



Ministry of Housing and Infrastructure
Male', Republic of Maldives.

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REQUEST FOR PROPOSALS

FOR

**PROVISION OF CONSULTANCY, PLANNING, DELIVERY AND SUPPORT SERVICES FOR
DEVELOPMENT AND EXECUTION OF PUBLIC RELATIONS AND COMMUNICATIONS
STRATEGIES WITH AN EMPHASIS ON INFORMATION AND COMMUNICATION
TECHNOLOGY**

On a Contractual Basis

For

The Ministry of Housing and Infrastructure





TERMS OF REFERENCE

INTRODUCTION

Ministry of Housing and Infrastructure (MHI) is a key developer of major government turnkey projects and consistent communication strategies are vital to be employed to communicate the success and positive outcomes of these programs to all stakeholders (that is, the civil society, the private sector).

Given this, MHI aims to select to work together with a firm to strengthen its strategic communication plan.

The selected contractor will be asked to work in close collaboration with and in support of MHI's Media and Public Relations team in managing and implementing of public relations and communications strategies under contract for a 2 year period.

ELIGIBILITY CRITERIA

1.1. A limited liability company incorporated in the Maldives, and meeting the eligibility criteria set out in this RFP may submit a Proposal.

1.2. Each Respondent shall submit a single Proposal. Alternative Proposals shall not be considered and will be rejected.

1.3. MHI shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds:

1.3.1. The Proposal is not accompanied by mandatory documents required to be submitted in accordance with this RFP;

1.3.2. The Proposal is not in the prescribed manner/format;

1.3.3. Failure to comply with the requirements of the RFP;



1.3.4. If the Proposal is not signed, sealed and marked as stipulated in the RFP or does not contain all the mandatory information as requested in the RFP or in the format as specified in the RFP;

1.3.5. If the Respondent submits incorrect / inaccurate / misleading information or conceals / suppresses any information;

1.3.6. Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of MHI;

1.3.7. Any Proposal that is received after the Proposal Due Date;

1.3.8. Pending, active, or previous legal action by / against a Respondent that may prevent its participation in the Tender Process or prevent it from fulfilling its respective obligations as specified and/ or as required in/under this RFP and the Agreement; and/ or

1.3.9. If the Respondent is in breach of any of its material contractual obligations at any of its previous contracts with MHI.

1.4. Each Respondent shall examine the RFP carefully as it contains legal and business terms and other information which each Respondent must review in order to submit a responsive Proposal.

1.5. MHI will, to the extent necessary, where MHI may deem necessary, respond in writing to an Interested Party for any questions and concerns they may have regarding any element of the issued RFP; And the response by MHI, if any, where MHI may deem necessary, will also be communicated to all the Interested Parties that are eligible to submit Proposals.

DELIVERABLES

1. A Cover Letter or document that summarizes firm's background, resources and relevant experience

2. Company Profile inclusive of the following:

- List all services provided in-house and proposed project team. Provide resumes of key personnel involved in projects including specific experience that each team member would contribute during the Contract period.



- List services provided by any outside consultants. If any services are provided in partnership with other professionals, please provide a brief description of the firm, its role, and capabilities and partnership statement or document/letter of endorsement indicating the partnership

- Key Legal Documents of firm

3. Provide case study examples of 3 (three) relevant past events: Please include a summary describing three medium to large scale past projects. These examples should include a brief summary of each event, delivery of event, success factors of event on aspects of concept, set design, and quality of deliverables. Include a reference letter for each respective event, as proof of feedback for the event managed.

4. Provide a case study example of 1 (one) ICT, web or interactive experience project: Include project summary and purpose, and overall outcome of the project. Include a reference letter as proof of feedback for the project managed.

5. List of References and past projects/clients: Please provide a list of references of past clients (minimum 4) for event projects with organization name and contact numbers.

6. Proposed monthly retainer fee for the partnership with MHI. Include list of offers/complimentary benefit of hiring the firm for a long term contract system. Standard services for events management and creative services included under retainer should also be submitted.



