



Maldives Marketing and Public Relations Corporations
Republic of Maldives

Information Sheet

To Hire a Creative Agency for a Period of 01 Year

13th September 2023

Section 1 - Instruction to Tenderers		
1.	General	
1.1	Announcement Number:	(IUL)MMPRC-PRO/1/2023/30
1.2	Announcement Date:	13 th September 2023
1.3	Project:	To Hire a Creative Agency for a Period of 01 Year
1.4	Registration Deadline	19th September 2023 at 1100hrs
1.5	Submission Deadline (Date & Time)	21st September 2023 at 1100hrs
1.6	Bid Addressed to	Hassan Shaheel General Manager, Procurement Maldives Marketing and Public Relations Corporation <hr/> H. Zonaria, 4th Floor, Boduthakurufaanu Magu, Male' Republic of Maldives <hr/> Telephone: +960 3323228 Email: procurement@visitmaldives.com
2.	Procedure of Tendering	
2.1	Introduction to Bidders	The Tenderer must be a sole proprietor, private entity, a registered company or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture.
2.2	Registration of Tenderers:	Registration will take place at the pre-bid meeting. Only the Tenderers who attend the pre-bid meeting will be registered and eligible to submit the bid.
2.3	Bid Registration:	Bid registration will take place via email Email: Procurement@visitmaldives.com Date: before 19th September 2023 Time: before 1100 hrs.
2.4	Clarifications of Bidding document, Scope of work:	

	<p>All clarifications must be addressed on or before 20th September 2023 before 1400hrs, through email (procurement@visitmaldives.com)</p> <p>Unless specifically stated otherwise in this information sheet, all queries and communications in respect to the information sheet or the Tender Process shall be addressed by any Respondent to MMPRC, by e-mail.</p>
2.5	<p>Submission of Tenders:</p> <p>Submission of tenders will take place at: Venue: Maldives Marketing & Public Relations Corporation, 4th Floor, H. Zonaria, Male’ Date: 21st September 2023 Time: 1100 hrs.</p>
2.6	<p>Late Tender:</p> <p>MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 2.5. Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.</p>
2.7	<p>Amendments to Tender Documents:</p> <p>(a) At any time prior to the deadline for submission of Tenders, the MMPRC may amend the Tendering Document by issuing addenda.</p> <p>(b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC</p> <p>To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders</p>
2.8	<p>This Information sheet and all the entities participating in the Bid Process shall be governed by the laws of Maldives, without having regard to its principles of conflict of laws. Only the courts in Maldives shall have exclusive jurisdiction to entertain, hold trial, and adjudicate upon any dispute in relation to the information sheet, Bid Process or any other aspect in relation thereto.</p>
3.	Preparation of Tenders

3.1	Each Respondent shall submit a single proposal (options may be submitted).
3.2	All documents submitted should be clear.
3.3	<p>Cost of Tendering:</p> <p>The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and MMPRC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.</p>
3.4	<p>Language of Tender:</p> <p>The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, shall be written in English or Dhivehi Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in English or Dhivehi, in which case, for purposes of interpretation of the Tender, such translation shall govern.</p>
3.5	<p>Documents Comprising the Tender:</p> <ol style="list-style-type: none"> 1. Quotation <ol style="list-style-type: none"> 1.1 Quotation must contain the following. 1.2 Price breakdown of the total price (The prices shall be quoted inclusive of GST if applicable.) 1.3 Authorized signatory and Company stamp with name and designation of the signatory 1.4 Validity of 90 days from date of submission. If validity is not stated on the quotation, it will be considered valid for 90 days. 1.5 All calculations and costing should be in Maldivian Rufiyaa. 1.6 Tender proposal <u>will be disqualified</u> if the document is not submitted or if the document is not as per the information sheet. 2. Copy of a valid Registration Certificate of Sole Proprietorship / Partnership /Company / Corporative Society <ol style="list-style-type: none"> 2.1 A Tenderer may be a sole proprietor, private entity, a registered company or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture.

