



MALDIVES: ENHANCING EMPLOYABILITY AND RESILIENCE OF YOUTH PROJECT (MEERY: P163818)

Ministry of Higher Education
Republic of Maldives

TERMS OF REFERENCE AND SCOPE OF SERVICES

For

CONSULTING FIRM FOR MARKETING ACTIVITIES OF MNSDA

(For improving the image of vocational education among students and parents)

(Procurement Ref: MV-MOHE-241170-CS-CQS)

1. Background

Several aspects of the Maldives' recent development pattern highlight imbalances between labor demand and supply. Public sector jobs are predominantly in the civil service with the rapid expansion of cadres in the 1990s and 2000s. However, with the increasing standard of living over time, the labor market has become more challenging for Maldivians in general. Increasing educational attainment among the younger generation and expectations have coincided/collided with the rapid growth in low-skill service jobs associated with tourism and construction, leading to a mismatch in skills supply and demand. Despite the high levels of growth and labor market conditions in public investments, tourism, fisheries and non-tradable tourism related activities, important challenges remain for young Maldivians. These relate to (i) the need for greater inclusion and productive employment for youth, especially for those who cannot rely on public sector jobs (because of a sharp reduction of public sector employment) or who are from the most vulnerable segments of the population; and (ii) an increasing reliance on foreign labor in important sectors such as tourism and construction services and limited opportunities for women.

The Government of Maldives (GoM) is implementing the "Maldives: Enhancing Employability and Resilience of Youth (MEERY)" Project. The project is funded by the World Bank. The objective of the project is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors. The project is being administered by the Ministry of Higher Education (MoHE), with a Project Steering Committee that is co-chaired by the MoHE and the Ministry of Economic Development.

The project comprises three components and a Contingent Emergency Component. The three primary components are;

Component 1: Fostering skills development and entrepreneurship in priority sectors (Tourism & Construction and ICT related Services Sectors through four sub-components:

1.1: Labor-market assessment and analysis for demand driven skills identification

1.2: Revision of Skills Development (TVET and Entrepreneurship) Curriculum

1.3: Face-to-Face Skills Delivery.

1.4: Support for Entrepreneurship Development.

Component 2: Promoting entrepreneurship and employment through skills Development and eLearning Strategy through three sub-components:

2.1: Strategy Development, Strengthening and Diversifying skills development programs.

2.2: IT infrastructure for skills development and jobs platform.

2.3: Career hubs for education-industry linkages.

Component 3: Project Coordination, Monitoring and Evaluation

The Project Management Unit (PMU) of the MoHE, who will be in charge of implementing the project is looking for a qualified Consultant Firm for improving the image of vocational education among students, parents and broader stakeholders.

2. Objectives of the Assignment

- Employ a Consulting Firm to improve the image of vocational education among students and parents.
- Conduct awareness sessions and share information about TVET programs throughout the nation, to attract trainers and trainees.
- Identify factors influencing the image of TVET and develop strategies and mechanisms to improve the image of TVET among students and parents.
- Increase positive perception about MNSDA.
- Increase awareness and promote the TVET system and MNSDA.
- To increase MNSDA brand authority for employability of youth.

3. Scope of Services

- Formulate strategies to improve the image of vocational education among students and parents.
- Identify the role of various stakeholders in improving the image of vocational education.
- Carryout a survey on how students and parents develop their opinions and where they seek their information.
- Explore ways to assess the impact of measures to improve the image of vocational education.
- Carryout a survey to identify ways of engaging business sectors in promoting vocational education.
- Identify ways to promote inclusion and gender equity in vocational education.
- Identify activities that promote TVET institutions and how TVET can benefit from the reputation of a renowned institution and improve its social standing at National level.
- Develop a plan of activities that promote National certificates and how they could add value.
- Formulate a plan of sustainable Public Relations (PR) campaign that aim at anchoring the image of TVET within a society.
- Develop a short-term and a long-term plan of activities (bullet points above) that encompass the outcome of the points 3. 1 through to 3.9 above for sustainable positive image of vocational education.
- Present the plan of activities to the team MNSDA
- Short Term Action Plan will include and is not limited to the below scope:
 - 3 - Live Action Video (30-60 seconds) (HD - size 1920 x 1080 pixels MP4)
 - 12 Social media posts (still, video, animated - size 12 x12 inch)
 - Outdoor campaign materials (4 Rollup Banner with Roll up Banner Stand – size 33 x 80, 10 Poster – size 24 x48 inches, 5000 Color Flyer)
 - 1 PowerPoint presentation (about MNSDA)

4. Selection Criteria

Selection will be made based on Consultant Quality Based Selection (CQS) method set out in the World Bank Procurement Regulations for IPF Borrowers' Procurement in Investment Project Financing- Goods, Works, Non-Consulting and Consulting Services, July 2016 Revised November 2017 and August 2018.