PREPARATION AND SEALING OF THE PROPOSAL

1. All correspondence in connection with the Proposal and all accompanying documents, which are relevant to its examination, shall be written in either Dhivehi or English language.

2. Each Proposal shall be accompanied by the following mandatory documents. Proposals that do not provide these requested documents shall be disqualified in the evaluation process;

- * Completed cover letter
- * A copy of Respondent's certificate of registration shall be attached;
- * A copy of the Respondent's GST registration certificate shall be attached;

3. The Proposal shall be signed by the authorized signatory of the Respondent.

4. The Proposal shall contain no alterations, omissions or additions, except those to comply with instructions issued by MHI, or as necessary to correct errors made by the Respondent, in which case such corrections shall be initialed by the person or persons signing the Proposal.

5. The Proposal shall be typed/ written and signed/ initialed in indelible ink.

6. The Respondent shall submit a single set of the Proposal in a single sealed envelope and mark the envelope with the Respondent's full name and address, and titled:

"PROVISION OF CONSULTANCY, PLANNING, DELIVERY AND SUPPORT SERVICES FOR DEVELOPMENT AND EXECUTION OF PUBLIC RELATIONS AND COMMUNICATIONS STRATEGIES WITH AN EMPHASIS ON INFORMATION AND COMMUNICATION TECHNOLOGY"

For

Ministry of Housing and Infrastructure

Ameenee Magu, Maafannu, Male', 20392, Republic of Maldives.





During the Contract period, the supplier will have to follow the event schedules given on the Contract and be available when required for any event. At the time of any event, supplier will first provide a concept alongside the quotation and will only proceed with physical work after approval of the concept.

APPENDIX A

SCOPE OF SERVICES TO PROVIDE CONSULTANCY, PLANNING AND SUPPORT SERVICES

GENERAL SCOPE

The party selected to provide consultancy, planning and support services for MHI (“Selected Party”), will be expected to take the main role of assisting the MHI Media and Public Relations team in strategically communicating all ongoing and completed projects of MHI to the desired audiences. Accordingly, the Selected Party shall be involved in administrative planning of PR and Communication Strategies for certain projects and the implementation of the strategies planned and approved.

Implementation of the strategies includes but is not limited to creative services, execution of events and coordinating ICT programs, with the primary objective of communicating the role and work of MHI to the stakeholders through a holistic media approach. The scope thus involves concept development, planning, coordination, overall management, logistics, management of vendors and contractors, programming and implementation.

The scope extends to various events organised by MHI, as well as various events that MHI participates in or manages. The events described in this document include but is not limited to conferences, trade shows and fairs, ceremonies, seminars, parties, product launches and gala dinners.

MHI employees will provide support to the Selected Party and will work with the Selected Party in developing each project’s budgeting, concepts, PR and Communication Planning, as well as work together with the party during the implementation stage.



The Selected Party will be required to provide consultancy and planning services as well as event administration/management services for various MHI events. However for existing contracts related to events organised, managed or participated by MHI, such contracts will be honoured and the Selected Party shall only be required to provide consultancy, planning and administrative/management support services for specific tasks and assignments required by MHI for such events during the tenure of the respective contract.

SPECIFIC SCOPE OF SERVICES

1. Planning and Consultancy

1.1. The Selected Party shall provide consultancy and planning services for each project assigned by MHI, and together with the employees of MHI, the following services shall be provided by the Selected Party if required by MHI;

1.1.1. Developing comprehensive strategies and concepts that communicate MHI projects' outcomes to multiple audiences.

1.1.2. Develop the project schedule for implementation

1.1.3. Develop the budget for the concepts proposed;

2. Implementation & Management

2.1. The Selected Party shall provide implementation and management services for events planned as part of the communication strategy planned by MHI and the Selected Party for specific projects. Payment for implementation and management services shall be payable to the Selected Party for the work and tasks assigned to the Selected Party regarding an event, and in addition to the Retainer Fee. As part of the implementation and management services, and where applicable and required;



