



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

Ministry of Higher Education  
Republic of Maldives

**Consultancy Firm for Marketing of JobCenter Portal**

**(Procurement Ref: MV-MOHE-153184-CS-CQS)**

**DOCUMENT CHECKLIST**

*All applicants are encouraged to use this checklist to facilitate the preparation of the Expression of Interest.*

<b><u>CRITERIA</u></b>	<b><u>DOCUMENT DETAILS</u></b>	(✓)
<ul style="list-style-type: none"><li>• Letter of Expression of Interest</li></ul>	<i>Must submit Letter of Expression of Interest.</i>	
<ul style="list-style-type: none"><li>• Firm/Institute Registration Certificate (Valid)</li></ul>	<i>Must submit copy of Company//Institute Registration Certificate.</i>	
<ul style="list-style-type: none"><li>• Company Profile</li></ul>	<i>A short company profile.</i>	
<ul style="list-style-type: none"><li>• MIRA Tax Registration</li></ul>	<i>Must submit certificate.</i>	
<ul style="list-style-type: none"><li>• Pension Registration</li></ul>	<i>Must submit certificate/proof of participation in pension scheme.</i>	
<ul style="list-style-type: none"><li>• 5 years of experience in event planning, developing and implementation of marketing/communication strategies.</li></ul>	<i>The firm must provide details on their experience. The required experience of the firm should reflect similar assignments completed/ongoing as a firm. Nature and duration of such assignments should be indicated. Firm must submit supporting documents (such as completion certificates) showing evidence of the above stated requirements</i>	
<ul style="list-style-type: none"><li>• Successfully carried out 10 or more work similar to assignment (such as campaigns, roadshows, expos etc.) within the last 5 years.</li></ul>		
<ul style="list-style-type: none"><li>• Successfully produced and published marketing materials such as TV commercials.</li></ul>		
<ul style="list-style-type: none"><li>• 3 years of experience in producing a wide range of marketing and communication materials such as layouts for both web and print (infographics, videos, posters etc.).</li></ul>		
<ul style="list-style-type: none"><li>• Written Documentation stating availability of each key staff of the proposed team for the assignment.</li></ul>	<i>The applicant must ensure to explicitly state the elected key staff and their availability to participate in this assignment clearly in their application.</i>	
<ul style="list-style-type: none"><li>• Curriculum Vitae (CV) of all key staff/proposed team.</li></ul>	<i>Curriculum Vitae (CV) of key staff/proposed team must be submitted.</i>	