5. Required Qualification and Experience of Firm

#	Criteria	Total Points
1	Must be a registered firm in the Maldives (Please provide Valid Business Registration Documentation)	COMPULSORY
2	<p>Successfully carried out work similar to this assignment (not limited to event management, marketing campaigns, expos, photography, videography, web or print graphics, animation, developing marketing strategies and plans, etc.) within the last 3 years, including the below requirement which must be met first: -</p> <ul style="list-style-type: none"> - Must submit documentation for completion of minimum 2 Live action video projects within the last 3 years - Must submit documentation for completion of minimum 2 animated video projects within the last 3 years - Must submit documentation for completion of minimum 6 Graphics Design projects within the last 3 years <p><i>*Maximum points to be given is 100.</i></p> <p><i>*The 3 minimum requirements stated above must be met first. Only those who meet this requirement will proceed to commence accepting their other relevant experience documentations.</i></p> <p><i>*Maximum points will be given to the party who submits documentation for most number of relevant projects completed.</i></p> <p><i>*There is no limit for submission.</i></p> <p><i>*Documents can be completion letters, completion certificates or other similar documents.</i></p>	100

All interested parties must submit validated documentary evidence to support the above criteria. Based on the above criteria, only **ONE** firm or institute will be invited to submit the Technical and Financial Proposal (whereby more information will be requested).

6. Key Staff

#	Position	Required No.	Educational Qualification	Required Experience
1.	Team Leader:	1	Minimum Bachelor's degree in management, marketing, communications, marketing, Research or a relevant field.	<ul style="list-style-type: none"> • 3 years of experience in management, PR, marketing or communications with research experience

2.	<i>Associate</i>	<i>1</i>	<i>Minimum Diploma in management, marketing, communications or a relevant field.</i>	<ul style="list-style-type: none"> • <i>3 years of experience in PR, marketing and/or communications field.</i>
3.	<i>Graphic Designer</i>	<i>1</i>	<i>Minimum Diploma in graphic design or relevant field.</i>	<ul style="list-style-type: none"> • <i>Successfully carried out 10 or more works similar to assignment within the last 3 years.</i> <i>OR</i> • <i>3 years of experience in graphic design or similar field.</i> •
4.	<i>Videographer</i>	<i>1</i>	<i>Minimum Diploma in relevant field.</i>	<ul style="list-style-type: none"> • <i>Successfully carried out 10 or more works similar to assignment within the last 3 years.</i> <i>OR</i> • <i>3 years of experience in graphic design or similar field.</i> •

7. Other Key Staff Competencies:

- All personnel employed for this project must be fluent in spoken and written English.
- Only the key staff stated in the above table will be evaluated. However, the Firm is encouraged to bringing in additional experts to augment the technical assistance outside of the above stated in the table, depending on the need of the specific task or trade.
- Key Staff will not be evaluated in shortlisting stage.

8. Institutional Arrangements and Reporting

The consultant firm will be directly reporting to MNSDA. The consultant firm is required to submit progress report with details of work progress weekly or when required. All the reports submitted to the client will be electronic copies. The Consultancy Firm will work at a place as agreed by both parties.

9. Duration of Services

- The objectives of this consultancy must be achieved within total 5 months from date of contract signing.
 - Deliverable 1 – Making of all short-term and long-term plan (2.5 Months)
 - Deliverable 2– All marketing materials (2.5 Months)
- The consultant is required to submit a detailed schedule with deliverables and milestones clearly marked-out.
- Poor performance could lead to termination of the contract.

10. Confidentiality, Ethics and Conflict of Interest

The selected Consultant Firm undertakes to comply with the World Bank's rules with regard to corrupt and fraudulent practices, conflict of interest and confidentiality. The Consultant Firm shall maintain confidentially on all sensitive information obtained during the assignment and shall not publish wholly or in part the findings or such information, without prior written consent by the PMU.

It must be noted that the copyright for all marketing/ communication materials and reports and other intellectual property created as a part of this project shall vest exclusively in MNSDA which would be free to use without restrictions for purposes.