

## Ministry of Finance

Male'  
Republic of Maldives

### Terms of Reference

#### Preparation Government Budget Book Layout and Infographics Booklet 2025

*Project Number: PC/13/2024/C-02*

## 1. Introduction:

The Ministry of Finance is committed to enhancing the presentation of the National Budget to ensure that it is more accessible and engaging for the general public, policymakers, and other stakeholders. The current communication methods include a comprehensive Budget Book, which contains detailed budget statements and tables as mandated by the Public Finance Act (Law Number 3/2006) and the Fiscal Responsibility Act (Law Number 7/2013), along with an infographics booklet, a dedicated website, and active social media channels. These Terms of Reference outline the responsibilities and expectations for the party selected to develop and produce the Government Budget Infographics for 2025

## 2. Objectives:

The objectives of the project Government Budget Book and Infographics Booklet 2025 are as follows:

- To design and produce an engaging and informative infographics booklet that effectively communicates the key elements of the Government Budget 2025.
- Present the allocation of budgetary resources across different sectors and programs concisely and comprehensibly, ensuring stakeholders can easily understand funding priorities.
- Communicate key budgetary topics such as budget deficits, public debt, fiscal sustainability, and public spending patterns, breaking down complex financial concepts into easily digestible visuals.
- Highlight the government's fiscal policies, strategies and reforms showing their implications for economic growth and social development.
- Present budgetary information in a clear, concise, and visually engaging manner to improve transparency and build public trust.



### 3. Scope of Work:

The scope of work includes the following activities:

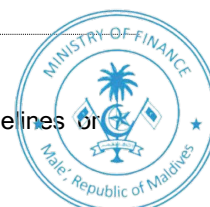
- a. **Dissemination of Budget Data and Information:** The Ministry of Finance will provide all necessary data and content related to Budget 2025. This data should be presented with relevant artwork and content according to the Ministry's specifications. Deliverables include an Information Booklet (approximately 32 pages). The Ministry will supply the information to be included. Both the print-ready InDesign file and PDF of the Booklet must be delivered to the Ministry by the specified deadlines.
- b. **Social Media Content:** Develop social media content tailored for TikTok, Instagram, Facebook, and X based on the information provided by the Ministry of Finance. This content should be engaging, visually appealing, and consistent with the overall theme of the Budget 2025. All social media content must be delivered to the Ministry by the specified deadlines.
- c. **Layout of the Budget Book:** Design the layout of the Budget Book, including the cover page, spine, chapter breaks, and page layout for both English and Dhivehi text orientations. Provide the design and colour scheme options for Budget 2025 along with artwork options for the Ministry's selection. Upon finalization, an InDesign file of the Budget Book with master sheets and colour schemes must be submitted.
- d. **Presentation Slides and Graphics:** Develop a comprehensive PowerPoint Presentation Master Slide templates in both English and Dhivehi orientations for the Ministry's use in official communications during the year 2025. This template should include the colour scheme, pre-formatted tables, graph styles, default fonts, footers along with fully customizable slide masters to ensure consistency and ease of use. Additionally, create graphics for the Budget website and public media (specifications to be provided by the Ministry) that align seamlessly with the theme of the Budget 2025.

### 4. Timeline:

The following timeline is proposed for the completion of the Government Budget Book and Infographics Booklet 2025:

Deadline <sup>1</sup>	Deliverables
14 July 2024	Kick-off meeting (finalizing the colour scheme)

<sup>1</sup> Deadlines outlined in this TOR are subject to change. Any discussions regarding new timelines or adjustments to existing deadlines must be mutually agreed upon by both parties.



21 July 2024	Draft options for graphics for Budget 2025
4 August 2024	Finalize graphics and layout of the Budget Book (an InDesign file must be provided with the required specifications) Drafts of the chapter break designs due
18 August 2024	General layout and content of the infographics booklet
25 August 2024	Draft of the presentation slides due Submit initial storyboards of the reels and template of social media posts
1 September 2024	Finalize chapter breaks with the relevant artwork Provide draft cover page options (at least 3) and spine and logo for the budget book. Finalize presentation slides
8 September 2024	Draft social media content, content of reels including scripts and basic outline of reels (based on the required specifications)
22 September 2023	Presentation of the first draft of infographics booklet (this should include the layout of all the spreads) Final cover page to be provided
6 October 2023	Finalizing initial reels and social media posts, infographics booklet layout of all spreads (numbers are subject to change)
15 October 2023	Submission of the final drafts of the Information Booklet and social media materials Updating and finalization of social media, TV and web graphics
24 - 31 October 2023	Launching of the budget booklet when Budget is presented to the parliament

## 5. Payment Schedule:

Payments shall be made in 2 instalments as per the completion of all works

Payment	Percent	Deliverables
Payment 1	40%	Completion of deliverables till 1 September 2024
Payment 2	60%	Completion of the remaining work and output



## 6. Reporting and Coordination:

The team responsible for creating the Government Budget Infographics will report to the head of Fiscal Affairs Department (FAD) of Ministry of Finance, who will oversee the overall progress and ensure adherence to timelines. Regular progress updates and coordination meetings as well as ad hoc meetings on a need basis will be conducted to address any issues, discuss feedback, and make necessary revisions. Staff of FAD will provide guidance and assistance at all times during the project.