- 2.1.1. The selected party shall provide assistance in selecting the venue and develop the programme for the event as required by MHI;
- 2.1.2. The Selected Party shall design and develop printed and digital content and materials for each event based on MHI's requirements. In addition, the Selected Party shall be required to produce, print and prepare various event related materials for distribution.
- 2.1.3. The Selected Party shall design and manage production of all event promo giveaways.
- 2.1.3. The Selected Party shall provide mechanisms for registration of delegates and participants at the event, and shall design and produce badges and passes.
- 2.1.4. The Selected Party shall work with employees of MHI to market and promote the event through various mediums.
- 2.1.5. The Selected Party shall manage communications with employees of MHI involved with the assigned event including marketing, PR and IT employees.
- 2.1.6 Based on the requirements of MHI and the budget agreed for an event, the Selected Party shall provide any or all of the following services towards implementing and managing the event, as agreed and required by MHI;
- 2.1.6.1 Arrange and manage video and photography of the event;
- 2.1.6.2. Arrange, implement and manage audio and visuals for the event, including but not limited to the sourcing of equipment, personnel, and creation of various videos and audio content for the event;
- 2.1.6.3 Arrange and manage all IT requirements for the event, including the provision of internet, translation services, and other IT services and facilities at the event, as well as the development and management of website/portal for the event;
- 2.1.6.4 Create and place all on-site signage including schedules, registration area and other event areas;
- 2.1.6.5 Design and create the decor for the event, including the stage, the site, as well as designing, developing, commissioning and delivering various components, features, structures, equipments, fixtures and materials required for the event;



2.1.6.6. Provide consultancy and assistance to emcees and

2.1.6.7 If and where applicable, arrange, plan and manage catering and entertainment for the event;

2.1.6.8. Endeavour to manage the event according to the budget agreed during the planning stage of the event;

2.1.6.9 Negotiate and enter into agreements with various service providers, vendors and contractors on all matters associated to the event including the lease, delivery, supply or provision of various materials, machinery and equipment, as well as oversee their performance to ensure that delivery deadlines are met without any delay;

2.1.6.10. Attend to and manage all on-site affairs for the event as well as logistic and security requirements for the event;

2.1.6.11. Clear the site when the event has concluded.

2.2. The Selected Party shall provide implementation and management of creative services as part of the communication strategy planned by MHI and the Selected Party for specific projects. Payment for implementation of creative services shall be payable to the Selected Party for the work and tasks assigned to the Selected Party, and in addition to the Retainer Fee. As part of the implementation and management services, and where applicable;

2.2.1. The Selected Party shall provide branding services that includes and not limited to creating identity and logo development.

2.2.2. The Selected Party shall provide design services that communicate the overall objectives and outcomes of projects undertaken by MHI. This includes but not limited to art direction and design for print design, web design and photography for advancement materials, view books and brochures, direct mail, invitations, magazines, newsletters, outdoor campaigns, media campaigns and more.

2.2.3. The Selected Party shall undertake production of photographic and videographic materials required as part of communicating outcomes of projects undertaken by MHI.

2.3. The Selected Party shall implement and manage ICT programs as part of the communication strategy planned by MHI and the Selected Party for specific projects. Payment for implementation of ICT Programs shall be payable to the Selected Party for the work and tasks assigned to the Selected Party, and in addition to the Retainer Fee. As part of the implementation and management services, and where applicable;



2.3.1. The Selected Party shall develop necessary hardware and software that objectively achieves the purpose and requirement of the specific ICT project.

2.3.2. The Selected Party shall assist in the provision of other facilities necessary for the use of the ICT program developed

3. Other miscellaneous work

3.1. In addition, the Selected Party shall provide the following services, if and where applicable;

3.1.1. Create the information sheets and documents to be provided to the delegates and participants of events;

3.1.2. Liaise with organisers, delegates and/or participants regarding the booths and exhibits of the same;

3.1.3. Communicate with organisers, sponsors, speakers, delegates and/or participants on their requirements, deadlines and/or deliverable.





