

UTILITY REGULATORY AUTHORITY

Male' Republic of Maldives

ADVERTISEMENT NUMBER: (IUL)485/1/2021/6

Terms of Reference

Consultancy for the Development of Corporate Identity for the Utility Regulatory Authority

18 August 2021

Prepared by: Utility Regulatory Authority (URA)



1. Introduction & Background

As the national energy, water, waste and sanitation sector regulatory agency, Utility Regulatory Authority (URA) plays a vital role in developing, spreading awareness and providing information about the various laws and regulations related to the energy, water, waste and sanitation sector. Since URA is made up for the purpose of regulating 4 key utility service sectors in the Maldives, it is important to be visible and have our unique identity. As such, URA is seeking a qualified and experienced national consultant to develop our corporate identity.

2. Objectives

The objectives of the assignment are to design and develop a clearly structured, responsive, professional corporate identity for Utility Regulatory Authority.

3. Scope of Works

With consultation from the relevant personnel from URA, the winning party is expected to design the following

Scope A

- 1. Logo
 - a. Full Color
 - b. Monochrome
 - c. Web Optimized
 - d. The logo should be responsive to change in size
- 2. Official Stamps
- 3. Staff ID Card
- 4. Letterheads
- 5. T-Shirt
- 6. Lanyard

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Scope B

- 1. Corporate Business Cards
- 2. Social Media banners and profile picture
- 3. Greeting cards (30 Nos)

The following should be taken into consideration;

- The color theme should represent each of the sector as follows
 - Red Electricity
 - Green Sanitation
 - o Blue Water
 - o Black Waste
- Consultant is free to use any color palette. However, the colors chosen should be vibrant and of the shades described above
- Design should idealize all sectors mentioned in the TOR
- Simplicity of the design
- Compatibility with stamps

4. Deliverables

- D1. The Consultant is expected to provide a Work Plan for the corporate identity development within 05 calendar days from Contract signing and if required, with the consultation of the relevant personnel from URA.
- D2. The consultant is expected to provide 03 overall concept design for of **Scope A** of Section 3 within 28 calendar days from the end of D1. Once submitted, URA is expected to approve one of the designs for further development within working 03 days
- D3. The consultant is expected to submit the draft design of the selected concept from D2 for URA's approval within 10 calendar days from date of approval.
- D4.On approval of Draft Design (D3), works for the final design (**Scope A**) shall commence immediately; and the final design along with document (b) of D7 shall be presented to URA within 14 calendar days from the end of D3
- D5. The consultant is expected to submit the draft design for **Scope B** from the selected concept from D2 for URA's approval within 10 calendar days from the end of D4.

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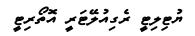
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D6.On approval of Draft Design (D5), works for the final design (**Scope B**) shall commence immediately; and the final design along with document (b) of D7 shall be presented to URA within 10 calendar days from the end of D3

D7. At the time of design handover, the Consultant shall submit to URA;

- a. Full report from the start of the development to the final version of the identity
- b. Vector image files
- c. Editable files for further development

D8. The Consultant shall conduct a training session for 3 users to make minor changes to the design components.

5. Duration

Duration of the assignment shall not be more than 90 days.

Timeline prescribed in Section 4 is for indicative purposes.

6. Payment Schedule

Applicants must submit their financial proposal which must indicate the rate per item in scope (Section 3) and price for the total assignment. The consultant is however, expected to deliver the full scope of work under deliverables of this TOR for final and full payments. The payment structure is as follows:

Payments will be made in accordance with the schedule specified below:

DELIVERABLE	REQUIREMENT	ALLOCATION
D1	Complete workplan with marked deliverables	5
D2	Concept designs for Scope A	10
D3	Draft Designs of (D2)	10
D4	Submission of Final Design for Scope A	40
D5	Draft designs for Scope B	10
D6	Submission of Final Design for Scope B	20
D8	Training	5
	Total	100%

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7. ELIGIBLE BIDDERS

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

Registered local business entities (companies, partnerships, co-operative societies and sole proprietorships) will qualify for the bid provided all documents mentioned in Section 11 of this Terms of Reference document are presented at the bid submission date.

