



Request for Proposals

Reference No: IL-PRC/2021/15

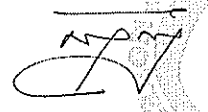
Marketing and PR Agency for the Maldives Payment System Development Project

Maldives Monetary Authority

26th April 2021

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1. BACKGROUND AND OBJECTIVE

The Maldives Monetary Authority (MMA), as the central bank and regulator of the financial system and payment systems, is currently in the process of implementing an Instant Payment System under the Maldives Payment System Development (MPSD) Project. The Project would facilitate innovative, convenient, and affordable access to digital financial services through an instant payments system. The system infrastructure is planned such that all banks and other Payment Service Providers (PSPs) will be linked to the core infrastructure to enable real-time, 24/7/365 payments using smart addressing capabilities.

With the implementation of the project, the payments landscape is expected to change significantly. The project aims to bridge the gap between the unbanked, under banked and banked segments of Maldives by providing electronic means of payments to everyone, irrespective of geographical location within the Maldives. Additionally, the development of the project provides the Maldivian population with near real-time payment solutions.

The project also encompasses a digital bank module, being developed to promote financial inclusivity through the provision of digital financial services. This module will be used to provide services to the public via a white-label mobile application and white-label online payment gateway through the banks and payment service providers in the market.

MMA is seeking to procure the services of a creative or an integrated marketing and PR agency with the relevant expertise and knowledge, to promote the Instant Payment System and the other complementary modules of the system, as required, under the MPSD Project. The agency shall be responsible for producing and implementing an integrated marketing and positioning strategy, as well as plan, coordinate and administer public relations activities to maximize brand exposure and leverage media coverage. The agency shall also be responsible for developing recommendations for a marketing and advertising plan that supports the vision set forth by the MMA pertaining to the Instant Payment System.

2. INSTRUCTIONS TO BIDDERS

2.1. GENERAL INFORMATION

- | | |
|------------------------|--|
| 2.1.1. Project | a) Maldives Payment System Development Project. |
| 2.1.2. Contract | a) Marketing and PR Agency for the Maldives Payment System Development Project. |
| 2.1.3. Proposal | a) Prospective bidders are invited to submit proposals for the Contract. The Proposal will be the basis for Contract negotiations and ultimately for a signed Contract with the selected Bidder. The title and reference number of this Request for Proposals are provided in "Invitation for Bids". |



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- b) The Bidders shall familiarise themselves with local conditions and take them into account in preparing their proposals.
 - c) MMA is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Bidder.
 - d) The Bidders are permitted to submit only one proposal. If the proposal involves alternative solutions, such solutions should be clearly indicated in the proposal.
- 2.1.4. Source of Funds**
- a) The MMA provides funds towards the cost of the Project, to cover eligible payments under the Contract.
 - b) The cost of travel, food and accommodation will be borne by the MMA, where travelling is required to perform the services under the Contract.
- 2.1.5. Fraud and Corruption**
- a) Bidders must observe the highest standard of ethics during the execution of contracts. In pursuance of this policy, MMA will reject a proposal for award if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive or obstructive practices in competing for the contract in question.
- 2.1.6. Eligibility of Bidders**
- a) A Bidder may be a 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. All partners shall be jointly and severally liable for the execution of the Contract in accordance with the Contract terms.
 - b) The Bidder shall not sub-contract any part of the requirements stated in the Bidder's Proposal after the Contract has been awarded.
- 2.1.7. Qualifications of the bidder**
- a) By submission of documentary evidence in its bid, the Bidder must establish to MMA's satisfaction that it has the technical capability necessary to perform the Contract, meet the minimum evaluation criteria stated in Clause 4.6 and has a successful performance history.
- 2.1.8. Cost of Bidding**
- a) The Bidder shall bear all costs associated with the preparation and submission of its bid, and MMA will in no case be responsible or liable for those costs.



