



Date:

Reference No:

## Terms of Reference

### Service: Consultancy for Public Relation for National Social Protection Agency

Type of Contract	Service Contract (Firm)
Duration	6 months

#### Background

The National Social Protection Agency (NSPA), formed under the National Social Health Insurance Act on 27th August 2008 is mandated to administer the National Social Health Insurance Scheme, and by an executive order under the same act mandated to conduct Social Protection programs identified by the government of Maldives. NSPA is also the responsible agency to regulate and conduct Social Protection programs under the Social Protections Act.

#### Objectives:

NSPA is seeking a professional agency with expertise in both written and visual content creation to increase public awareness on NSPA's services. The firm will provide Public Relations (PR) support to immediately help NSPA formulate communication plan/strategy for information dissemination under the guidance of the Management, and to develop materials to create awareness on NSPA's mandate and will work closely with relevant staff of the agency.

#### Scope of work:

1. Develop a communication plan for external communication outreach
2. Development of awareness materials in both Dhivehi and English language;
  - a. Spot videos on Social Protection programs implemented by the Agency
  - b. Infographic posters
  - c. Video/audio clips
  - d. Print materials (brochures, posters, leaflets/ flyers/pamphlets)
  - e. Media kit (templates to be used for Agency's public outreach programs)
  - f. Presentations
  - g. Social media templates for Instagram, Facebook, Twitter etc.
  - h. An electronic press kit

Materials design and development under the consultancy to be finalized in consultation with NSPA's management.

#### Resource Provided by the NSPA

Required information for materials and arrangement of meetings.

## Education and Experience

1. Interested firms should provide CVs of team members meeting the following requirements;
  - a. Team Leader: Minimum Bachelor's Degree in related field with 3 years of experience
  - b. Multimedia specialist: Minimum Diploma or 2 years of experience in related field
  - c. Graphic Designer/ Illustrator: Minimum Diploma or 2 years of experience in related field
  - d. Animator: Minimum Diploma or 2 years of experience in related field
  - e. Script Writer: Minimum Diploma or 2 years of experience in related field
2. Minimum 5 projects in the field of media relations/ Public Relations/ Mass Communication
3. Proven ability to shape the PR in the previous projects
4. Relevant experience in preparing PR materials in English and Dhivehi for Government / similar organization is an added advantage
5. Past Experience working with Organizations in Social Protection or Social Service Sector is an added advantage

## Evaluation

### *Cumulative analysis*

The proposals will be evaluated using the cumulative analysis method with a split 70% technical, and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below: When using this weighted scoring method, the award of the contract may be made to the firm whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.
  - Technical Criteria weighting; 70%
  - Financial Criteria weighting; 30%

### *Evaluation Criteria*

Criteria	Points	Percentage
<b>Price</b> The party that proposes the lowest price will receive a maximum of 30 points and for remaining proposal points will be awarded on a pro rata basis	<b>30</b>	30%
<b>Technical Criteria (Total Points)</b>	<b>70</b>	70%
<b>Profile</b> Marks will be given as below: <ol style="list-style-type: none"><li>I. Nature of work (Should include services offered)</li><li>II. Capacity (Number of years of experience, list of similar projects undertaken during the past 5 years from the date of announcement with contact details of the clients)</li></ol>	10	
<b>Proposed Team;</b> Marks will be given as below: <ol style="list-style-type: none"><li>I. Team Leader</li><li>II. Multimedia specialist</li><li>III. Graphic Designer / Illustrator</li><li>IV. Animator</li><li>V. Script Writer</li></ol>	15	

<b>Experience and Competencies (Points will be awarded based on the reference letters/ supporting documents demonstrated)</b>		
I.	Minimum 5 projects in the field of Media Relations / Public Relations / Mass Communication based on experience letters	10
II.	Multimedia Production skills (5 points per production)	10
III.	Proven ability to shape the PR in the previous projects (5 points per project)	10
IV.	Relevant experience in preparing PR materials in English and Dhivehi for Government / similar organization (2 points per project)	10
V.	Past Experience working with Organizations in Social Protection or Social Service Sector (5 points per project)	5
<b>TOTAL</b>		100%

### Documents to be included when submitting the Proposal

Documentary evidence required;

- a. Duly accomplished letter expressing the interest
- b. Copy of a valid registration certificate of the sole proprietorship/partnership/company/corporative society, etc
- c. Profile of the company / firm (must include the followings);
  - I. Nature of work (including services offered)
  - II. Capacity (number of years of experience, list of similar projects undertaken during the past 5 years from the date of announcement with contact details of the clients)
- d. Copy of GST registration and tax clearance document issued by MIRA (tax clearance document should be a recent document issued within the past 60 days of this announcement)
- e. Proposed Team and Expertise
  - I. Curriculum vitae and certificates and any other documents to prove the skills, roles and expertise of the proposed team
- f. Reference letters from all past similar projects, as well as the contact details of at least two (2) professional references
- g. Quotation that indicates all-inclusive fixed total contract price in MVR, supported by a breakdown of costs (Price should be quoted with GST if applicable)

### Intellectual Property

The materials developed by the firm for this assignment will remain as the intellectual property of National Social Protection Agency. This means the firm will not be able to use or distribute any part of the developed materials without prior written consent of NSPA.

NSPA will require the developed materials to be original and not infringe on any copyrights and intellectual property rights. The firm must ensure any materials used are created in-house or have the necessary license and permission to use.

NSPA will retain the right to modify reproduce or distribute any developed materials as required.

### Deliverables and Tentative Schedule

Duration of this assignment is for 6 months. Tentative schedule is as follows; payment schedule is provided below which is according to the deliverables. Upon receiving the following deliverables, the payment in following the below schedule will be made.

<b>Deliverables</b>	<b>Deadline from date of award</b>	<b>Payment percentage</b>
Proposal and Work Plan	Week 1	20 %
Communication Plan	Week 3	
Draft Contents	Week 5	
Finalized Contents	Week 8	
Infographics	Week 11	30%
Presentation	Week 12	
Spot videos	Week 13	
Video / Audio clips	Week 14	
Social Media Templates for Instagram, Facebook and twitter	Week 15	50%
An Electronic Press Kit	Week 18	
Print materials (Brochures, Posters, Leaflets/ Flyers/Pamphlets)	Week 18	
Media Kit	Week 20	