APPENDIX B

EVALUATION CRITERIA

Selection of the successful proposal will be made by MHI based on the following criteria:

CRITERIA	POINTS
Past experience and expertise of firm in events management	100
Past experience and expertise of firm in ICT development	60
Firm's capability and resources	50
Complimentary offers	20
Standard rates of firm and retainer fee	20
Total	250

Evaluation Score criteria



Past Experience and expertise in managing events (Max Score 100 points)

Points will be awarded here based on Contractor’s portfolio of event management and the scale of events.

1.1. For experience and expertise to be evaluated, the following conditions shall be fulfilled;

1.1.1. The events submitted by the Respondent for evaluation should have been managed within the period commencing from 1st January 2015 and shall have concluded by the Proposal Due Date

1.1.2. The case studies shall include details of tasks and activities managed by the respondent, including challenges and solutions.

1.1.3. A copy of the contracts signed between the client and the Respondent for the respective events shall be submitted with the proposal;

1.1.4. A reference letter of the client shall be submitted with the proposal, which letter shall identify the tasks and activities managed by the Respondent for the event.

1.2. In evaluating the event, the following rules shall apply;

1.2.1. Points will be awarded here for management of events abroad, outer island events, VIP level events

1.2.2. Points will also be allocated for creative execution of events.

Details of the Event and activities managed by the Respondent	Score
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<p>Event Details</p> <p>The following details shall be provided by the respondent;</p> <ol style="list-style-type: none">1. The name of the Event2. Event Commencement Date3. Event Conclusion Date4. Name of the Client5. Address of the Client6. Contact Person for the Client7. Client's contact details	<ul style="list-style-type: none">· A total of 20 points will be provided for events held abroad. Maximum 20 points for large scale events; maximum 12 points for small scale events· A total of 15 points for events held in the Maldives. Maximum 15 points for large scale events; maximum 7 points for small scale events.· Up to 60 points achievable
<p>Event concept and creativity</p> <p>The following details shall be provided by the respondent in the Proposal;</p> <ol style="list-style-type: none">1. Name and contact details of the theme and concept developer;2. Role of the Respondent in developing theme and concept;	<ul style="list-style-type: none">· A total of 10 points will be provided if the Respondent developed the theme and concept for the event.· A total of 5 points will be provided, if the Respondent is not the concept and theme developer, but had managed the theme and concept development process by subcontracting the works to a third party.· Up to 10 points in total



<p>Creative elements of the events</p> <p>The following details shall be provided:</p> <ol style="list-style-type: none">1. Video, photo or descriptions of any creative elements used in events2. Video, photo or description of how the creative concept was developed	<ul style="list-style-type: none">· A total of 10 points for employing creative elements in events and the level of technical expertise employed in execution of the element· Up to 10 points in total
<p>Challenges and solutions</p> <p>Challenges faced during the execution of the event and a description of how the challenges were overcome.</p>	<ul style="list-style-type: none">· A total of 5 points on how well the challenges were overcome· No points allocated if there had been a technical failure for which a solution could not be provided by the Respondent.· Up to 5 points in total
<p>Sound and lights set up and management</p> <p>The role of the Respondent in setting up and management of the sound and lights shall be provided in the Proposal</p> <p>In addition, the following details shall be provided;</p> <ol style="list-style-type: none">1. Name and contact details of the sound systems vendor;2. Name and contact details of the lighting systems vendor;3. Name and contact details of the sound engineer;4. Name and contact details of the lights engineer/operator;	<ul style="list-style-type: none">· A total of 5 points will be provided if the Respondent had managed and/ overseen the activity of developing, set-up and operation of the sound and lights for the event.· Up to 5 points in total