2.2. THE BID INFORMATION DOCUMENTS

- 2.2.1. Contents of Bid Information Documents**
- a) The contents of the Bidding Documents are listed below and should be read in conjunction with any addenda issued in accordance with Clause 2.2.3:
- Section 2 Instructions to Bidders
 - Section 3 Terms of Reference
 - Section 4 Bid Evaluation Methodology
 - Section 5 Standard Proposal Forms
- b) Bidders are expected to examine all instructions, forms, terms and other information in the Bidding Documents. Failure to furnish all information required by the Bidding Documents may result in the rejection of the bid.
- 2.2.2. Clarification of Bid Information Documents**
- a) Bidders requiring any clarification of the Bidding Documents shall email their queries to procurement@mma.gov.mv. MMA will respond in writing to any request for clarification. Should the clarification result in changes to the essential elements of the Bidding Documents, MMA shall amend the Bidding Documents following the procedure under Clause 2.2.3.
- b) All clarifications shall be sought and/or provided only as specified in Clause 2.2.2(a). MMA shall not be responsible for any clarifications sought and/or provided in any other manner of whatsoever nature.
- 2.2.3. Amendment of Bid Information Documents**
- a) At any time prior to the deadline for submission of bids, the MMA may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, amend the Bidding Documents. Later amendments on the same subject shall modify or replace earlier ones.
- b) Any addendum issued shall be part of the Bidding Document and shall be informed to the prospective bidders in writing.
- c) In order to afford prospective Bidders reasonable time in which to take the amendment into account in preparing their bids, the MMA may, at its discretion, extend the deadline for the submission of bids, in which case, the MMA will communicate it to the prospective bidders in writing.

2.3. PREPARATION OF BIDS

- 2.3.1. Language**
- a) The language of the proposal shall be in English.



2.3.2. Documents comprising the bid

- a) The bid submitted by the Bidder shall comprise:
- i) The duly completed **Bid Submission Form** provided in Section 5 signed by a person or persons duly authorized to bind the Bidder to the Contract;
 - ii) **Work Plan** duly completed and signed by a person or persons duly authorized to bind the Bidder to the Contract;
 - iii) **Financial Proposal including the “Cost Summary Table”** specified in Section 5, duly completed and signed by a person or persons duly authorized to bind the Bidder to the Contract;
 - iv) Attachments:

Attachment 1: Bidder's Eligibility:

Documentary evidence establishing to the MMA's satisfaction of the Bidder's eligibility to bid, including but not limited to documentary evidence that the Bidder is legally incorporated in a territory of an eligible source country. Such evidence shall include, but are not limited to the copies of the following documents:

- Legal identification documents
- Organization's registration certificate (if Bidder is an organization/Joint Venture/partnership).
- Tax registration certificate
- A copy of the agreement entered with any subcontractors, if any

Attachment 2: Bidder's Qualifications

Documentary evidence establishing to the MMA's satisfaction, that the Bidder is qualified to perform the Contract if the bid is accepted. Such evidence shall include, but are not limited to the following documents:

- Bidder's profile or portfolio and the Curriculum Vitae of all the team members.
- Details of completed/on-going Contracts of Similar Nature and Complexity as specified in Section 5.



→ Minimum three Reference Letters from previous clients within the past 7 years (MMA may contact any two references).

→ Completed Declaration Form specified in Section 5.

2.3.3. Bid Price

- a) The Bidder shall quote a fee as per the Cost Summary Table in Section 5, and submit a rate card as per Annex 1.
- b) The total fee to be quoted in the letter of Bid shall be the price of the Bid.
- c) Prices quoted by the Bidder shall not be subject to increase on any account, during the Bidder's performance of the Contract. **Bids submitted that are subject to price adjustment will be rejected.**
- d) The proposed prices shall include taxes and fees and shall be the gross commitment on the part of the Bidder.
- e) The Bidder shall quote all the prices in Maldivian Rufiyaa.

2.3.4. Documents Establishing the Conformity of the Information to the Bidding Documents

- a) The Bidder shall furnish, as part of its bid, documents establishing the conformity to the Bidding Documents. The documentary evidence of conformity to the Bidding Documents shall be in the form of written descriptions, literature, diagrams, certifications, and client references, including:
 - i) a Work Plan describing, among other things, the methods by which the Bidder will carry out its overall management, timelines and coordination responsibilities if awarded the Contract, and the human and other resources the Bidder proposes to use. In addition, the Work Plan should state the Bidder's assessment of what it expects the MMA and any other party involved in the Project to provide during the consultancy and how the Bidder proposes to coordinate the activities of all involved parties;
 - ii) the Bidder's Financial Proposal, i.e., a detailed description of the costs and prices for the services to be rendered. In addition, the Financial Proposal should include a rate card with the standard rates for content development for the marketing of the Instant Payment System.



