

Bidder Information Sheet: Create, support and implementation of a comprehensive and innovative PR and media engagement Programme

No. and Date of Issue	SDFC/IU/2021/11
	03 rd March 2021
Project Name	Create, support and implementation of a comprehensive and innovative PR and media engagement Program.
Purchaser	SME Development Finance Corporation Pvt Ltd
Address	SME Development Finance Corporation, M. Kaneeru Villa, 2 nd Floor, Orchid Magu, 20212 – Male’ City, Republic of Maldives Phone: +960 3306999 Mail: info@sdfc.mv
Bid Information Session	<p>Bid information session will be held as follows:</p> <p>Date & Time: 07th March 2021, 13:30hrs</p> <p>Information session will be conducted via Zoom Meeting.</p> <p>Register in advance for this meeting:</p> <p>Link: https://zoom.us/meeting/register/tj0odu6gqzktGNHWoOh4sVxya-GWDT2MgH5t</p> <p>Bid submissions will only be allowed to party who attend bid information session.</p>
Bid Submission Deadline	<p>All bids shall be submitted via given link at bid submission meeting.</p> <p>Bid submission meeting will be held via zoom on 10th March 2021, 15:00hrs.</p> <p>Meeting link will be shared with bidder who attend information session.</p>
Bid Validity	40 Calendar days from the date of submission.
Bid language	English

1. General Information

SDFC was established as a specialized financial institution providing financial products and ancillary services to MSMEs and entrepreneurial start-ups with the primary purpose of easing access to finance for MSMEs. This institution is formed as to financially support Micro, Small Medium- Sized Enterprise (MSME) growth in the Maldives.

SME Development Finance Corporation invites you to submit your bids for the service described herein. Partial bid and bids that does not meet specific requirements may be rejected.

2. Eligible Bidders

The invitation is open to all interested local parties with a formal intent to enter into an agreement. Each party shall submit only one bid. Parties who submit more than one bid will result in disqualification of the bid submitted by the bidder.

3. Scope of Work and Deliverables

1. Increasing SDFC visibility and brand recognition throughout the nation.
2. Increasing public awareness of SDFC and its products in an effective manner that portrays in catering to the financial needs of MSMEs and widely accessible across the country.
3. Strengthening public perception of SDFC as a credible and outcomes-based provider of MSME loans.
4. The following are the main tasks and activities that should be covered in 1 (one) year period within the scope of the work. A detailed schedule of management should be provided where necessary for the furnished.
 - Public Relations and Media Management consultancy.
 - Media posts content and design (Facebook, Instagram and twitter):
Minimum 8 posts per month.
 - Production of 30 seconds video clips (4 per month).
 - Annual report design.
 - Photography for social media content development.
 - Social media marketing consultancy and content schedule.
 - Designing of leaflets/broachers/posters and banners.
 - Designing of corporate gifts and annual calendar.

4. Bid Prices

Price shall be quoted per month basis. All bids shall be quoted inclusive of all applicable local taxes and GST. Where prices quoted is not indicated or mentioned as “exclusive” of GST or local taxes, SDFC have the right to take the quoted price deemed to be inclusive of GST and all applicable local taxes.

If the Price Quoted in the Bid Form differs from that given proposal, then the Price given in the Bid Form will prevail.

5. Evaluation Criteria and Procedure

Evaluation will be carried out in two phases, where technical criteria (Annex I) is completed first, requiring minimum 70% score to be proceeded to the financial evaluation.

Technical Proposal will be evaluated based on the responsiveness to this information sheet as furnished below and the contract will be awarded to the consultant/party with the highest combined score.

- Compliance with this information sheet.
- Demonstrated understanding of the project.
- Experience of the bidder (Track record of success in managing such marketing & PR program).
- Qualifications of the team.

5.1. Qualifications required:

The selected consultant should have team member/s with the following qualifications: Minimum 3 years' experience in Marketing & PR field, Or Bachelor's Degree in related field.

5.2. Experience of the bidder:

The bidder must submit a portfolio of relevant work done accompanied by references about the satisfactory delivery of finished projects. The bidder should provide contact numbers and names of references for each project. The projects listed as references should be carried out in the last 5 years (March 2016 – to present period). Any projects prior to this period will not be counted towards the points.

6. Financial Evaluation

Maximum 40% of total marks received from Technical Evaluation will be carried forward to Financial Evaluation.

1. Price:

Carries 60% of weightage of financial evaluation.

The points will be given using benchmark marking criteria where lowest proposed price will be considered as the benchmark. The full marks will be given to the benchmark value and others weighted accordingly using the formula below.

$$\text{MAX\%} = (\text{Benchmark price} / \text{Proposed price}) \times \text{weightage.}$$

2. Technical Evaluation:

Carries 40% of the financial evaluation. Carry forwarded from technical evaluation.

Financial Evaluation		Weightage
1	Price	60%
2	Technical Evaluation	40%
Total		100%

7. Documents to be Submitted.

All bids should be submitted with the following forms and any bids submitted without the forms will be automatically disqualified.

Marks will be awarded based on the information on these forms.

6.1 Form 1 – Application for BID submission

6.2 Form 2 – Bidder profile and technical proposal

6.3 Form 3 – Price schedule for the contracting service

8. Additional information:

The duration of the assignment is 1 (one) year.

ANNEX I – Technical evaluation criteria

Summary of technical evaluation		Score weight	Company/Other Entity		
			A	B	C
1.	Relevant and practical experience for all activities informed in this bidder information sheet.	30			
2.	Quality/feasibility of the technical proposal including methodology and approach to deliver scope of work and team composition.	25			
3.	Qualification of the team member	15			