



**REQUEST FOR
PROPOSALS**

**MARKETING AND GRAPHICS DESIGNING
CONSULTANCY**

1. FOREWORD

Islamic University of Maldives (IUM), formerly known as the College of Islamic Studies (Kulliyah Al- Dhirasaathil Islamiyah) became a full-fledged higher education institution on 21st February 2004 (1st Muharram 1425). This change in status was initiated with the intention to widen the scope of Islamic education provided to Maldivian students who were desperately seeking Islamic education within the country without having to travel abroad.

With the change in status, College of Islamic Studies adopted an approach to teaching which focused mainly on integration of research and innovation. The purpose was to promote higher level of thinking informed by research to ensure provision of holistic understanding of Islam considered from varying perspectives and contexts.

With the new developments, College of Islamic Studies continued to offer a number of academic programs with special focus on diploma and degrees in areas such as Quranic Studies, Arabic language, Islamic Studies and Sharia and Law until it was upgraded to the first ever Islamic University of Maldives (IUM) by a presidential decree in 2015 to realize one of the highest priorities of the current government; to promote and to protect the Islamic faith in the Maldives.

IUM is grounded on a dynamic and a prospective vision and a willful and determined mission to fulfill academic training and research along with dissemination of Islamic knowledge with its applicability in the context of the modern and fast changing world.

To ensure the vision and mission of IUM is achieved, and to deliver quality education, the University has been engaged in a diligent process of reform since its inception in July 2015. This includes strengthening the management of faculties, employing new staff to ensure smooth administration and functioning of the University and review and revision of existing courses. Currently, IUM has five kulliyahs, and four centres including newly established

Centre for Research and Publication and Centre for Postgraduate Studies. To further broaden its horizons by June 2016, IUM introduced one PhD and six masters programmes which are all new programmes in the Maldives. Currently IUM has 2 PhD programmes and 11 masters programmes.

IUM will continue to work fervently towards building a reputation for itself, both nationally and internationally with a strong commitment to excellence in teaching and research in Quranic and Islamic Studies, Sharia and Law, Education and many other areas.

IUM (hereinafter referred as “Client” in this Request for Proposal (RFP) document) desires to seek organisations (single providers or groups of partnering providers) to provide consultancy for marketing and graphic designing.

Interested party(ies) shall submit proposals. The proposals submitted by the Proponents will be evaluated based on the terms, conditions and criteria set in this document.

2. INVITATION TO SUBMIT PROPOSALS

The IUM invites you to respond to our Request for Proposal (RFP) providing. We would like to request you to strictly adhere to the guidelines outlined in this document.

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| Submit Proposals to: | Islamic University of Maldives Voilet Magu, Henveiru, Republic of Maldives, Male' City (20037) Tel: +960 302 2161 Email: procurement@ium.edu.mv |
| Please Submit: | <ul style="list-style-type: none"> • One (1) printed, signed original proposals. |

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| Submission deadline & place | 29th October 2018, 1100 hours (local time) , Islamic University of Maldives Meeting Room (3rd Floor) |
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2.1. Compliance Statement

Proponents shall state that the offer is made in accordance with the Request for Proposal. Proponents who offer additional or alternative conditions shall clearly state those in their proposals.

2.2. Guidelines for Submitting a Compliant Proposal

It is important that proponents address all of the elements that are set out in this RFP when submitting the proposal. Proposals shall be well bound and shall contain a table of index for easy reference.

This Request for Proposal should not be construed as a commitment by the Client to contract with any particular proponent.

Any expenditure, work or effort undertaken during the tendering process is a commercial judgement for the proponent and is at the proponent's own risk and expense. The Client will not be liable for any costs incurred by any of the proponents.

The Client reserves the right not to accept any tender and to terminate the tendering process without awarding a contract. Proponents should be aware that it is unlikely that the Client will be in a position to go forward with any proposals that fail to meet the statutory and essential requirements set out in this RFP.

The Client also reserves the right to issue supplementary documentation at any time during the tender process to clarify an issue or amend any aspect of this Request for Proposal.

Any additional documentation issued by the Client during the tender process shall be deemed to form part of this Request for Proposal and shall supersede any part of the Request for Proposal where indicated. The Client may also exercise the option to extend the tendering

period and/or postpone the proposal submission date in the event that subsequent documentation is issued.

Except when specifically, authorized by the Client, proponents shall not approach any member, officer or employee of the Client other than those identified in Clause 2.5 with a view to providing additional information in respect of any part of their submission or proposals or attempting to support or enhance their proposal evaluation.

Any such approach or attempted approach by a proponent may lead to the proponent's exclusion from the process. Any collusion between proponents may also lead to the exclusion of any of the proponents involved, at the discretion of the Client.