2.3.5. Bid Validity Period

- a) Bids shall remain valid, at a minimum, for a period of **6 (six) months** after the deadline for bid submission prescribed by the MMA.

2.4. SUBMISSION OF BIDS

2.4.1. Submission

- a) All bids must be submitted to MMA in person to the address below:

*Procurement Section
Maldives Monetary Authority
Boduthakurufaanu Magu, Male'
Republic of Maldives*

- b) The Bidder shall seal the Technical and Financial Proposals in separate envelopes, duly marking the envelopes as "TECHNICAL" and "FINANCIAL". The envelopes shall then be sealed in an outer envelope and be addressed as per "Annex 2: Format of Addressing the Bid Envelope" of this Request for Proposal.

- c) All bids are due at 1200 hours (local time) of 18th May 2021.

- d) The MMA may, at its discretion, extend this deadline for submission of bids by amending the Bidding Documents in accordance with Clause 2.2.3, in which case all rights and obligations of the MMA and Bidders will thereafter be subject to the deadline as extended.

2.4.2. Late Bids

- a) Any bid received by MMA after the bid submission deadline prescribed by MMA in Clause 2.4.1, will be declared late, and rejected.

2.4.3. Bid Opening

- a) All Technical proposals will be opened after the deadline for bid submission whereas the Financial proposals shall remain sealed and unopened. The Financial proposals of only the Bidders who are shortlisted for the Cost Evaluation shall be opened.
- b) Shortlisted Bidders shall be invited to participate in the Financial proposal opening.
- c) The Financial proposals of those Bidders whose Technical proposals are not responsive and unqualified shall be returned unopened after the Contract is awarded.



2.5. BID EVALUATION

2.5.1. Clarification of Bids

- a) During the bid evaluation, the MMA may, at its discretion, ask the Bidder for a clarification of its bid. The request for clarification and the response shall be in writing, and no change in the price or substance of the bid shall be sought, offered, or permitted.

2.5.2. Preliminary Examination of Bids

- a) MMA will examine the bids to determine whether they are complete, whether any computational errors have been made, whether required sureties have been furnished, whether the documents have been properly signed, and whether the bids are generally in order.
- b) Arithmetical errors will be rectified on the following basis. If there is a discrepancy in the calculation of the bid price, unless in the opinion of the MMA there is an obvious misplacement of the figures, such discrepancies shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail. If there is a discrepancy between the bid price on the cover letter and the quotation, the bid price on the quotation will prevail. If the Bidder does not accept the correction of errors, the bid shall be rejected.
- c) The MMA may waive any minor informality, nonconformity, or irregularity in a Bid, provided that such waiver does not prejudice or affect the relative ranking of any Bidder.
- d) Prior to the detailed evaluation, the MMA will determine whether each bid is of acceptable quality, is complete, and is substantially responsive to the Bidding Documents.
- e) If a bid is not substantially responsive, it will be rejected by MMA and may not subsequently be made responsive by the Bidder by correction of the nonconformity. The MMA's determination of bid responsiveness will be based on the contents of the bid itself.

2.5.3. Evaluation and Comparison of Bids

- a) MMA shall evaluate and compare Substantially Responsive Bids pursuant to Clause 2.5.2. The evaluation of a Bid will exclude and not take into account any additional documentation or information other than those specifically requested in the Bidding Documents.



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- b) The evaluation will be performed assuming that the contract will be awarded to the Highest Scored Bidder.
 - c) MMA's Evaluation Committee will review all proposals to determine the Highest Scored Bidder. The criteria listed in Section 4 would be used for determining the Highest Scored Bidder.
 - d) The MMA is not obliged to select the bidder with the lowest Financial Proposal.
 - e) In addition to submission of the proposal by the submission deadline as per Clause 2.4.1, Bidder may, at the option of MMA, be required during the evaluation process to make a formal presentation and/or attend a meeting to discuss the proposal. MMA reserves the right to contact any references that may be listed in the proposal to validate any claims made by Bidders.

2.5.4. Contacting MMA

- a) A Bidder may inquire on the status of the bid by contacting MMA via the email procurement@mma.gov.mv.
- b) Any effort by a Bidder to influence MMA in its decisions on the bid evaluation, bid comparison, or Contract award may result in the rejection of the corresponding bid.