2.2 The tender proposal **will be disqualified** if the registration document is not submitted.

3. Profile of the Tenderer

Must include the following;

3.1 Nature of Work. Should include the services offered by the tenderer.

3.2 Capacity (Number of years in service and list of similar projects undertaken during the past 5 years from the date of this announcement **with contact details of the clients**).

3.3 The organizational structure.

3.4 Tender proposal **will be disqualified** if the document is not submitted. **Marks will be deducted** if the document is not as per the information sheet.

4. Copy of GST Registration Document and Tax Clearance Document issued by MIRA

4.1 The Tax Clearance Document should be a recent certificate (**not earlier than 1 month from the date of this announcement.**)

4.2 The tenderer should not have any dues that needs to be paid to MIRA or the Tenderer should be paying debts owed to MIRA in accordance with an agreed payment schedule (should not be in default).

4.3 In case if the bidder is **not eligible** for GST registration, **this should be clearly stated** in the quotation submitted with the proposal.

4.4 Tender proposal **will be disqualified** if the document is not submitted with the Tender or if the document is not as per the information sheet.

5. Proposed Team & Expertise

5.1 The tenderer must submit relevant documents (CVs & Certificates and any other) to prove the diversity of skills, roles and expertise of the proposed team.

5.2 There should be a proposed team leader. The proposed team leader should have a minimum of 2 years of experiences and knowledge in the relevant work. If the team leader does not have experience and knowledge, the

	<p>proposed team should have another member with a background in related work</p> <p>5.3 Tender proposal <u>will be disqualified</u> if these documents are not submitted.</p> <p>6. Case Studies</p> <p>6.1 Past work and the experiences of the work carried out by the tenderer, similar to what MMPRC requires in this bid document, uniqueness, success stories, some tools used etc. Also, a portfolio of the recent works carried out. The case studies should be of the reference letters submitted.</p> <p>6.2 Tender proposal <u>will be disqualified</u> if this document is not submitted.</p> <p>7. Past Experience Letters</p> <p>7.1 Must submit Letters of similar projects undertaken within the past 5 years from the date of this announcement.</p> <p>7.2 The Past Experience letter should include the name/ details of the project along with the contact details for reference.</p> <p>7.3 Tender proposal <u>will be disqualified</u> if the document is not submitted with the tender or if there is no past experience in similar projects.</p> <p>7.4 Marks <u>will be deducted</u> if they have worked with MMPRC and their performance was not satisfactory.</p>
3.6	<p>Work Completion Requirement:</p> <p>a) Work should be completed as per the scope of work</p>
3.7	<p>Period of Validity of Tender:</p> <p>(a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by MMPRC. A Tender valid for a shorter period shall be rejected by MMPRC as nonresponsive.</p> <p>(b) If validity is not stated on the quotation, it will be considered valid for 90 days.</p> <p>(c) In exceptional circumstances, prior to the expiration of the Tender validity period, MMPRC may request Tenderers to extend the period of validity of their Tenders. The request and the responses shall be made in writing.</p>
3.8	<p>Bid Security</p>

	<p>If the bid value is more than MVR 2,000,000.00 (Two Million), a bid security must be provided by the Bidder, when submitting the Tender.</p> <p>All bidders should submit a Bid Security of 15% of the proposed bid value.</p> <ul style="list-style-type: none"> ● Bid security shall be valid for period of 4 weeks beyond the validity period of the bid. ● The Bid security shall be in the form of a Bank Guarantee, from a Bank or from an Insurance company based in Maldives. ● The bid security will be returned to: <ul style="list-style-type: none"> Successful bidder - upon receipt of performance security Unsuccessful bidders - upon award of the contract to the successful bidder
<p>3.9</p>	<p>Performance Security:</p> <p>If the project value is more than MVR 2,000,000.00 (Two Million), the successful bidder will be required to provide the performance security within twenty-one (21) days of receipt of the notification of award/letter of acceptance. Successful bidder should provide a 15% of proposed bid value as a performance security.</p> <p>The performance security is to ensure that the supplier or contractor fulfils its obligations under the contract and is intended to protect the MMPRC against default on the part of the supplier or contractor.</p> <p>The performance security will be released once the project is completed as per the agreement.</p>
<p>3.10</p>	<p>Format of Signing of Tender:</p> <p>The Tenderer shall prepare one original of the documents comprising the Tender as described in Clause 3.5, and clearly mark it “Original”. Alternative Tenders, if permitted in accordance with clause 3.10, shall be clearly marked “Alternative”.</p>
<p>3.11</p>	<p>Alternative Tenders:</p> <p>It is permitted to submit Alternative Tenders. Alternative tender should also be as per the scope of work.</p>

