



Maldives Marketing and Public Relations Corporations  
Republic of Maldives

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**Information Sheet**

**To Hire a party to Design a Kids Story Book  
based on Folklore Tales**

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17 March 2021

<b>Section 1 - Instruction to Tenderers</b>		
<b>1.</b>	<b>General</b>	
1.1	Announcement Number:	(IUL)MMPRC-PRO/MMPRC/2021/14
1.2	Announcement Date:	17 March 2021
1.3	Project:	To Hire a party to Design a Kids Story Book based on Folklore Tales
<b>2.</b>	<b>Procedure of Tendering</b>	
2.1	<p><b>Eligible Tenderers:</b></p> <p>A Tenderer may be a sole proprietor, private entity, or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture</p>	
2.2	<p><b>Amendments to Tender Documents:</b></p> <p>(a) At any time prior to the deadline for submission of Tenders, the MMPRC may amend the Tendering Document by issuing addenda.</p> <p>(b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC</p> <p>(c) To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders</p>	
2.3	<p><b>Registration of Tenderers: Parties who attends the pre-bid meeting will be registered for bid submission.</b></p>	
2.4	<p>Pre-bid meeting / Info Session: Thursday, 25<sup>th</sup> March 2021 @ 1100 hrs</p>	
2.5	<p>Clarifications of Bidding document, project, scope of works: Tuesday, 30<sup>th</sup> March 2021 before 1500 hrs. (local time)</p>	
2.6	<p><b>Submission of Tenders:</b></p> <p>Venue: Maldives Marketing &amp; Public Relations Corporation, 2<sup>nd</sup> Floor, H. Zonaria, Male'</p> <p>Date: Wednesday, 31<sup>st</sup> March 2021</p> <p>Time: 1100 hrs.</p>	

<b>3.</b>	<b>Preparation of Tenders</b>
3.1	<p><b>Cost of Tendering:</b></p> <p>The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and MMPRC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.</p>
3.2	<p><b>Language of Tender:</b></p> <p>The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, shall be written in <b>English or Dhivehi</b> Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in <b>English or Dhivehi</b>, in which case, for purposes of interpretation of the Tender, such translation shall govern.</p>
3.3	<p><b>Documents Comprising the Tender:</b></p> <p>(a) Quotation</p> <p>(b) Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</p> <p>(c) Profile of the Tenderer</p> <p>(d) Copy of GST Registration Certificate</p> <p>(e) Tax Clearance Certificate issued by MIRA</p> <p>(f) Other documents, if required</p>
3.4	<p><b>Period of Validity of Tender:</b></p> <p>(a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by MMPRC. A Tender valid for a shorter period shall be rejected by MMPRC as nonresponsive.</p> <p>(b) In exceptional circumstances, prior to the expiration of the Tender validity period, MMPRC may request Tenderers to extend the period of validity of their Tenders. The request and the responses shall be made in writing.</p>
3.5	<b>Tender Security (If required): Not Applicable</b>
3.6	<p><b>Format of Signing of Tender:</b></p> <p>The Tenderer shall prepare one original of the documents comprising the</p>

	Tender as described in Clause 3.3, and clearly mark it “Original”. Alternative Tenders, if permitted in accordance with clause 3.8, shall be clearly marked “Alternative”.
3.7	<b>GST</b> The prices shall be quoted inclusive of GST
3.8	<b>Alternative Tenders:</b> It is permitted to submit Alternative Tenders.
3.9	<b>Incomplete Tender:</b> Any tender that does not include all information and documents stated in clause 3.3 shall be considered as Incomplete Tender.
3.9	<b>Conflict of Interest:</b> A Tenderer shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. A Tenderer may be considered to have a conflict of interest with one or more parties in this tendering process, if: (a) they have a controlling partner in common; or (b) they receive or have received any direct or indirect subsidy from any of them; or (c) they have the same legal representative for purposes of this Tender; or (d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or (e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender; or (f) a Tenderer or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the contract that is the subject of the Tender; or