8. LANGUAGE OF THE BID

The bid shall be submitted in English.

9. CLIENT'S RESPONSIBILITIES

URA shall provide the Consultant any necessary editable content in both Dhivehi and English language during the designing process

10. ELIGIBILITY

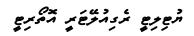
The following are considered to be as eligibility criteria with documented proof for this consultancy;

- 1. Minimum academic qualification: Completion of Secondary School
- 2. Minimum two (2) years of experience in the field of Graphic Design or a related field;
- 3. Experience, knowledge and proficiency in any of the following design software; Adobe InDesign; Adobe Illustrator; Inkscape; Affinity Designer
- 4. Excellent writing and communication skills in Dhivehi and English language;
- 5. Creativity and innovative abilities to deliver quality results based on agreed deadlines.

Note: When evaluating Teams, only the experience and qualification of the key person will be considered. And therefore, the key person will have to be identified

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11. Documents to be submitted with the proposal

All applicants must submit the following documents required to demonstrate their capacity and experience to carry out the services stated in the TOR.

For consultants / individual applicants

- Copy of sole proprietorship registration certificate;
- Portfolio and curriculum vitae;
- Copy of national identity card and contacts details (individual).
- Copy of notification of Tax registration
- Copy of GST registration if applicable
- Completed Form 1: Financial Breakdown Form Financial proposal should include
 GST (if applicable), rate per task in scope and total price for work
- Completed Form 3: Letter of Commitment
- Completed Form 4: Work Schedule
- Summary on similar works (experiences) performed in the past Please provide links, Reference letters (emails from respective clients are also acceptable) or copies of the samples of relevant works
- Copies of educational qualifications

For Teams

- Company profile and portfolio
- Copy of companies/partnerships/institutions registration certificate.
- Copy of notification of Tax registration
- Copy GST registration (if applicable)
- Completed **Form 1: Financial Breakdown Form** Financial proposal should include GST (if applicable), rate per task in scope and total price for work
- Completed Form 2: Team Composition and Task Assignment
- CVs of the Team members
- Contacts details (name, designation & contact number) of a liaising official
- Completed Form 3: Letter of Commitment
- Completed Form 4: Work Schedule

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• Summary on similar works (experiences) performed in the past – Please provide links,

Reference letters (emails from respective clients are also acceptable) or copies of the

samples of relevant works.

NOTE: In case of a team application, the key person of team will be evaluated.

Therefore, copies of educational qualifications and experience of team leader will be

required.

12. INTELLECTUAL PROPERTY

The Consultant must agree explicitly that all components of the works submitted are indeed original

creations of the designer. Any intellectual property infringement, misuse or plagiarism of another's

work in any form or state will result in immediate termination of the contract. URA will not bear any

responsibility for the Consultant's illegal or inappropriate use of copyrighted material and the

Consultant agrees to bear full responsibility for any consequences for such actions.

The corporate identity created and all related material shall remain the sole property of the Utility

Regulatory Authority.

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ANNEX 1: STANDARD FORMS



FORM-1: FINANCIAL BREAKDOWN

	Description	MVR
S1		
S2		
•••		
	Total:	
	GST:	
	Total with GST:	

Indicate the total cost with detail cost to be paid in Maldivian Rufiyaa.

Note: The total contract price should be quoted inclusive of Goods and Services Tax (GST) as per the GST Legislation and Circulars where applicable.