2.5.5. Rejection of Bids

- a) The MMA reserves the right to accept or reject any or all submitted proposals for any reason and to annul the bidding process prior to the award of Contract without incurring thereby any liability to the affected Bidder(s). The MMA reserves the right to not award, award part of, or award the entire contract for the required services for any reason that is, in its opinion, in the best interest of MMA.

2.5.6. Confidentiality

- a) All bids received shall remain with MMA. MMA assures complete confidentiality of the documents.

2.6. AWARD OF CONTRACT

2.6.1. Award Criteria

- a) Subject to Clause 2.6.3, MMA will award the Contract to the Bidder whose bid has been determined to be substantially responsive and the Highest Scored Bidder.



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| 2.6.2. Notification of Award | a) Prior to the expiration of the bid validity period, the MMA shall notify the successful Bidder, in writing, that its bid has been accepted. At the same time, MMA shall also notify the unsuccessful Bidders. |
| 2.6.3. Negotiations and Award of Contract | <p>a) Negotiations shall include discussions of the Terms of Reference (TOR) stated in Section 3 of this document along with the timeline proposed, the methodology and special needs of the Project.</p> <p>b) These discussions shall not substantially alter the original TOR and Scope of Work or the terms of the contract, lest the quality of the final project, its cost, and the relevance of the initial evaluation be affected. Major reductions in work inputs should not be made solely to meet the budget. The TOR with Scope of Work in this RFP and the agreed methodology shall be incorporated in the Contract to be signed with the successful Bidder.</p> <p>c) If the negotiations fail to result in an acceptable contract, MMA shall terminate the negotiations with the Bidder and invite the next ranked Bidder for negotiations.</p> |
| 2.6.4. Signing of Contract | <p>a) MMA shall also email the draft Contract to the successful Bidder after the notification as per Clause 2.6.2, incorporating all agreements between the parties.</p> <p>b) The Contract shall be signed between MMA and the successful Bidder (the Contractor) within 30 (thirty) working days after the notification of Award.</p> |

2.7. PAYMENT TERMS

2.7.1. MMA will pay the Contract Price to the Contractor.

2.7.2. Payment will be made according to the payment schedule stated in the Contract entered with the Bidder.



2.8. BID DATA SHEET

No.	Key Dates	Actions
2.8.1.	26-Apr-2021	Publication of the Invitation to Bid
2.8.2.	27-Apr-2021 to 11-May-2021	Clarification of Bidding Documents
2.8.3.	18-May-2021	Bid Submission Deadline (1200 hours, local time)
2.8.4.	19-May-2021 to 1-June-2021	Bid Awarding
2.8.5.	02-Jun-2021 to 15-Jun-2021	Expected period of Contract negotiation and finalization
2.8.6.	16-Jun-2021	Expected date for commencement of engagement



3. TERMS OF REFERENCE OF THE CONTRACTOR

3.1. The Contractor shall carry out the work as specified under the Scope of Work and any additional work that is deemed necessary to meet the objectives, and ensure that the knowledge of the process and methodology of the work are, whenever possible, transferred to suitable representatives of MMA.

3.2. Scope of Work

The Scope of Work will include but not be limited to the following:

Phase 1: Concept Development:

- 3.2.1. Develop and present minimum three brand concepts to generate visibility and acceptance of the Instant Payment System and the other complementary modules of the system, as required. Each concept must include logos, images, taglines and other creative content to support the overall brand initiative.
- 3.2.2. Development of Marketing and Advertisement Plan to reach out to the public across multiple channels.
- 3.2.3. Create timelines to monitor, report and evaluate marketing plan activities.

Phase 2: Execution and Implementation:

- 3.2.4. Develop and execute the brand concept chosen by MMA.
- 3.2.5. Provide a comprehensive social media strategy and engagement plan across all channels, (Facebook, Twitter, Instagram, YouTube, etc) and guidance on implementation of marketing activities across the channels currently conducted in-house.
- 3.2.6. Design and produce digital marketing collaterals such as banners, backdrops, flyers, invitations, etc.
- 3.2.7. Preparation of creative material / campaign elements (print and online media) as per proposed Marketing and Advertising plan.
- 3.2.8. Producing video content / animated videos for the Instant Payment System and other complementary modules. This shall include pre-production, production and post-production works.
- 3.2.9. Content creation for social media advertisements as described in the social media strategy and engagement plan.
- 3.2.10. Assist and guide the preparation and execution of the pilot launch event, and the official launching event.