	(g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.
3.11	<p><b>Authorization:</b></p> <p>The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. This authorization shall consist of a written confirmation and shall be attached to the Tender. The name and position held by each person signing the authorization must be typed or printed below the signature.</p>
4.	<b>Submission and Opening of Tenders</b>
4.1	<b>Sealing of Tenders:</b>
4.2	<p><b>Deadline for Submission of Tenders:</b></p> <p>(a) Tenders must be received by MMPRC at the address and no later than the date and time clause 2.6 of this document.</p> <p>(b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and obligations of the MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.</p>
4.3	<p><b>Late Tender:</b></p> <p>MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 4.2. Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.</p>
4.4	<p><b>Submission Documents:</b></p> <ul style="list-style-type: none"> <li>• Cover letter expressing interest. This letter should include the contract price.</li> <li>• Company Profile along with Business Registration Certificate should be submitted. And for individuals, Portfolio and National ID Card Copy should be submitted.</li> <li>• Team portfolio of people who will work on the project</li> <li>• Reference letters and proof of previous projects undertaken</li> </ul>
5.	<b>Evaluation</b>
5.1	The tender evaluations will be carried out as per the evaluation criteria

	stated under Section 2 of this document. No other evaluation criteria or methodologies shall be permitted.	
<b>6.</b>	<b>Tender Security and Performance Guaranty (Not applicable)</b>	
<b>7.</b>	<b>Advance Payment - applicable as per procedure Advance Payment Guaranty (Not applicable)</b>	
<b>8</b>	<b>Penalty &amp; Contract Termination</b>	
8.1	<b>Penalty:</b> MMPRC shall have the right to withhold any payment of the Contract Price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.	
8.2	<b>Contract Termination:</b> If the Selected Party fails to carry out any obligation under the Agreement, MMPRC may by notice require the Contractor to make good the failure and to remedy it within a specified reasonable time.	
<b>Section 2 - Evaluation Criteria</b>		
<b>Area</b>	<b>Details</b>	<b>Marks</b>
Contract Price	The party should submit a breakdown of the budget. The party that proposes the lowest price shall get the highest marks. For others, marks will be awarded on pro rata basis	35
Profile	The company profile, registration certificate, tax registration certificate and tax clearance from MIRA should be submitted. Marks will be awarded based on the relativeness of the work to be carried out by the party and the documents submitted	10
Past Experience	Minimum 3 reference letters of similar projects undertaken should be submitted with the proposal. This reference letter should include the name of the project along with the contact details for reference. Marks will be awarded based on the reference provided and based on	25

	the nature of work carried out as mentioned in the letter.	
Sample Work	Sample of the work carried in the above mentioned reference letters should be submitted. Marks will be awarded based on the work submitted.	20
Timeline	A timeline and schedule of the work as per the scope should be attached with the proposal. Marks will be awarded based on the completeness.	10
	<b>TOTAL</b>	<b>100</b>

### Section 3 - Scope of Work

1.	MMPRC is looking to hire a party to design and do the illustrations for a “Kids Story Book based on the Folklore Tales of Maldives” as per the content shared by MMPRC. MMPRC will be sharing the content with the winning party.
2.	The story book will contain 9 different stories. The stories and the number of pages that each story contains are as follows; <ul style="list-style-type: none"> <li>a) The First Coconuts - 10 pages</li> <li>b) Giant Triton Shell - 10 pages</li> <li>c) Maldivian Magic - 06 pages</li> <li>d) Dhon Hiyala and Alifulu (A timeless Maldivian Romance) - 15 pages</li> <li>e) Communal Spirit - 08 pages</li> <li>f) Satho Raha (The mystical waters of Maldives) - 06 pages</li> <li>g) Bodu Niyama Thakurufaanu (The origin of Tuna to Maldivian waters) - 12 pages</li> <li>h) Bodu Mas Meehaa (The man and the Whale) - 08 pages</li> <li>i) The Legend of Koimalaa - 20 pages</li> </ul>
3.	Each story should contain illustrations of 2-3 pages for coloring and the remaining pages in colored illustrations
4.	Each story must contain 2-3 pages created using Augmented Reality

5.	Sounds for the pages created using Augmented Reality will be provided by MMPRC from the original video
6.	Suggested size of the book : 26 cm x 21 cm
7.	Quality of the paper: <b><u>Option 1</u></b> Cover: Hardcover Inside paper: 130gsm Finishing: Perfect bind Paper: Semi Gloss  <b><u>Option 2</u></b> Cover: 300 gsm Inside paper: 130gsm Finishing: Perfect bind Paper: Semi Gloss
8.	Print-ready file to be provided to MMPRC within 3 weeks of awarding the project