<p>Visual engineering</p> <p>The role of the Respondent in the visual engineering process for the event shall be mentioned in the Proposal.</p> <p>In addition, the name and contact details of the vendor / contractor that provided visual engineering for the event shall be provided.</p>	<ul style="list-style-type: none"> · A total of 5 points will be provided if the Respondent had managed and/or overseen visual engineering activities for the event. · Up to 5 points in total
<p>Other event elements</p> <p>The role of the Respondent in designing print and digital content for the event shall be mentioned in the Proposal.</p> <p>In addition, the name and contact details of the print and digital content designer for the event shall be provided.</p> <p>The role of the Respondent in arranging and managing entertainment for the event shall be mentioned in the Proposal.</p> <p>In addition, the name and contact details of the entertainers shall be provided</p>	<ul style="list-style-type: none"> · A total of 5 points will be provided if the Respondent had managed and/or overseen the activities mentioned here · Up to 5 points in total
Sub-total	100 points

Past Experience and expertise in ICT Projects (Max Score 60 points)

Points will be awarded here based on Contractor’s past experience in development of ICT programs..

1.1. For this criteria to be evaluated, the following conditions shall be fulfilled;



1.1.1. The ICT Project submitted by the Respondent for evaluation should have been managed within the period commencing from 1st January 2015 and shall have concluded by the Proposal Due Date

1.1.2. The case studies shall include details of tasks and activities managed by the respondent

1.1.3. A copy of the contracts signed between the client and the Respondent for the respective project shall be submitted with the proposal;

1.1.4. A reference letter of the client shall be submitted with the proposal, which letter shall identify the tasks and activities managed by the Respondent for the project.

Details of the ICT Project and activities managed by the Respondent	Score
<p>Project Details</p> <p>The following details shall be provided by the respondent;</p> <ol style="list-style-type: none"> 1. Purpose of the ICT Project 2. Benefactor of the ICT Project 3. Summary of project execution and delivery 4. Current status of the project/product delivered 5. Client's name, contact details and focal contact person details 	<ul style="list-style-type: none"> · A total of 10 points will be provided for an ICT Project executed · A total of 20 points for usability of the product (that is, the ICT product delivered is still fully functioning or modified for use by the client currently) · Up to 30 points achievable



<p>Technical elements</p> <p>The following details shall be provided by the respondent in the Proposal;</p> <ol style="list-style-type: none">1. Details of software developed for the ICT Project2. Details of hardware developed for the ICT Project	<p>· A total of 10 points will be provided if the Respondent developed the software on their own and the level of technical expertise employed in execution of the element</p> <p>· A total of 10 points will be provided if the Respondent developed or procured the hardware by their own initiative</p> <p>· Up to 20 points in total</p>
<p>Creative elements of the project</p> <p>The following details shall be provided:</p> <ol style="list-style-type: none">1. Video, photo or descriptions of the final product	<p>· A total of 10 points for creativity of the product</p> <p>· Up to 10 points in total</p>
<p style="text-align: right;">Sub-total</p>	<p>60 points</p>





Firm's capability and resources (Max Score 60 points)

Points will be awarded here based on the Contractor's own resource level and team's level of expertise as follows:

ACTIVITY	MAXIMUM SCORE
<p>Theme and content development</p> <p>Respondents with the capacity to develop concept and theme for various events, as well as design various print and digital content using the in-house design and creative team will be given points provided that the following documents are submitted;</p> <ol style="list-style-type: none"> 1. Copies of the actual concept developed, and the designs of the banner/poster and logo created by the in-house team of the Respondent for an event; 2. The CV of at least one graphic designer employed by the Respondent on a full time basis. 	<p>Up to 10 points</p> <p>A total of 2 points only, if the Respondent develops themes and concepts by subcontracting the work or in partnership with a third party</p>
<p>Video (with audio) Production</p> <p>Respondents with the capacity to create video (with audio) content for various events using the in-house video production team of the Respondent. Respondent will be given points, provided that the following documents are submitted;</p> <ol style="list-style-type: none"> 1. A video developed by the in-house video production team of the Respondent; 2. The CV of a member of the video production team employed by the Respondent on a full time basis. 3. Points will be allocated based on the quality of the video provided. Quality will be judged on originality of the video, illustrations, style, visual aesthetics, cinematography and technical skills including video and audio editing. 	<p>Up to 10 points</p> <p>A total of 2 points only, if the Respondent manages videos by subcontracting the work or in partnership with a third party</p>



