



REQUEST FOR PROPOSAL

CONSULTANCY SERVICES TO DEVELOP MATERIALS AND ROLLOUT MENTAL HEALTH COMMUNICATION STRATEGY FOR SCHOOLS

(Procurement Ref: 22PU-2024-CS-01)

23rd September 2024

1. SCHEDULE OF CRITICAL DATES

Activity	Action Date
Advertised date:	23rd September 2024
Registration deadline	27th September 2024
Clarification deadline	28th September 2024, 1400 hrs. Local Time
Proposal submission deadline	1st October 2024, 1030 hrs. Local Time

2. INTRODUCTION

The Ministry of Education (MoE), Republic of Maldives invites Proposal from eligible and qualified parties, to provide consultancy services to develop materials and rollout mental health communication strategy for schools.

3. REGISTRATION

Interested parties shall register with the Ministry of Education by submitting the Bid Registration form using the link below before **September 27th, 2024**.

Bid Registration form link: <https://myoffice.moe.gov.mv/forms>

4. CLARIFICATION

During the RFP process, questions or clarifications regarding this RFP document must be requested in writing to the address stated below. Requests for clarifications need to be submitted latest by **28th September 2024, 1400 hrs. Local Time**

Procurement Section,

Ministry of Education,

9th Floor, H.Velaanaage, 20096

Ameer Ahmed Magu, Male' City,

Republic of Maldives

Phone: :+(960) 3341460

Email: procurement@moe.gov.mv

CC Email: ali.naajih@moe.gov.mv

fathmath.areeka@moe.gov.mv

5. AMENDMENTS OF RFP DOCUMENTS

Any additional documentation issued by the MoE during the tender process shall be deemed to form part of this RFP and shall supersede any part of the RFP where indicated. The MoE 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.

6. LANGUAGE

The proposal documents must be in English.

7. PROPOSAL PRICES

The Tenderer shall indicate on an appropriate Price Schedule, an example of which is contained in these Proposal Documents, the prices of services it proposes to supply under the contract

8. PROPOSAL VALIDITY

The proposal shall be valid for 30 calendar days from the submission date.

9. TERMS OF PAYMENT

A budget of MVR 585,000.00 is allocated for the project.

DETAILS	QTY	RATE	TOTAL
30 pieces of content for work plan segments (graphics, videos, animations, audio)	30	1,000.00	30,000.00
15 video clips on HAT for students (1 min)	15	25,000.00	375,000.00
Consultations -Monthly report/rollout coordination and consulting	12	15,000.00	180,000.00
TOTAL			585,000.00

At least 3 draft options should be submitted for consultation with, and selection by partners for all the materials produced. Final submission should be made with the production-ready or print-ready specifications in a usable file type.

10. QUALIFICATIONS AND EXPERIENCE REQUIRED

Qualifications or specialized knowledge and/or experience required of the team assign to the project

This contract will be awarded to an institution and not to an individual or team of individuals not sponsored by an institution. Institution must have a minimum of three years of experience working on communication campaigns and those institutions with previous on producing communication materials specifically on development and implementation of communication plans and strategies will be an added advantage.

Team Leader(s)

A team leader must be named. She/he will direct all parts of the effort. The leader will be the person accountable in the organization's name to MOE. The leader will coordinate and supervise the work of all teams or persons of the organization in their contributing roles. She/he will ensure the quality of the process, outputs, methodology and timely delivery of all products. The team leader will take direct responsibility for all deliverables being of satisfactory quality. The leader will ensure that the deliverables emerge in a timely fashion as a result of an in-depth analytic process as well as ongoing consultation with the organizers and other relevant partners.

The key qualifications of the Team include:

Communication specialist:

- At least an undergraduate degree in communications, multimedia management, marketing, graphic designing or mass media or a related area;
- Minimum 3 years of professional experience in a related field, with proven experience leading similar initiatives. Ability to develop communication messages for the target audience;
- Proven expertise in developing communication plans and strategies (preferably in social sector related campaigns or plans);
- Familiarity with health promotion, demand creation and community participation strategies. Past experience in Mental health promotion or psycho-social support will be desired;

- Professional level written and spoken Dhivehi and good writing skills in English;
- Experience developing the brand identity for a campaign (especially a social campaign);
- Experience in implementing a similar campaign will be an asset.

