in writing at the organisation's mailing address or fax number indicated in the RFP. TM will respond in writing to any request for clarification of the Solicitation Documents that it receives earlier than two weeks prior to the deadline for the submission of Proposals. Written copies of the organisation's response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective Offerors that has received the Solicitation Documents.

5. Amendments of Solicitation Documents

At any time prior to the deadline for submission of Proposals, TM may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Offeror, modify the Solicitation Documents by amendment.

All prospective Offerors that have received the Solicitation Documents will be notified in writing of all amendments to the Solicitation Documents.
In order to afford prospective Offerors reasonable time in which to take the amendments into account in preparing their offers, TM may, at its discretion, extend the deadline for the submission of Proposals.

C. Preparation of Proposals

6. Documents comprising the Proposal

The Proposal shall comprise the following components:

(a) Proposal Submission Form;
(b) Operational and technical part of the Proposal, including documentation to demonstrate that the Offeror meets all requirements;
(c) Price schedule, completed in accordance with clauses 8 and 9;

7. Proposal Form

The Offeror shall structure the operational and technical part of its Proposal as follows:

(a) Management Plan

This section should provide corporate orientation to include the year and country of incorporation and a brief description of the Offeror's present activities. It should focus on services related to the Proposal.

This section should also describe the organisational unit(s) that will become responsible for the contract, and the general management approach towards a project of this kind. The Offeror should comment on its experience in similar projects and identify the person(s) representing the Offeror in any future dealing with TM.

(b) Resource Plan

This should fully explain the Offeror's resources in terms of personnel and facilities necessary for the performance of this requirement. It should describe the Offeror's current capabilities/facilities and any plans for their expansion.

(c) Proposed Methodology

This section should demonstrate the Offeror's responsiveness to the specification by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed warranty; and demonstrating how the proposed methodology meets or exceeds the specifications.

The operational and technical part of the Proposal should not contain any pricing information whatsoever on the services offered. Pricing information shall be separated and only contained in the appropriate Price Schedules.

It is mandatory that the Offeror's Proposal numbering system corresponds with the numbering system used in the body of this RFP. All references to descriptive material and brochures should be included in the appropriate response paragraph, though material/documents themselves may be provided as annexes to the Proposal/response.

Information which the Offeror considers proprietary, if any, should be dearly marked "proprietary" next to the relevant part of the text and it will then be treated as such accordingly.

8. Proposal prices

The Offeror shall indicate on an appropriate Price Schedule the prices of services it proposes to supply under the contract.

9. Proposal currencies

All prices shall be quoted in Maldivian Rufiyaa (MVR).

10. Period of validity of proposals

Proposals shall remain valid for sixty (60) days after the date of Proposal submission prescribed by TM, pursuant to the deadline clause. A Proposal valid for a shorter period may be rejected by TM on the grounds that it is non-responsive.

In exceptional circumstances, TM may solicit the Offeror's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. An Offeror granting the request will not be required nor permitted to modify its Proposal.

11. Format and signing of proposals

The Offeror shall prepare two copies of the Proposal, clearly marking each "Original Proposal" and "Copy of Proposal" as appropriate. In the event of any discrepancy between them, the original shall govern.
The two copies of the Proposal shall be typed or written in indelible ink and shall be signed by the Offeror or a person or persons duly authorised to bind the Offeror to the contract. The latter authorisation shall be indicated by written power-of-attorney accompanying the Proposal.
A Proposal shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the Offeror, in which case such corrections shall be initialled by the person or persons signing the Proposal.

12. Payment

TM shall effect payments to the Contractor after acceptance by TM of the invoices submitted by the contractor, upon achievement of the corresponding milestones.

D. Submission of Proposals

13. Sealing and marking of proposals

The Offeror shall seal the Proposal in one outer and two inner envelopes, as detailed below.

(a) The outer envelope shall be addressed to:

RTI Project
Transparency Maldives
MF Building, 7th Floor
Chaandhanee Magu, Male', Maldives
Tel: +960 330 4017
Fax: +960 300 6062
Email: office@transparencymaldives.org

marked with:

"RFP for developing Right to Information (RTI) Nation Wide Awareness Campaign"

(b) Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the information specified in Clause 7 (Proposal Form) above, with the copies duly marked "Original" and "Copy". The second inner envelope shall include the price schedule duly identified as such.
Note, if the inner envelopes are not sealed and marked as per the instructions in this clause, TM will not assume responsibility for the Proposal's misplacement or premature opening.