3.2.11. Assist in the execution of the promotional campaign on behalf of the MMA.

3.3. Deliverables

- 3.3.1.** Brand Concept and strategy including the brand guidelines and style guide with visual and graphic standards.
- 3.3.2.** Detailed Execution Plan outlining how the scope of work will be carried out.
- 3.3.3.** Marketing and Advertising plan, aligning with the project execution timeline as prescribed by the MMA.
- 3.3.4.** Assistance and recommendations in the preparation and execution of the pilot launch event and other promotional campaigns.
- 3.3.5.** Produce and bring to final form the approved branding collaterals, and advertising materials.
- 3.3.6.** Initiate and execute the marketing activities as described in the Marketing and Advertising plan.

3.4. Duration & Place of Execution

- a) The Bidder shall be engaged for a period of (5) five months.
- b) The engagement shall be carried out in 2 phases.
- c) Phase 1 will be for a period of 1 month, at the end of the second quarter of 2021.
- d) Phase 2 will be for a period of 4 months (tentatively), during the fourth quarter of 2021.
- e) The Bidder shall include in the proposal the timeline (in weeks) of work to be delivered as shown in Section 5.



4. BID EVALUATION METHODOLOGY

- 4.1. The evaluation shall be carried out in full conformity with the provisions of these Bidding Documents.
- 4.2. MMA shall designate an Evaluation Committee to evaluate the proposals, in accordance with the following assumptions below.
- 4.3. The Bid Evaluation Methodology proposed in this section provides the framework to evaluate the Bids for the Contract. The methodology includes compliance, technical and cost evaluation criteria to assess the suitability of bidders for the Contract.
- 4.3.1. **Compliance Evaluation:** The Bids shall initially be evaluated for compliance with the evaluation criteria. The requirements ensure that the Contractor has the capability and resources at their disposal to assist MMA in the Project. This evaluation will be conducted by MMA based on the information provided by the Bidder in response to the Evaluation Criteria provided in Clause 4.6. MMA will only use the information provided by the Bidder as the base for evaluation along with responses to the clarifications sought by MMA. The Bidder shall submit documentary evidence to demonstrate fulfilment of these evaluation criteria. Bids that do not fulfil the requirements will be eliminated and will not be assessed further.
- 4.3.2. **Technical Evaluation:** Each Bid will be assessed first on its technical merits and subsequently on its price. The technical evaluation of the Bidder will be done by MMA based on the evidence of technical expertise to carry out the Terms of Reference as per the Scope of Work provided in these Bidding Documents and the Work Plan submitted by the Bidder. MMA will use the information provided by the Bidder as the base for evaluation along with responses to the clarifications sought by MMA from the Bidder. The categories of technical evaluation have been explained in Clause 4.7. MMA, after the technical evaluation, will rank Bidders as of T1, T2, T3 based on their scores and shall eliminate the Bidders that do not secure the minimum score for technical evaluation as specified in Clause 4.7.3. The top three Bidders with the highest technical scores will be considered as the most technically responsive and will be shortlisted for Cost Evaluation. The rest of the Bidders will be eliminated and will not be assessed further.
- 4.3.3. **Cost Evaluation:** The Evaluation Committee shall have no access to the Financial Proposal until the evaluation of the Technical proposal is concluded. MMA will evaluate the quoted price to rank Bidders as L1, L2, L3 amongst the bidders as explained in Clause 4.8.



4.4. The total score shall be based on a combination of the weight of quality and cost scores. The weight for the “technical evaluation” shall be 60% and “cost evaluation” shall be 40%, taking into account the complexity of the project and the relative importance of quality. A proposal shall achieve a minimum score of 30% from technical evaluation in order to be considered technically responsive. The proposals that fail to achieve a minimum technical score of 30% will be rejected at that stage.