FORM-2: TEAM COMPOSITION AND TASK ASSIGNMENT

Name of Staff	Position Assigned	Task Assigned

Key person of the team from above list (Please identify here):



FORM-3: Letter of Commitment

[Date]
[sole proprietorship/Company/Partnership/Institute Name]
[Road Name]
Male'
Maldives
Re:
Ref No:
Dear Sir/Madam,
We, the undersigned, offer to provide the " " in accordance with your Terms of Reference dated [Insert Date] and our Proposal.
We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.
We undertake, if this proposal is accepted, to complete and deliver the whole of the services assigned to me in the scope of services.
We undertake, if this proposal is accepted upon receipt of the Utility Regulatory Authority's notice, to commence performance of the services with due expedition and without delay.
Yours sincerely,
Authorized Signature [In full and initials]:
Name and Title of Signatory:
Name of sole proprietorship/Company/Partnership/Institute:
Address:

FORM-4: WORK SCHEDULE

	Project (Mentio		ate in '1	st week'	cell)								
Week	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	1th	12th	
Activity (Work)													



ANNEX 2: EVALUATION OF PROPOSALS

Criteria for Preliminary	Document pre-check
Criteria for Preliminary Examination of Proposals	 Completed Form-1: Financial Breakdown is included in the proposal Completed Form-2: Team Composition and Task Assignment is included in the proposal Completed Form-3: Letter of commitment Completed Form-4: Work Schedule is included in the proposal Copies for relevant work CV for consultants. Minimum 45 days' proposal validity provided All the standard forms are included (i.e. no standard contents deleted, no reservations added) Latest Certificate of Registration of institution/company or Copy of National Identity Card Proposal is strictly for the full scope of requirements (i.e. partial offer is not allowed) There are no exceptional conditions stated that are unacceptable to URA Copies of educational qualifications (Approved by Maldives Qualifications Authority, where applicable)
Eligibility Criteria of individual or key personnel of the team	Refer to Section 10 (Eligibility) of this TOR In case of a team proposal, the experience and qualification of the team leader (must be stated clearly in Form 2) will be assessed.



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Note:		
	1. If proponents do not meet any of the above listed crite	ria, their proposal may
	not be considered for further evaluation.	
	2. Proponents meeting above listed criteria are required	to submit evidences
	(details / documents) in support – otherwise proposal ma	y be disqualified.
Selection Criteria	Note: Bids scoring 35 points or above from the Techn	sical avaluation will b
Selection Criteria	passed on to Financial Evaluation	ncai evaluation win b
	Evaluation Criteria	Maximum
		Marks
	Technical Evaluation:	50 points
	Qualification	
	Secondary (2 points)	10 points
	Level 4 (4 points)	
	Level 5 (6 points)	
	Level 6 (8 points)	
	Level 7 or above (10 points)	
	Experience in related fields	40 points
	Experience with graphic design projects and capacity	
	Points per Assignment for projects under	
	MVR10,000: 2 Points	
	Points per Assignment for projects above	
	MVR10,000: 5 Points	



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(The bidder shall submit a comprehensive work	
portfolio along with completion/reference letters from	
the relevant company/organization.	
Projects in relation to this assignment include but not	
limited to are; Logo Design, Infographics,	
Magazine/Newspaper designs, Website content	
development.	
Only projects undertaken within the last 10 years will	
be taken into consideration)	
Financial Evaluation:	50 points
Financial Evaluation: (The Financial Proposal will be evaluated by applying	50 points
	-
(The Financial Proposal will be evaluated by applying the following formula.	50 points 50 points
(The Financial Proposal will be evaluated by applying the following formula. $Sf = 50 \ x \ Fq \ / \ F, \ in \ which \ Sf \ is \ the \ financial \ score, \ Fq$	-
(The Financial Proposal will be evaluated by applying the following formula. $Sf = 50 \ x \ Fq \ / \ F, \ in \ which \ Sf \ is \ the \ financial \ score, \ Fq \ is \ the \ \underline{Lowest \ Financial \ Quote \ received} \ and \ F \ is \ the$	-
(The Financial Proposal will be evaluated by applying the following formula. $Sf = 50 \ x \ Fq \ / \ F, \ in \ which \ Sf \ is \ the \ financial \ score, \ Fq$	-

The Bidder who is able to meet the eligibility criteria and scores at least 70 points from evaluation will be selected for awarding