14. Deadline for submission of proposals

Proposals must be received by TM at the address specified under clause Sealing and marking of Proposals no later than Thursday, 25 August 2013 at or before 16:00hrs local time.
TM may, at its own discretion extend this deadline for the submission of Proposals by amending the solicitation documents in accordance with clause Amendments of Solicitation Documents, in which case all rights and obligations of TM and Offerors previously subject to the deadline will thereafter be subject to the deadline as extended.

15. Late Proposals

Any Proposal received by TM after the deadline for submission of proposals, pursuant to clause Deadline for the submission of proposals, will be rejected.

16. Modification and withdrawal of Proposals

The Offeror may withdraw its Proposal after the Proposal's submission, provided that written notice of the withdrawal is received by TM prior to the deadline prescribed for submission of Proposals.
The Offeror's withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions of clause Deadline for Submission of Proposals. The withdrawal notice may also be sent by Email or fax but followed by a signed confirmation copy.
No Proposal may be modified subsequent to the deadline for submission of proposals.

No Proposal may be withdrawn in the Interval between the deadline for submission of proposals and the expiration of the period of proposal validity specified by the Offeror on the Proposal Submission Form.

E. Opening and Evaluation of Proposals

17. Opening of proposals

TM will open the Proposals in the presence of a Committee formed by the Board of TM.

18. Clarification of proposals

To assist in the examination, evaluation and comparison of Proposals, TM may at its discretion, ask the Offeror for clarification of its Proposal. The request for clarification and the response shall be in writing and no change in price or substance of the Proposal shall be sought, offered or permitted.

19. Preliminary examination

TM will examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the Proposals are generally in order.
Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Offeror does not accept the correction of errors, its Proposal will be rejected. If there is a discrepancy between words and figures the amount in words will prevail.
Prior to the detailed evaluation, TM will determine the substantial responsiveness of each Proposal to the Request for Proposals (RFP). For purposes of these Clauses, a substantially responsive Proposal is one which conforms to all the terms and conditions of the RFP without material deviations. TM's determination of a Proposal's responsiveness is based on the contents of the Proposal itself without recourse to extrinsic evidence.

A Proposal determined as not substantially responsive will be rejected by TM and may not subsequently be made responsive by the Offeror by correction of the non-conformity.

20. Evaluation and comparison of proposals

A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 100 points in the evaluation of the technical proposals.
The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (TOR).

In the Second Stage, the price proposal of all contractors, who have attained minimum 70% score in the technical evaluation, will be compared. The Contract will be awarded to the Contractor who gets the highest combined scor

Evaluation Criteria

Evaluation forms for technical proposals follow on the next two pages. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. Please find below the technical criteria and the weights.

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable	Company / Other Entity		
				A	B	C
1.	Relevant experience of similar assignments in terms of scale and context - Experience in developing campaign materials including print, audio and video (8%) - Experience in graphic design for the web (8%) - Experience in developing web-based/ online training materials (4%)	20%	20			
2.	Relevant academic qualifications of the team	10%	10			
3.	Proposed methodology and approach for the assignment	35%	35			
4.	Proposed duration for the assignment, and timeline	5%	5			

	showing duration of the respective tasks proposed					
Total		70%	70			

F. Award of Contract

21. Award criteria, award of contract

TM reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Offeror or any obligation to inform the affected Offeror or Offerors of the grounds for the TM's action

Prior to expiration of the period of proposal validity, the procuring TM entity will award the contract to the qualified Offeror whose Proposal after being evaluated is considered to be the most responsive to the needs of the organisation and activity concerned.

22. TM's right to vary requirements at time of award

TM reserves the right at the time of award of contract to vary the quantity of services and goods specified in the RFP without any change in price or other terms and conditions.

23. Signing of the contract

Within 14 days of receipt of the contract the successful Offeror shall sign and date the contract and return it to TM.

24. Offeror protest

Our offeror protest procedure is intended to afford an opportunity to appeal to persons or firms not awarded a purchase order or contract in a competitive procurement process. It is not available to non-responsive or non-timely proposers/bidders or when all proposals/bids are rejected. In the event that you believe you have not been fairly treated, you can write to Transparency Maldives Chairman for complains address to:

Chairperson
Mr Abdul Rasheed Bari
Transparency Maldives
MF. Building, 7th Floor
20189 Chaandhanee Magu
Male, Maldives
Tel: +960330 4017
Email: chairperson@transparencymaldives.org

Annex II

Terms Of Reference
Developing a National Awareness Campaign on RTI

Transparency Maldives is seeking an individual or a firm based in the Maldives to develop and design a national campaign on Right to Information (RTI).