3.12	<p>Conflict of Interest:</p> <p>A Tenderer shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. A Tenderer may be considered to have a conflict of interest with one or more parties in this tendering process, if:</p> <ul style="list-style-type: none"> (a) they have a controlling partner in common; or (b) they receive or have received any direct or indirect subsidy from any of them; or (c) they have the same legal representative for purposes of this Tender; or (d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or (e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender; or (f) a Tenderer or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the contract that is the subject of the Tender; or (g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.
3.13	<p>The Tenderer shall not engage in corrupt or fraudulent practices in the preparation or lodgment of a Bid.</p>
3.14	<p>Authorization:</p> <ul style="list-style-type: none"> (a) The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. The name and position held by each person signing the authorization must be typed or printed below the signature.
4.	<p>Submission and Opening of Tenders</p>
4.1	<p>Deadline for Submission of Tenders:</p> <ul style="list-style-type: none"> (a) Tenders must be received by MMPRC physically at the address and no later than the date and time in clause 1.5 of this document.

	<p>(b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and obligations of MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.</p>
5.	Disqualification
	<p>MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds;</p> <ul style="list-style-type: none"> a) The Proposal is not accompanied by documents required to be submitted (as detailed in clause 3.5) in accordance with this RFP; b) If the submitted proposal of the tenderer fails to meet the requirements as mentioned in the scope of work c) If the Respondent submits incorrect/ inaccurate/ misleading information or conceals/suppresses any relevant information d) Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of MMPRC e) Any Proposal that is received after the Proposal Due Date f) Pending, active, or previous legal action by/ against a Tenderer /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 g) If the Respondent is in breach of any of its material contractual obligations at any of its previous contracts with the Government of Maldives or MMPRC h) If Tenderer is found to be engaged in corrupt or fraudulent practices in the preparation or lodgment of a Bid.
6.	Evaluation
6.1	The tender evaluations will be carried out as per the evaluation criteria stated under Section 2 of this document. No other evaluation criteria shall be permitted.
6.2	To assist in the examination, evaluation, and comparison of Bids, MMPRC may, at its discretion, ask any Tenderer for clarification of its Bid. The request for clarification and the response shall be in writing, but no change in the price or substance of the

	Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by MMPRC in the evaluation of the Bids.
6.3	From the Bid Due Date until the issue of the Letter of Award, if any Tenderer wishes to contact MMPRC on any matter related to the Bid or the Bid Process, it should be done in writing.
6.4	Any effort on the part of the Tenderers to influence MMPRC in the examination, evaluation, ranking of Bids may result in the rejection of the respective Tenderer's Bid.
7.	Advance Payment and Advance Payment Guarantee (Not applicable)
8.	Award of Contract
8.1	MMPRC will issue the Letter of Award to the Respondent whose Proposal has been determined to be responsive and has the highest score (the "Selected Respondent").
8.2	The Letter of Award will be issued to the Selected Respondent or posted to the Selected Respondent's address, or a scanned version of the Letter of Award shall be sent via e-mail at the address given in the Proposal and such handing or posting or e-mail shall be deemed good service of such a notice.
8.3	If the Selected Respondent fails to sign the Letter of Award and the Agreement within the given period, MMPRC shall have the right at its absolute discretion to select the Proposal with the highest score among the remaining responsive Respondents or annul the Tender Process.
8.4	MMPRC reserves the right to annul the Tender Process and reject all Proposals, at any time prior to signing of the Agreement, without thereby incurring any liability to the Respondents, or any obligation to inform the Respondents of the grounds for MMPRC's action.
9.	Payment Terms
9.1	As consideration for the proposal for the project, the Selected Respondent/Bidder shall be compensated in the manner provided below. <p style="margin-left: 40px;">a) The bidder should propose a monthly retainer fee based on the total contract price.</p>
10	Penalty & Contract Termination
10.1	Penalty:

	MMPRC shall have the right to withhold any payment of the Contract Price or deduct from the contract price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.
10.2	<p>Contract Notice or Termination:</p> <p>The contract will be terminated as per the terms on terminations stated in the agreement.</p>

Section 2 - Evaluation Criteria		
Area	Details	Marks
Price	The party that proposes the lowest contract price shall receive a maximum mark of forty (40), and for remaining proposals marks will be allocated on pro rata basis.	40
Profile	<p>Marks will be given as follows;</p> <ul style="list-style-type: none"> a. Nature of Work. Should include the services offered. b. Capacity (Number of years in service and list of similar projects undertaken during the past 5 years from the date of this announcement with contact details of the client). c. The organizational structure. 	10
Proposed Team & Expertise	<p>Marks for this category will be awarded based on the diversity of skills, roles and expertise of the proposed team.</p> <ul style="list-style-type: none"> a. Details of the proposed team and team leader. b. The proposed team leader should have minimum 2 years of experiences and knowledge in the relevant work. If the team leader does not have experience and knowledge, the proposed team should have another member with a background in related work. 	20
Case Studies	Marks for this category will be awarded based on the past work and the experiences of the work carried out similar to what MMPRC requires in this bid document,	15

	uniqueness, success stories, some tools used etc. Also, a portfolio of the recent works carried out.	
Past Experience	<p>Marks will be given as follows;</p> <p>a) Maximum mark of 15 will be given if a minimum of 3 experience letters (as per clause 3.5) is submitted.</p> <p>b) If the Tenderer/respondent has worked with MMPRC and if the performance is found to be unsatisfactory, then marks will be deducted.</p>	15
	TOTAL	100

Section 3 - Scope of Work

1. The Service Provider is required to work with MMPRC and deliver creatives (digital posts, digital banners, for social media channels and productions for other digital media.) and designs that are needed to carry out its marketing activities worldwide. These works include but are not limited to: depending on the project a delivery period will be set out that is not shorter than 2 days
2. The list given below is a close estimate of the creatives required and the task or quantity may vary depending on the period of a campaign, fair roadshow or any other event.

Month	Artwork	Qty	Total
January	Infographic	5	133
	Announcement post	2	
	Social Media Post	48	
	Animated Posts	3	
	Digital Ad	24	
	Print Ad	18	
	Raffle Artwork	8	
	Stand photo placements and resizing	2	
	Press Pack	3	
	Standee Banners	3	
	Backdrop	2	
	Gift Card	6	
February	Infographic	6	264
	Announcement post	2	
	Social Media Post	82	
	Animated Posts	3	

	Digital Ad	76	
	Print Ad	47	
	Stand photo placements and resizing	4	
	Press Pack	2	
	Newsletter	21	
	Press Release	21	
March	Infographic	6	160
	Announcement post	3	
	Social Media Post	56	
	Animated Posts	3	
	Digital Ad	25	
	Print Ad	20	
	Stand photo placements and resizing	4	
	Press Pack	3	
	Save the Date	2	
	Invitation	2	
	Agenda	2	
	Standee Banners	2	
	Backdrop	2	
	Passport	1	
	VIP Booklet	3	
	Newsletter	10	
Press Release	10		
Gift Card	6		
April	Infographic	11	206
	Announcement post	5	

	Social Media Post	68	
	Animated Posts	3	
	Digital Ad	59	
	Print Ad	14	
	Stand photo placements and resizing	3	
	Press Pack	4	
	Save the Date	4	
	Invitation	4	
	Agenda	4	
	Standee Banners	12	
	Backdrop	4	
	Passport	4	
	Newsletter	5	
	Press Release	2	
May	Infographic	5	135
	Announcement post	5	
	Social Media Post	49	
	Animated Posts	3	
	Digital Ad	31	
	Print Ad	18	
	Stand photo placements and resizing	2	
	Press Pack	2	
	Save the Date	1	
	Invitation	1	
	Agenda	2	
	Standee Banners	2	