4.5. The Bidder obtaining the highest total score shall be awarded the contract.

4.6. EVALUATION CRITERIA

4.6.1. Compliance with these Bidding Documents.

4.6.2. The qualifications of the Contractor:

- a) Minimum three years of experience in marketing and public relations with a particular focus on brand immersion and messaging
- b) Minimum three years of experience in managing high-level events and campaigns from conception to reconciliation.
- c) Extensive knowledge in digital audio-visual technology and postproduction
- d) Strong analytical, written and verbal communication skills in English and Dhivehi Language
- e) Knowledge of financial products and services marketing.

4.6.3. The bid will be assessed based on the qualification and experience of the team members as a group.

4.7. TECHNICAL EVALUATION CRITERIA

4.7.1. The total score for this criterion will be 60%.

4.7.2. Following are the categories that will be taken into consideration when evaluating the proposals.

Categories	Maximum Score (%)
(a) Methodology and Work Plan	10
(b) Specific experience and knowledge in marketing & public relations	15
(c) Proven event and campaign management skills	10
(d) Creativity and production capabilities	20
(e) Knowledge of financial products and services marketing	5
Total Score	60

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- 4.7.3. A proposal shall be considered unsuitable and shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference (Section 3) or if it fails to achieve a minimum technical score of 30%.

4.8. COST EVALUATION CRITERIA

- 4.8.1. The total score for this criterion will be 40%.
- Bid Price – 15%
 - Rate Card – 25%
- 4.8.2. The proposal with the lowest cost shall be given a financial score of 40% and other proposals will be given a weighted score proportional to their prices against this lowest cost.
- 4.8.3. The formula used for the cost evaluation will be $\frac{\text{Lowest Price}}{\text{Given Price}} \times 40\%$



5. STANDARD PROPOSAL FORMS

The following forms **should** be completed and attached with the bid:

No	Name of Sample Form
5.1	Bid Submission Form
5.2	Cost Summary Table with Rate Card (Annex 1)
5.3	Proposed Timeline of Events
5.4	Details of Contracts of Similar Nature and Complexity
5.5	Team Work Experience
5.6	Declaration Form
5.7	Submission Checklist

Note: Forms are required for determining validity and completeness of the bid.



5.1. **BID SUBMISSION FORM**

Date: [Bidder insert: *date of bid*]

Bid Reference Number: [Number to be inserted here]

Contract: *Marketing and Public Relations Agency for Maldives Payment System Development Project*

To:

Procurement Section
Maldives Monetary Authority
Boduthakurufaanu Magu, Male'
Republic of Maldives

Dear Sir/Madam,

Having examined the Bidding Documents, including Addenda Nos. [insert *numbers if any*], the receipt of which is hereby acknowledged, we, the undersigned, offer to undertake the above-named Contract in full conformity with the said Bidding Documents for the sum of.....[indicate *Bid Price in figures and words*]..... in accordance with the terms and conditions of the Contract.

We undertake, if our bid is accepted, to commence the Contract for the Maldives Payment System Development Project within the respective times stated in the Bidding Documents.

We agree to abide by this bid, which, in accordance with Clause 2.3.2 of the Bidding Documents, consists of this letter (Bid Submission Form) and the enclosures listed below, for a period of[bid *validity period in months*]..... from the submission deadline of bids as stipulated in the Bidding Documents, and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period.

Until the formal final Contract is prepared and executed between us, this bid, together with your written acceptance of the bid and your notification of award, shall constitute a binding contract between us. We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this [insert: *ordinal*] day of [insert: *month*], [insert: *year*].

Signed:

Date:

In the capacity of [insert: *title or position*]

Duly authorized to sign this bid for and on behalf of [insert: *name of Bidder*]

ENCLOSURES:
[insert *details*]



5.2. COST SUMMARY TABLE

- 5.2.1. Bid prices shall be quoted in the manner indicated and in the currency specified in Clause 2.3.3(e).
- 5.2.2. The Bidder must exercise great care in preparing its calculations, since there is no opportunity to correct errors once the deadline for submission of bids has passed. A single error in specifying a unit price can therefore change a Bidder's overall total bid price substantially, make the bid non-competitive, or subject the Bidder to possible loss.
- 5.2.3. The Bidder must submit a Rate Card with the standard rates for the services as per Annex 1.