1. Background

Transparency Maldives (TM), supported by the United Nations Development Programme (UNDP) and funded by United Nations Democracy Fund (UNDEF), is carrying out a two-year project on Right to Information.
The overall development objective of the project is to promote transparency and accountability within all branches of the state, especially in the context of service provision, the justice system, and establishing good governance. The project objective is to promote the use of RTI legislation and accompanying legal redressal mechanisms, create grassroots demand for transparency and accountability, and strengthen the national access to information architecture.
Our project strategy focus on building knowledge and capacity on RTI among a wide variety of stakeholders, establishing the necessary linkages between public institutions and beneficiaries, engaging with the government to encourage proactive disclosure of information, and innovative uses of information technology to allow wider outreach into 194 geographically dispersed islands. The project targets the capital Male' and 8 atolls.

2. The outcomes of the RTI project

1. A population more aware of their right to information and how to access information held by public institutions and private institutions working on public services.
2. A public sector, media and civil society with increased capacity on providing information to the public and are better informed on RTI.
3. Increased avenues for the public, especially marginalized group, to access information held by state institutions.
4. Increased civil society activism and policy advocacy for strengthening the RTI regime in the Maldives.

3. Objectives of the duplicable RTI Awareness Campaign

The main objective of the duplicable campaign is to develop materials that can be reproduced and used by communities and interested parties to promote RTI. The materials will be available to the public.

4. Scope of Work
TM is looking for an interested and qualified party to develop concepts and materials for a coherent national campaign.

The selected party will get familiarized with the project's two-year action plan and will work in close coordination with TM to provide specific deliverables as follows:
1. A fully developed concept and theme for the RTI Campaign in both English and Dhivehi; the campaign must be duplicable; it can be replicated anywhere in the country for the advocacy and promotion of RTI, consistent with objectives identified.

2. Design and develop all duplicable resources, including the RTI theme logo, campaign song, and other multimedia materials, focusing on TV, radio, print/online media and social media.

3. All the materials must be designed in consultation with TM in every stage and approved before finalizing.

5. RTI campaign material list to be developed and designed.

Media Kit (logo, logo usage guidelines, business card, signage)

We will need a guideline booklet on how to use the campaign materials. All the materials will be designed and produced based on the outcome of the baseline survey.

1. Campaign song (approximately 3-4 minutes)

2. Banners (2 designs, each in 2 sizes)

3. Poster design (4 designs, each in 2 sizes, the designs should be easy to reproduce ex: graffiti stencils or silk screen friendly)

4. Youtube video (10 videos, type: messages, 2 minutes each)

5. Information booklet (approximately 20 pages, A5 size)

6. Short documentaries (2 clips, approximately 15 minutes each)

7. Web banners (4 designs for social media, 4 designs for online news media)

8. TV Advertisements (2 Ads, 30 seconds each)

6. Consultant Profile

1. Minimum of 3 years work experience in the field of campaign, desirably advocacy campaign, preferably with experience in social issues related awareness.

2. Strong knowledge in traditional and New Media communications and technologies.
3. Duration of Assignment

One month from the date of signing the agreement.

4. Reporting

To TM, with regular updates and maintaining continuous coordination.

5. Application

TM is requesting interested and qualified parties to submit Proposals / Quotations electronically to office@transparencymaldives.org no later than 22 August 2013. (See: section one for application guidelines)

Annex III

PROPOSAL SUBMISSION FORM

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide Professional Consulting services (profession/activity for Project/programme/office) for the sum as may be ascertained in accordance with the Price Schedule attached herewith and made part of this Proposal.

We undertake, if our Proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

We agree to abide by this Proposal for a period of 120 days from the date fixed for opening of Proposals in the Invitation for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Proposal you may receive.
Dated this day /month of year

E. Signature

(In the capacity of)
Duly authorised to sign Proposal for and on behalf of

Annex IV

PRICE SCHEDULE

The Contractor is asked to prepare the Price Schedule as a separate envelope from the rest of the RFP response as indicated in Section D paragraph 15 (b) of the Instruction to Offerors.

The Price Schedule must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out of pocket expenses should be listed separately.

In case of an equipment component to the service provided, the Price Schedule should include figures for both purchase and lease/rent options. TM reserves the option to either lease/rent or purchase outright the equipment through the Contractor.

MF Building, 7th Floor, 20189 Chaandhanee Magu. Male', Maldives
P: +960 330 4017, F:+960 300 6062, E: office@transparencymaldives.org www.transparency.mv