Graphic designer:

- A university degree in one of the following fields is required: visual communication, graphic design and or other relevant field;
- Advanced knowledge and experience in graphic design software, including but not limited to: Adobe Photoshop, Illustrator, InDesign, and After effect;
- Experience in graphic production from start to printed product with support to the printing process (with at least one year hands-on experience);
- Ability to work independently and efficiently, with a track record to deliver on time. Ability to organize, plan and coordinate activities to meet deadlines within an agreed timeframe;
- High level of flexibility, and able to receive feedback positively (especially related to design work), and bring the changes required;
- Experience or exposure working with UN-related programs is considered as an asset.

Videographer / Animator:

- A university degree in one of the following fields is required: visual communications, graphic design, animations, and or other relevant field;
- Professional videographer / animator with experience working with international organizations/media;
- Ability to deliver materials according to the specified quality and technical requirements;
- Track record of materials distributed to broadcasters and online media platforms;
- Track record of editing for social media platforms;

Company profile:

- Registered business with demonstrated experience in working in communications, media productions and media research for at least three years, with expertise in social and behavior change communication;
- Must be able to manage diverse viewpoints, bring about required changes promptly and work in demanding situations;
- Able to deliver high-quality and timely deliverables;
- Able to respect tight deadlines and inputs to products to be developed;
- Prior experience working with government, non-profit organizations, UN agencies or UNICEF in similar assignments is an asset;
- Previous experience in project management and budgeting;
- Previous experience in the implementation of communication strategies and campaigns in the social sector or social issues (excluding the corporate sector);
- Past experience conducting online surveys (preferably in Maldives), and stakeholder engagements.
- Sensitivity to mental health issues would be an added asset;
- Able to provide one focal person to closely work with MOE in adhering to the timeline and rollout of activities.

Please note the following:

MOE and UNICEF will hold the copyright to all designed and developed products, including vector images. It is expected that consultants will be creating work themselves, and not plagiarizing, or copying from other's intellectual property MOE will only make milestone payments based on achievement of specific deliverables as listed. All editable soft copies and files to be shared with MOE and UNICEF.

11. CONFIDENTIALITY, ETHICS AND CONFLICT OF INTEREST

The selected firm undertakes to comply with the Government rules with regard to corrupt and fraudulent practices, conflict of interest and confidentiality. The firm shall maintain confidentiality 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 Client.

12. SUBMISSION REQUIREMENTS

The following related documents shall be submitted for the bid to be considered sufficiently responsive.

Bidders should submit their Proposal containing the following documents and Standard forms in **ANNEX A**

- Document Checklist (Form 1)
- Technical Proposal Submission Form (Form 2)
- Tenderer Information Sheet (Form 3)
- Description of approach, methodology and work plan for performing the assignment (Form 4)
- Copy of Business Registration Certificate (Valid)
- Business Profile
- Copy of GST Registration – if applicable
- Copy of Pension Registration – if applicable
- Training Team members Information (Form 5)
- Curriculum Vitae (CV) of the Training Team (Form 6)
- Educational Certificates of the Training Team
- Work completion documents of projects/assignments (Training Team)
- Letter of Commitment (Form 7)
- Specific Experience of Contracts of Similar Nature (Form 8)
- Required experience documents listed in Form 8

13. PROPOSAL SUBMISSION

Submission Instruction	Proposal need to be submitted along with required documents mentioned in the request for Proposal via given Link: Link: https://bit.ly/3MSqC42
Submission Deadline	The deadline for the submission of Proposal is: Date: 1st October 2024, Tuesday Time: 1030 hrs. Local Time Late submission will not be accepted.