<p>Photography</p> <p>Respondents with the capacity to take photo coverage for various events using in-house photographers. Respondent will be given points, provided that the following documents are submitted;</p> <p>1. The CV of a photographer employed by the Respondent on a full time basis.</p>	<p>Up to 10 points</p> <p>A total of 2 points only, if the Respondent manages videos by subcontracting the work or in partnership with a third party</p>
<p>Website and Intranet Development</p> <p>Respondents with the capacity to design and develop websites for various events using the in-house website design and development team will be given points, provided that the following documents are submitted;</p> <p>1. Copy of the home page of the website designed and developed by the in-house team of the Respondent for an event;</p> <p>2. The CV of at least one web designer employed by the Respondent on a full time basis.</p>	<p>Up to 10 points</p> <p>A total of 2 points only, if the Respondent develops websites by subcontracting the work or in partnership with a third party</p>
<p>Ownership of equipment</p> <p>Specialized equipment ownership including LED screens, cameras, large printers</p>	<p>Up to 10 points</p> <p>A total of 2 points if the Respondent leases all or some of the specialized equipment for use at events</p>
<p style="text-align: right;">Sub-total</p>	<p style="text-align: center;">50 points</p>

Complimentary offers (Max Score 20 points)

Points will be awarded here based on the benefits that are proposed by the Contractor. More points will be awarded for benefits that would prove useful over the long term and offers that will lead to considerable cost cut down.



Standard rates of firm and retainer fee (Max Score 20 points)

Contractors' usual event management costs and proposed retainer fee will be evaluated here

ACTIVITY	MAXIMUM SCORE
Respondents with the lowest standard rates and proposed retainer fee	10
Respondents with the second lowest standard rates and proposed retainer fee	7
Respondents with the third lowest standard rates and proposed retainer fee	3
Respondents with the unusually high rates and retainer fee	0

MHI will intend to negotiate contract terms with the most qualified vendor. If unsuccessful, MHI would intend to then negotiate with the next most qualified vendor, until reaching satisfactory contractual arrangements.



APPENDIX C

PAYMENT TERMS

As consideration for the Services provided to MHI, the Selected Party shall be compensated in the manner provided below;

1. RETAINER FEE PAYMENT

1.1. In consideration of the Services provided by the Selected Party, MHI shall pay to the Selected Party the monthly Retainer Fee on or before the tenth (10th) day of every calendar month.

1.2. The Retainer Fee shall become payable from the Effective Date of the agreement, for the duration of the term of the agreement.



2. IMPLEMENTATION AND MANAGEMENT FEES FOR INDIVIDUAL PROJECTS

2.1. The fees for creative services, event management charges and implementation of ICT components for each project shall be finalised and agreed in advance, during the planning stages for each respective project.

2.2. The budget allocated and agreed for each project's implementation and management component (the "Budget") shall be provided to the Selected Party in the manner set out below;

2.2.1. The amount equivalent to 15% of the Budget required for the project can be transferred to the Selected Party before the conclusion of the event planning stage and before commencement of the event management works;

2.2.2. The remaining amount equivalent to 85% of the Budget for the event shall be transferred to the Selected Party after the final delivery of all project elements.

2.3. Any adjustments to the agreed Budget for an event shall be subject to mutual agreement of MHI and the Selected Party.

3. PAYMENT METHOD

3.1. The Retainer Fee and such other payment as may be payable by MHI to the Selected Party shall be made as per the procedures of the Government of Maldives.

3.2. As a general rule payments shall be made in Maldivian Rufiyaa. However, where the Selected Party is required to make payments to a foreign contractor, vendor or service provider, MHI shall seek ways for the payment to be made as the case may demand.