2.3. Evaluation of proposals

The Proposal will be evaluated by a IUM. Points will be given to proposals according to the evaluation criteria in Section 4. All the proposals will be ranked in descending order based upon total score and the party who score highest points will be awarded the contract.

2.4. Language of Proposal

The proposal documents must be in written in English (UK) or Dhivehi.

2.5. Clarifications about RFP

During the RFP process, questions or clarifications about this RFP must be directed to:

Mr. Azheen Waheed

Islamic University of Maldives

Voilet Magu, Henveiru, Republic of Maldives, Male' City (20037)

Tel: +960 332 2718 Mobile: 9696385

Email: procurement@ium.edu.mv

2.6. Communications

Except as provided in the preceding section relating to questions about this RFP, proponents shall not contact any officers, employees, or team members of Client with respect to this RFP. Any oral communication with a Client employee concerning this RFP is not binding on Client and shall in no way alter a specification, term or condition of this RFP or any contract documents.

3. SCOPE OF THE WORK

3.1. General Information

The successful bidder shall deliver the following outputs.

Task 1: Designing materials for advertising our courses for the January and June intake if each year.

- Minimum of 10 posters for each intake of the year to advertise new and existing courses.
- Two 30s video advertisement, animated or video recorded as required for each semester.

Task 2: Designing materials for publicizing our events

- Designing posters for events held by the University.
- Designing the backdrops for all out events.
- Designing branding items for our annual international conference such as pens, notebooks, pin badge, folder file, paper bag, etc.
- 1-minute video advertisement for major events such as our annual international conference and other events on a need to basis.
- Photography at all our events.

(Different events take place at the University monthly)

Task 3: Marketing

- Designing posters for marketing purposes.
- Promoting the university and our events on Facebook, Twitter and other social media.
- Advising on different strategies the university should make in order to effectively deliver content on social media.

3.2 Duration

The consultancy shall be for a period of 12 months.

4. EVALUATION SYSTEM FOR ASSESSMENT OF PROPOSAL

| Type of allocation | % |
|---|------------|
| Price | 70 |
| Experience of the individual or company (establishment) & Strength of the partners/consortium offered <i>Experience, financial strength, level of expertise of the company, partners and/or consortium</i> <i>Experience will be counted from 1 Jan 2015 & Only reference letters of experience will be counted.</i> | 30 |
| Total | 100 |

5. CONTRACTUAL TERMS AND CONDITIONS

5.1. Progress reporting

The progress reporting arrangements, which will form part of the contract, will focus on the speed and quality of delivery and any issues or obstacles affecting the delivery. These reports shall be discussed at PRC meetings. However, failure to comply with the terms of the contract entitles the Client to exercise a number of remedies (which may, in the worst-case scenario, lead to contract termination).

Progress of the works will be monitored and supervised by authorized representatives of the Client. Reports of such personnel will be forwarded to the proponents and discussed at PRC meetings to bring necessary changes or take necessary action.

5.2. Variation

The parties acknowledge that there may, be changes to the conditions and requirements applying to a component of the project or otherwise to the Contract during the term of the Contract. The parties agree to meet, discuss and endeavour to negotiate in good faith any changes which are proposed by either party. Any changes that are mutually agreed will be placed in writing and signed by or on behalf of each party.

5.3. Confidentiality

All information supplied by Client in connection with the Request for Proposal shall be treated as confidential by proponents except that such information may be disclosed for the purpose of obtaining sureties and quotations necessary for the preparation and submission of the proposal.

5.4. Time of completion

Subject to any requirement in the Contract as to completion of any section of the Works before completion of the whole, the whole of the Works shall be completed in accordance with agreed program of works. The total duration includes weekly rest days, official holidays, and days of

inclement weather.

5.5. Joint and several liability

If the contractor constitutes (under applicable Laws) a joint venture, consortium or other unincorporated grouping of two or more persons:

- a) These persons shall be deemed to be jointly and severally liable to the Client for the performance of the Contract;
- b) These persons shall notify the Client of their leader who shall have authority to bind the Proponent and each of these persons; and
- c) The Proponent shall not alter its composition for legal status without the prior consent of the Client.

5.6. Conflict of interest

No officer, employee or agent of the Client who exercises any functions or responsibilities in connection with the planning and carrying out the Project, nor any immediate family member, close business associate or organization which is about to employ any such person, shall have any personal financial interest, direct or indirect, in the contractor or in the Contract and the contractor shall take appropriate steps to assure compliance.

The contractor covenants that in the performance of this Contract, no person having any conflicting interest shall be employed.