14. EVALUATION CRITERIA

Criteria, sub-criteria, and point system for the evaluation of Full Proposals are:

DETAILS	MAXIMUM POINTS
Technical Proposal	
Firm experience <i>5 Points for each additional contract completed successfully (minimum 3 years' experience working on communication campaigns)</i>	20
<i>Description of approach, methodology and work plan for performing the assignment</i>	20
Training Team	
Education Qualification <i>10 Points for Each qualifications in related Areas</i> <u>Communication specialist:</u> <i>At least an undergraduate degree in communications, multimedia management, marketing, graphic designing or mass media or a related area</i> <u>Graphic designer:</u> <i>A university degree in one of the following fields is required: visual communication, graphic design and or other relevant field</i> <u>Videographer and/Animator:</u> <i>A university degree in one of the following fields is required: visual communications, graphic design, animations, and or other relevant field;</i>	30
Experience <i>Experience in communications, multimedia management, marketing, graphic designing or mass media or a related area. (2 points per work up to 10)</i> <i>Experience in visual communication, graphic design and or other relevant field. (2 points per work up to 10)</i> <i>Experience in visual communications, graphic design, animations, and or other relevant field. (2 points per work to 10)</i> <u>Communication specialist:</u> <i>Minimum 3 years of professional experience in a related field, with proven experience leading similar initiatives.</i> <u>Graphic designer:</u> <i>At least one year hands-on experience (Experience in graphic production from start to printed product with support to the printing process)</i> <u>Videographer and/Animator:</u> <i>Professional videographer/animator with experience working with international organizations/media;</i>	30
Total	100

15. TERMS OF REFERENCE

1. Introduction

To develop materials and rollout mental health communication strategy for schools.

2. Programme Background

Mental health is an integral component of health and well-being and influences academic, social and economic outcomes across the lifespan. Schools are an ideal setting to promote mental health for children and adolescents, providing an opportunity to reach large groups of children during their formative years of development.

The importance of focusing on mental health became more evident during the Covid-19 pandemic. During the pandemic important strides were taken towards strengthening mental health services. One such work undertaken by the Ministry of Education was to develop a communication strategy and work plan to deliver psychosocial support within the schools.

Under the UNICEF rolling work plan 2022-2023, the Helping Adolescents Thrive (HAT) began in 2022. HAT intervention tools aim to support adolescents to learn and apply techniques to positively influence their behavior, thoughts, feelings and social interactions. It also aims to increase knowledge and ability of caregivers and teachers to support adolescent mental well-being. HAT is a comprehensive program that compliments the mental health communication strategy developed. With support from UNICEF, the Ministry of Education is working towards implementing the HAT program and MH communication strategy in schools.

In this regard, Ministry of Education is seeking technical support to develop materials and to roll out the mental health communication strategy and work As part of the school-based component of the national Mental Health communications campaign Kihineh?

3. Purpose and objectives

The purpose of this assignment is to support the Ministry of Education to develop materials for the mental health communication strategy for schools and also to support in the implementation.

The specific actions are:

1. To develop campaign material in line with the objectives and themes identified in the communication strategy and campaign plan, in alignment with existing branding and materials in terms of quality.
2. Roll out the campaign activities on different media platforms.

4. Major tasks to be accomplished

Based on the communication plan developed in-line with the branding, develop and support the rollout of content for the identified segments in the work plan (Emmen Ekee, User Generated Content, Positive Mindset, Student Podcast)
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Develop 15 video clips (animated explainers) under the campaign branding focusing on topics from the HAT adolescent intervention tools
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Develop 6 training videos using the Facilitation Guides (1. mental health continuum, 2. taking care of your wellbeing, 3. working with adolescents, 4. about the modules and how to use it, 5. demonstration of sensitive topics.)
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To develop IEC materials (posters, leaflets) for the content developed.
Support the communications for the establishment of the Wellbeing Clubs and World Mental Health Day activations.
Dissemination of the materials developed and monitoring of reach and engagement.

5. Deliverables

30 pieces of content for work plan segments (graphics, videos, animations, audio)
15 video clips on HAT for students
Monthly monitoring report after rollout begins.

6. Duration of Assignment

To be proposed by the consultant with a breakdown of duration taken for each task. Contract will be signed based on the duration agreed by both parties.

7. Duty Station

The Consultant can work remotely.

8. Reporting

Director General of School Safety, Health and Student Support Division of Ministry of Education.

