

**REQUEST FOR PROPOSAL  
Layout & Design Consultancy**

**1. INTRODUCTION**

**1.1 Purpose**

This Request for Proposal (RFP) invites prospective service providers to submit a proposal and quotation for the layout and design of materials for a campaign on political accountability aimed at the general public.

The RFP provides service providers with the relevant operational and performance requirements.

**1.2. Coverage & Participation**

Transparency Maldives (TM) reserves the right not to enter into any contract, to add and/or delete elements, or to change any element of the coverage and participation **prior to the award** without prior notification at any time without any liability or obligation of any kind or amount.

**2. GENERAL INFORMATION**

**2.1 The Organisation**

Transparency Maldives (TM) is a non-partisan organization that endeavours to be a constructive force in society by promoting collaboration and discussion on corruption, transparency, and accountability. TM seeks to engage with stakeholders from all sectors (government, business, political and civil society, among others) to raise awareness of the detrimental effects of corruption on development and society, improve transparency and accountability in governance, and eliminate corruption from the daily lives of people.

Transparency Maldives received formal government registration in 2007, and is the National Contact of Transparency International in the Maldives.

**2.2 Schedule of Events**

The following tentative schedule will apply to this Request for Proposal (RFP), but it may change in accordance with TM's needs or unforeseen circumstances. Changes will be communicated by email to all service providers.

Event	Date
Release of RFP	29 July 2018
RFP Closes – All Bids Due	31 July 2018, 23:00 hrs

**3. PROPOSAL PREPARATION INSTRUCTIONS**

**3.1 Service Providers' Understanding of the RFP**

In responding to this RFP, the service provider accepts full responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to TM as necessary to gain such understanding. TM reserves the right to disqualify any service provider who demonstrates less than such understanding. Further, TM reserves the right to determine, at its sole discretion, whether the service

provider has demonstrated such understanding. Such disqualification shall be at not fault, cost, or liability whatsoever to TM.

### 3.2 Good Faith Statement

All information provided by TM in this RFP is offered in good faith. Individual items are subject to change at any time. TM makes no certification that any item is without error. TM is not responsible or liable for any use of the information or for any claims asserted there from.

### 3.3 Communication

Apart from the verbal communication that shall take place during the Information Session as per Schedule of Events in 2.2, other verbal communication shall not be effective unless formally confirmed in writing by a TM staff in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

**3.3.1 Service Providers' Inquiries** Applicable terms and conditions herein shall govern communications and inquiries between TM and service providers as they relate to this RFP. Inquiries, questions and requests for clarification related to this RFP are to be directed in writing to:

Fazla Abdul-Samad  
[fazla.abdulsamad@transparencymaldives.org](mailto:fazla.abdulsamad@transparencymaldives.org)

**3.3.2 Formal Communications** shall include, but are not limited to:

- Questions concerning this RFP must be submitted in writing.
- Service providers shall recommend to TM any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, service providers shall recommend to TM any enhancements, which might be in TM's best interests.
- Inquiries about technical interpretations must be submitted in writing.

**3.3.3 Addenda** TM will make a good-faith effort to provide a written response to the questions or request for clarification that requires addenda per the Schedule of Events in 2.2.

### 3.4 Proposal Submission

It is mandatory for service providers to send a proposal and a quotation in electronic copy via email to [fazla.abdulsamad@transparencymaldives.org](mailto:fazla.abdulsamad@transparencymaldives.org) on or prior to **23:00 hrs on 31 July 2018**.

### 3.5 Criteria for Selection

TM will evaluate bids based on the following criteria:

Financial Proposal	20%
Candidate Capacity & Knowledge <ul style="list-style-type: none"> <li>● Ability to develop a public campaign.</li> <li>● Technical skills in graphics design and branding to produce campaign related visual materials.</li> <li>● Ability to undertake the design and layout of publications, flyers, posters, etc.</li> <li>● Professional expertise and knowledge of similar projects, contracts, clients, and consulting assignments.</li> <li>● Familiarity with the political and electoral context.</li> </ul>	40%

<p>Candidate Experience</p> <ul style="list-style-type: none"> <li>• Previous experience in layout and design work.</li> <li>• Demonstrable evidence of the candidate’s ability to undertake the assignment.</li> <li>• Previous communications experience, particularly in developing a public campaign and familiarity with social media platforms including Facebook, Twitter, and Instagram.</li> </ul> <p><i>Please note: service providers must provide samples of projects and reference contacts. If URLs are submitted, only links that are live will qualify during evaluation.</i></p>	<p>40%</p>
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**3.6 Selection & Notification**

Service providers determined by TM who possess the capacity to compete for this contract will be shortlisted and invited for a short interview. Those service providers not selected for the negotiation phase will not be notified.

**4. SCOPE OF WORK & GUIDELINES**

The Contractor shall do the layout and design of the following campaign material aimed at the general public:

1. One A3 size poster in Dhivehi and English with infographics.

The written content for the poster will be provided by Transparency Maldives.

**5. FUNCTIONAL REQUIREMENTS**

The Contractor is expected to start the assignment on 6 August 2018 for a period of 1 week.

**6. FORM/CONTENT OF THE RESPONSE**

Service providers must provide the following information in order for their proposal to be considered. Both individuals or teams may submit proposals.

1. Details about the service provider.
  - Names and qualifications of the key personnel that will perform the services indicating who is team leader, who are supporting, etc.
  - CVs demonstrating qualifications.
2. Proposed timeline for the Scope of Work set out in Section 4.
  - Time frame will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
3. Evidence of successful completion of a project of a similar size and complexity.
  - Please provide samples of projects and reference contacts. If URLs are submitted, only links that are live will qualify during evaluation.

**7. BUDGET & ESTIMATED PRICING**

Service providers are required to fill out the following cost breakdown. Pricing must be in Maldivian Rufiyaa. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation. Technical Specification must be shown per each item.

No.	Item Description	Technical Specifications	QTY	Unit	Total
1.					
2.					
3.					
	Total				MVR _____

**8. ADDITIONAL TERMS & CONDITIONS**

**8.1 Non-Disclosure Agreement**

TM reserves the right to require any respondent to enter into a non-disclosure agreement.

**8.2 Costs**

The RFP does not obligate TM to pay for any costs, of any kind whatsoever, which may be incurred by a respondent or any third parties, in connection with the Response. All Responses and supporting documentation shall become the property of TM, subject to claims of confidentiality in respect of the Response and supporting documentation.

**8.3 Intellectual Property**

The respondent should not use any intellectual property of TM including, but not limited to, all logos, registered trademarks, or trade names of TM, at any time without the prior approval of TM, as appropriate.

**8.4 Respondent's Responses**

All accepted Responses shall become the property of TM and will not be returned.

**8.5 Partial Awarding**

TM reserves the right to accept all or part of the quotation when awarding the purchase order.

**8.6 No Liability**

TM reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability.

TM shall not be liable to any respondent, person, or entity for any losses, expenses, costs, claims or damages of any kind:

- Arising out of, by reason of, or attributable to, the respondent responding to this RFP; or
- As a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

**8.7 Entire RFP**

This RFP, any addenda to it, and any attached schedules, constitute the entire RFP.

***End of RFP***