## 7. Expected Output and Deliverables:

The following deliverables are expected to be produced as part of the Government Budget Infographic Booklet project:

- a. **Budget Book Layout:** Craft a professionally designed Budget Book layout, encompassing the spine, cover page, chapter breaks, and markers, aligned with the colour scheme selected and theme for Budget 2025. Provide an InDesign file featuring these elements, along with Master Pages for each chapter, specified typography (fonts), and colour palettes of choice. The Ministry will choose a color scheme from the options provided. Incorporate the Budget 2025 logo on the cover page.
- b. **Infographic Booklet:** Transform Ministry-provided content and data visualizations into a booklet layout, integrating stylish and visually appealing artwork. The aim is to present the material in an easily comprehensible manner.
- c. **Social Media Content Creation:** Develop 8-10 reels for TikTok and Instagram Stories (10-15 seconds each) and 10-15 carousel posts for Twitter, Facebook, and Instagram. Utilize budget artwork, employing techniques such as stop motion, animation, or transitions. Ministry-provided messaging and data will guide this component.
- d. **Presentation Slides:** Design a PowerPoint Presentation Master Slide theme incorporating graphical and tabular formats, icons, fonts, footers, and a consistent theme reflective of Budget 2025. Ensure availability in both Dhivehi and English formats.
- e. **TV Graphics:** Produce TV graphics for public media broadcast of the Budget Speech by the Minister, adhering to the artwork and theme of Budget 2025. Provide a minimum of 3 formats, including full frame and half frame (left and right).
- f. **Website Graphics:** Adapt the artwork from the Budget Book to meet specifications for updating the Budget website to reflect the contents of Budget 2025. Detailed requirements will be provided by the Ministry.



## 8. Confidentiality:

All personnel engaged in the development of the Government Budget Infographic Booklet are required to strictly observe confidentiality protocols. Any privileged or sensitive information acquired throughout the project must be handled with the highest level of discretion and shall not be divulged to any unauthorized parties, either during the project's duration or following its completion.

## 9. Bidding Process

The bidding process of the project will be a two-envelope bidding process. **The bidder has to submit 2 (Two) envelopes;**

**Envelope 1:** Bidders are requested to enclose a comprehensive concept note along with a sketch illustrating their proposed concept for the Budget Book cover page, incorporating the proposed colour schemes. Each submission must include a minimum of three distinct colour scheme options, featuring variations in both darker and lighter tones within the same palette. Furthermore, bidders are expected to provide a palette comprising at least 12 colours, accompanied by their respective variations.

**Envelope 2:** Price Proposal (including GST, if registered) in a sealed envelope.

## 10. Evaluation Criteria

This evaluation will take place in two stages. Parties who do not submit all required documents specified in section 11 will be disqualified.

### Stage 1

Criteria	Marks Awarded	
Experience	25%	
Budget Book Cover Sketch and Colour Schemes	25%	
		Academic Qualifications 20%
Technical Capacity	50%	Data visualization capacity 40%
		Layout and Graphic design 40%

**Note:**

- 1- All parties who obtain an aggregate score of 75% or above would be deemed successful in Stage 1 and their price proposal shall be accepted for Stage 2.



2- Experience will be evaluated based on financial literacy and public relations, graphic design and marketing experience of at least 3 members of the team.

## Stage 2

The party with the lowest price shall be awarded the project upon passing the Stage 1.

## 11. Required Documents

The firm or the team shall submit a proposal for the project. The proposal shall include the following documents: (Bidder should be a registered entity as per Law No. 18/2014).

- a. Company profile and CVs of the team members (include team members that will directly be involved in the project; include team members specializing in illustration, motion graphics, financial literacy and public relations. etc)
- b. GST registration copy (if registered)
- c. SME registration copy (if registered)
- d. Related projects or works undertaken in the past 3 (three) years and the portfolio (Hard copy)
- e. Portfolio of at least 1 (one) project that included a data visualization component (Hard copy)
- f. Reference letters from past clients
- g. Budget Book Cover Sketch and color scheme options (minimum 3 [three] options)
- h. Companies and Partnership should submit financial statement of 2024 or 2023 submitted to MIRA. Sole proprietorship can submit bank statement copy of last 3 months or income - expenditure report for the year 2023.

## 12. Amendments:

Any amendments or modifications to this Terms of Reference must be agreed upon by the relevant stakeholders and documented in writing.

Please note that this Terms of Reference serves as a guiding document for the creation of the Government Budget 2025 Infographic Booklet.



## 13. Annex 1 - Resources

Relevant information regarding the National Budget can be accessed as listed below:

- a. Past Budget Books and information regarding the National Budget and its processes:  
<https://www.finance.gov.mv/public-finance/national-budget>
- b. Past Budget Books (English): <https://www.finance.gov.mv/budget-in-statistics>
- c. Budget Speeches: <https://www.finance.gov.mv/speeches>
- d. Budget Website: <https://www.budget.gov.mv/>

