



Capital Market Development Authority

Capital Market Development Authority
Republic of Maldives

Terms of Reference

Media Agency

A. Background

The Capital Market Development Authority ('CMDA' or 'the Authority') is mandated by law (Maldives Securities Act 2/2006) with regulating the capital market of the Maldives, whereby it regulates issuers of securities, the stock exchange, the central depository, dealing companies and various other entities providing securities market services. In addition, it also has the complementary mandate of developing the capital market. The CMDA also carries out supervisory activities with respect to the Maldives Retirement Pension Scheme under the Maldives Pension Act (8/2009).

CMDA is seeking a reputable media group to conduct the Public Relation functions in relation to promoting market awareness, drive the discourse on capital market and promote factual and impartial information on Maldivian capital market that serves the interest of CMDA.

B. Objective

The primary objective of this assignment is to

1. Compile advertorials related to capital market including interests, roles and functions of CMDA and market intermediaries.
2. Facilitate market awareness through the provision of ad slots from the media groups digital and print mediums.
3. Cover the Public Relations events of the Authority including press conferences, training sessions, forums, and pertinent events of newsworthy.

Scope of work

The selected party should be the official Media Agency of CMDA who will provide all the expert tasks in lobbying, promoting and conducting awareness of the capital market. As such this will involve:

- Propose work plan and implement annual work plan approved by CMDA for the media related activities that will be offered to CMDA for the period ahead that is deemed appropriate and till the expiry of the contract;
- Appoint a focal point from the media group to liaise and communicate.
- Provide digital and print channels of the media group to promote Authority's news and promotional contents;
- Appoint journalists from specialized domains to cover news and write advertorials related to Authority and market intermediaries;
- Professionally cover the events of the Authority and effectively facilitate the dissemination of the news of the events;
- Conduct media events related to driving the discourse of capital market;

C. Deliverables

- Publish news on main events of the capital market as guided by CMDA including new capital market strategies and policies, new developments and market activities, continuous public awareness materials on market relevant themes.
- The following awareness activities should be conducted within the stipulated timeframe.

#	Deliverables
(a)	Minimum of 2 advertorials each month
(b)	News coverage of all events and topics related to the Authority
(c)	Minimum of 01 monthly article on a print medium
(d).	Minimum of 2 articles boosted on media's social media
(e)	Minimum of 01 ad slot with a minimum size of on a popular page of media's webpage with options to revolve ad twice weekly

D. Reporting

- The selected party will report to the Market Development Department of CMDA.

- An annual report should be submitted to the Authority including the statistics in relation to the content engagement and media coverage.

E. Coverage and Timings of the review

The media coverage by the media agency will be performed as per the Scope of Work. The Authority on its own discretion and initiation and stipulated time frame may review the effectiveness of the media agencies performance.

Facilities to be provided by Authority

The Media agency will be given access to information that is media worthy and approved by the Authority. The Authority will also assist in facilitating the accessibility to individuals and organizations pertinent to the capital market to conduct media coverage. T

No services other than those specifically mentioned in this TOR shall be extended to the media agency. The media agency shall make their own conveyance arrangements, except in extenuating circumstances that involves covering events or media coverage away from Male’, Villingili or Hulhumale’ .

F. Engagement of the Media Agency

The media agency will be appointed on an engagement basis to carry out the media works of the Authority for a period of 1 years.

G. Eligibility Criteria

The qualification and experience requirements are as follows:

- Parties shall be an official media that licensed by the Maldivian Government to operate in the Maldives;
- Be competent in the professional practice of journalism;
- Must have a substantial follower base on social media with remarkable follower engagement;
- Must rank high in web ranking in terms of popularity and unique visitors;
- Must possess Journalist from diverse backgrounds, support staff and resources to professionally facilitate media works; and
- Has at least Three 3 years of recent experience in the practice of journalism.

Additional considerations:

- Knowledge about the economy, society and capital market related laws, regulations and best practices;
- Ability to convey news and investigative journalism professionally and impact fully;

Selection and Evaluation Criteria

<p>Quality of engagement with media including social media</p> <p>Articles (News/ Reports/) 15% Submit a website daily/weekly/monthly website hits report by the respective media. Marks calculated as follow:</p>	<p>25%</p>
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<p>(Average daily hit of the respective media/ Highest Average Daily Hit submitted in the bidding between all parties x 100)</p> <p>Ads/ Infographic 10% Ad slot with a minimum of offered on Home Page - 10 points Ad slot offered on Secondary Pages - 5 points (Marks will be allocated for each of the above based on the size of the banner proposed, (Size of the Individual Slot/ Largest Slot Size submitted in the bidding by parties x 100)</p>																					
<p>Past Experience including the experience of the media and journalists</p> <p>Media Agency 15 Marks</p> <table border="1" data-bbox="308 712 635 904"> <thead> <tr> <th>Exp in years</th> <th>points</th> </tr> </thead> <tbody> <tr> <td>3-5</td> <td>4</td> </tr> <tr> <td>6 -8</td> <td>8</td> </tr> <tr> <td>9-10</td> <td>12</td> </tr> <tr> <td>More than 10</td> <td>15</td> </tr> </tbody> </table> <p>Journalists 10 Marks</p> <table border="1" data-bbox="308 969 635 1162"> <thead> <tr> <th>Experience</th> <th>In Years</th> </tr> </thead> <tbody> <tr> <td>1 - 3</td> <td>2.5</td> </tr> <tr> <td>4 - 7</td> <td>5</td> </tr> <tr> <td>8- 10</td> <td>7.5</td> </tr> <tr> <td>More than 10</td> <td>10</td> </tr> </tbody> </table>	Exp in years	points	3-5	4	6 -8	8	9-10	12	More than 10	15	Experience	In Years	1 - 3	2.5	4 - 7	5	8- 10	7.5	More than 10	10	25%
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<p>Price</p>	50%																				

Following documents should be sent along with the proposal.

The proposal shall provide the following documents and information

1. Copy of Company Registration Certificate.
2. Company profile / work profile including the various services provided by the media agency
3. Profile of key journalists and team members. (Annex 1)
4. Details of similar assignments undertaken previously. (Annex 2)

Price Evaluation

Total price in MVR (including GST) and payment schedule.

$$\frac{\textit{Proposed lowest price}}{\textit{Proposed price}} \times 50$$

H. Non-Disclosure Agreement

Selected party must sign a non-disclosure agreement before commencing the work.

17th August 2021