16. ANNEXES**ANNEX A - FORMS****FORM 1 – DOCUMENT CHECKLIST**

#	BID DOCUMENTS	
1	Technical Proposal Submission Form (Form 2)	
2	Tenderer Information Sheet (Form 3)	
3	Description of approach, methodology and work plan for performing the assignment (Form 4)	
4	Copy of Business Registration Certificate (Valid)	
5	Company Profile	
6	Copy of GST Registration – if applicable	
7	Copy of Pension Registration – if applicable	
8	Team members Information (Form 5)	
9	Curriculum Vitae (CV) of Training Team (Form 6)	
10	Educational Certificates of Training Team	
11	Work completion documents of projects/assignments (Training Team)	
12	Letter of Commitment (Form 7)	
13	Specific Experience of Contracts of Similar Nature (Form 8)	
14	Required experience documents listed in Form 8	

FORM 2 – TECHNICAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of Client]

Dear Madam/Sir:

We, the undersigned, offer to provide the Consultancy service for “**DEVELOP MATERIALS AND ROLLOUT MENTAL HEALTH COMMUNICATION STRATEGY FOR SCHOOLS**” in accordance with your Request for Proposal dated [xxx]. I hereby submit our Proposal, which includes all required documents as per Request for Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services and fulfil the terms and conditions related this contract.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

FORM 3 – TENDERER INFORMATION SHEET

[The Tenderer shall fill in this Form in accordance with the instructions indicated below. No alterations to its format shall be permitted and no substitutions shall be accepted.]

Date:

Announcement No:

1. Tenderer's Legal Name	{insert Tenderer's legal name}
2. Tenderer's actual or intended Country of Registration:	{insert actual or intended Country of Registration}
3. Tenderer's Year of Registration:	{insert Tenderer's year of registration}
4. Tenderer's Legal Address in Country of Registration:	{insert Tenderer's legal address in country of registration}
5. Tenderer's Authorized Representative Information	
Name:	{insert Authorized Representative's name}
Address:	{insert Authorized Representative's Address}
Telephone/Fax numbers:	{insert Authorized Representative's tel/fax numbers}
Email Address:	{insert Authorized Representative's email address}
7. Attached are copies of original documents of: {check the box(es) of the attached original documents}	
<input type="checkbox"/> Articles of Incorporation or Registration of firm named in 1, above.	

FORM 4: DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

[Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal (5-10 pages, inclusive of charts and diagrams) divided into the following two chapters:

- a) Technical Approach and Methodology,*
- b) Work Plan, and*

a) Technical Approach and Methodology. In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

b) Work Plan. In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan.

FORM 5 – TRAINING TEAM INFORMATION

List all Members in the team as per TOR

(Team Members Curriculum Vitae and supporting documents should be submitted along with the proposal and this form should be signed and stamped by Tenderer).

Team member Name	ID/PP No

FORM 6 – CURRICULUM VITAE (TEAM)

1. **Name:**
2. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]:
3. **Membership of professional associations**
4. **Other Training**
5. **Countries of work experience** [*List countries where the consultant has worked in the last ten years*]:
6. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]:
7. **Experience/ employment record** [*Starting with present position, list in reverse order every employment held since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]
 - From [Month/Year] – To [Month/Year]:
 - Employer:
 - Positions held:
8. **Summary of projects/assignments undertaken/ role**
 - Name of project/ assignment:
 - Experience classification: General / specific
 - Scope of project/ assignment:
 - Role/ Position undertaken:
 - Period of project/ assignment:

FORM 7 – LETTER OF COMMITMENT (TEAM MEMBERS)

[Location, Date]

To: [Name and address of Client]

Re: DEVELOP MATERIALS AND ROLLOUT MENTAL HEALTH COMMUNICATION STRATEGY FOR SCHOOLS,

Ref no: _____

Dear Sir/Madam,

I am writing to confirm my availability to provide services as a _____ to the firm for the given project.

I undertake, if this proposal is accepted, to complete and deliver the whole of the services assigned to me in the scope of services.

I undertake, if this proposal is accepted upon receipt of the Ministry of Education's notice, to commence performance of the services with due expedition and without delay.

Yours sincerely,

Name:

Passport /ID card No:

Date:

Signatory:

Signatory:

FORM 8- SPECIFIC EXPERIENCE OF CONTRACTS OF SIMILAR NATURE

List all contracts performed in the last 60 Months

(Reference letters of the completed Projects shall be submitted along with the proposal and this form should be signed and stamped by Tenderer).

Name of Client	Name of the work	Contract Duration	Contract Signed Date	Contract Completed Date	Contract Value (MVR)