	Backdrop	2	
	Passport	1	
	VIP Booklet	1	
	Newsletter	5	
	Press Release	5	
June	Infographic	1	72
	Announcement post	1	
	Social Media Post	37	
	Animated Posts	3	
	Digital Ad	6	
	Print Ad	1	
	Press Pack	1	
	Save the Date	3	
	Invitation	3	
	Agenda	3	
	Standee Banners	9	
	Backdrop	3	
	Passport	1	
July	Infographic	4	110
	Announcement post	2	
	Social Media Post	45	
	Animated Posts	3	
	Digital Ad	17	
	Print Ad	11	
	Stand photo placements and resizing	2	
	Raffle Artwork	7	
	Save the Date	1	

	Invitation	1	
	Agenda	1	
	Standee Banners	2	
	Backdrop	2	
	Newsletter	6	
	Press Release	6	
August	Infographic	10	163
	Announcement post	5	
	Social Media Post	53	
	Animated Posts	3	
	Digital Ad	21	
	Print Ad	13	
	Stand photo placements and resizing	5	
	Press Pack	2	
	Save the Date	1	
	Invitation	4	
	Agenda	4	
	Standee Banners	22	
	Backdrop	4	
	Passport	3	
	VIP Booklet	3	
	Newsletter	4	
Press Release	6		
September	Infographic	3	190
	Announcement post	1	
	Social Media Post	76	
	Animated Posts	3	

	Digital Ad	42	
	Print Ad	29	
	Stand photo placements and resizing	2	
	Press Pack	1	
	VIP Booklet	1	
	Newsletter	14	
	Press Release	12	
	Gift Card	6	
October	Infographic	11	152
	Announcement post	8	
	Social Media Post	56	
	Animated Posts	3	
	Digital Ad	14	
	Print Ad	6	
	Stand photo placements and resizing	2	
	Press Pack	2	
	Save the Date	4	
	Invitation	6	
	Agenda	6	
	Standee Banners	12	
	Backdrop	12	
	Passport	4	
	VIP Booklet	2	
	Newsletter	2	
Press Release	2		
November	Infographic	5	152
	Announcement post	5	

	Social Media Post	62	
	Animated Posts	3	
	Digital Ad	10	
	Print Ad	10	
	Stand photo placements and resizing	3	
	Press Pack	5	
	Save the Date	6	
	Invitation	6	
	Agenda	6	
	Standee Banners	18	
	Backdrop	6	
	Passport	3	
	VIP Booklet	4	
December	Announcement post	2	69
	Social Media Post	40	
	Animated Posts	3	
	Digital Ad	9	
	Print Ad	3	
	Invitation	2	
	Agenda	2	
	Standee Banners	3	
	Backdrop	3	
	Press Release	2	

3. All works performed under this agreement will be property of MMPRC and MMPRC will have the right to use this on digital and print mediums.
4. The final artwork submitted to MMPRC should be in the format that is required and agreed by MMPRC.

5. Photos and videos from MMPRC library will be shared with the winning party. And these should be solely used for the purpose mentioned under this Scope and should maintain confidentiality at all times.
6. Use of some video footage and still photos owned by the successful bidder will be an added advantage. However, the bidder should ensure that the copyright is obtained of the photos and videos used MMPRC should not be held liable should an issue arise due to copyright issue.
7. All designs must adhere to corporate guidelines which will be provided by MMPRC and meet the creative expectations.
8. The delivery time will be informed once the task is assigned to avoid any delays.
9. All templates used to be original and should not be anything which is already in use.
10. All working files must be provided to MMPRC once assigned tasks have been completed.
11. Based on the performance and delivery of the service the contract can be extended on the same conditions and price agreed with the winning party for an additional year.