COST SUMMARY*		With ALL Costs included
		Price in Maldivian Rufiyaa (MVR)
1	Phase 1 – Concept Development	
2	Phase 2 – Execution and Implementation	
Grand Total (to Bid Submission Form)		

**Please provide the cost breakdowns where applicable.*

Name of Bidder:	
Authorized Signature of Bidder:	



5.3. PROPOSED TIMELINE OF EVENTS

2021				
Month				
Phase 1	Week 1	Week 2	Week 3	Week 4
Task 1				
Task 2				
Task 3				

2021				
Month				
Phase 2	Month 1	Month 2	Month 3	Month 4
Task 1				
Task 2				
Task 3				
Task 4				
Task 5				

- Bidders shall specify the tasks as per bidder's work plan.
- Bidders may include break periods in the timeline as required.

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5.4. DETAILS OF CONTRACTS OF SIMILAR NATURE AND COMPLEXITY

No.	Name of the contract	Name of the Client	Country	Project Details	Contract Role (Marketing and PR/ Event Management/ Partner in a Joint Venture)	Contract Value in MVR	Date of Award	Date of Completion	Contract Duration (in months)	Contract completed as per schedule? (Yes/No)

- With these records bidders should submit copies of the client completion certificates or customer testimonials (emails would not be acceptable).

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5.5. TEAM WORK EXPERIENCE

No.	Team Member Name	Academic qualifications	No. of Similar Projects	Total Work Experience		
				Start	End / Continue	Years
1						
2						
3						

- With these records bidders should submit copies of the relevant certificates or proof of work.

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5.6. DECLARATION OF BIDDER

Bid title:

MMA's Public notice No:

I/this company declare (☒) or deny (☒) the following 8 points:

1. I/this company is not in a state of insolvency, and no such case is ongoing at any court of law; ☐
2. I/this company does not have any pending payment to any government or state institution; ☐
3. I/no shareholder of this company neither has any criminal record nor was engaged in any fraudulent activity to win any bid for the past 5 years; ☐
4. I/this company was not suspended from participating in any government or state institution; ☐
5. I/this company do not have any conflict of interest in this bidding process; ☐
6. I/this company do not have family/business relations with any employee of the Maldives Monetary Authority;
* ☐
7. I/this company confirm that the documents submitted are factual and that the information provided in these documents is true; ☐
8. I/this company, have not participated in any act of corruption in order to win this bid; ☐

I/this company accept that Maldives Monetary Authority has the right to disqualify this bid proposal, if any of the above points are not declared, or if any false information is provided in any of the documents presented to this bid;

Date:

Signature:

Name:

Designation:

Passport No:

Company Seal:

****Details of family/business relation to any of the employee at MMA need to be submitted in writing.**



5.7. SUBMISSION CHECKLIST

Bidders are required to complete the following checklist in order to ensure that their bid covers all required documentation:

Description	Checkbox
Bid Submission Form	<input type="checkbox"/>
Cost Summary Table	<input type="checkbox"/>
Rate Card	<input type="checkbox"/>
Work Plan	<input type="checkbox"/>
Details of Contracts of Similar Nature and Complexity	<input type="checkbox"/>
Team Work Experience	<input type="checkbox"/>
Reference Letters	<input type="checkbox"/>
Declaration Form	<input type="checkbox"/>

Bidders are to set out their proposals in the sequence of the checklist as indicated above.



For any further queries, please contact:

Procurement Section / Maldives Monetary Authority
Boduthakurufaanu Magu, 20156, Male', Maldives

ANNEX 1 - RATE CARD

The following are the minimum required information that needs to be provided, along with the rates where applicable:

Description	Duration	Price	Preparation Time
1. TV Commercial			
Video ad	15 seconds		
	30 seconds		
2D animated ad	15 seconds		
	30 seconds		
3D animated ad	15 seconds		
	30 seconds		
2. Radio Commercial	15 seconds		
	30 seconds		
3. Designing of Marketing Materials	-		

Note: Please include other marketing materials, if any.



ANNEX 2 – FORMAT OF ADDRESSING THE BID ENVELOPE

DO NOT OPEN BEFORE:
May 18, 2021, 1200hrs (GMT+5).

Name of the Bid:

MARKETING AND PR AGENCY FOR THE MALDIVES
PAYMENT SYSTEM DEVELOPMENT PROJECT

Invitation for bids reference number: IL-PRC/2021/15

Procurement Section, General Services
Division, Maldives Monetary Authority
Boduthakurufaanu Magu
Malé 20182
Republic of Maldives

[Name and Address of the Bidder]

