

Terms of Reference for Concept Development and Production of Two Video Advertisements.

Reference Number: (IUL)220-AS/1/2022/8

Date: 26.01.2022

1. INTRODUCTION

MIRA is inviting proposals from qualified persons, with experience in video advertisement production, to produce an advertisement in order to create awareness regarding MIRA's services.

2. DELIVERABLES

- Two video advertisement that helps create awareness about MIRA's online services.
- The advertisements should be 30 seconds and 1 minute in duration.
- The advertisement should be a live action video.

3. WORK SETTING

The work setting for the assignment will include the following aspects

3.1 Timing and duration of the assignment

- i. The duration of the project will be One month from date of contract.

3.2 Briefing/debriefing arrangements

- i. Initial meetings will be arranged to discuss and finalize the requirements.
- ii. Update meetings should be held once every week in the duration of the contract to provide progress on the developments.
- iii. Additional meetings can be arranged for clarifications at the request of either party.

3.3 Support Provided

- i. The MIRA will provide any information required regarding MIRA's services and official artwork used to promote these services such as logos.

Maldives Inland Revenue Authority
Ameenee Magu, Malé 20379, Maldives
Website: www.mira.gov.mv
Hotline: 1415 | Email: 1415@mira.gov.mv

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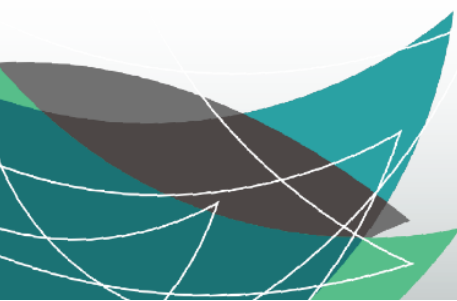


4. WORK PLAN

- 4.1 The contractor will participate in debriefing sessions with MIRA to understand the requirements and expectations and to finalize the video advertisement.
- 4.2 Develop a project plan within a detailed timeline.
- 4.3 Present at least 2 concepts, from which the final concept will be selected.
- 4.4 Develop a storyboard based on the final concept.
- 4.5 Develop a script based on the final concept.
- 4.6 Select location(s) and assign cast for the advertisement.
- 4.7 Conduct shooting of the advertisement.
- 4.8 Conduct post-production of the advertisement including editing, color grading sound engineering and overlays.
- 4.9 The contractor will adjust concept, storyboard, script, cast, location(s) and the video based on feedback and comments from MIRA team.

5. INTELLECTUAL PROPERTY

- 5.1 The contracting party must agree explicitly that all components of the works submitted are indeed original creations of that party.
- 5.2 Any intellectual property infringement, misuse, or plagiarism of another's work in any form or state will result in immediate termination of the contract.
- 5.3 MIRA will not bear responsibility for the contractor's illegal or inappropriate use of copyrighted material and the contractor agrees to bear full responsibility for any consequences for such actions.
- 5.4 The final advertisements, including all drafts, retakes and material generated from this project shall remain the sole property of MIRA.



6. REQUIRED SKILLS AND EXPERIENCE

Contracting party should demonstrate and provide proof of previous experience in the performance of similar services as follows:

- 6.1 Be a reputable party with prior experience in video advertisement production.
- 6.2 Should have relevant experience in developing concepts and video production.
- 6.3 Have excellent knowledge of recent trends in advertisement production.
- 6.4 Demonstrate the ability to create innovative and visually pleasing advertisements.
- 6.5 Key professional staff competence needed for this assignment:
 - Director: Responsible for overall production of the advertisement. Should have extensive experience (at least 3 years) in the field with reference. Should have been involved in the production of at least 5 advertisements or similar content.
 - Creative Team: The creative team to support the director with the overall production including developing the concept, script and video shooting and post-production. Should have at least 2 years of relevant experience with reference. Should have been involved in the production of at least 2 advertisements or similar content.

7. AMENDMENTS

If at any time prior to award, MIRA determines a need for a significant modification of the provisions of the TOR, MIRA will issue a written amendment to all potential suppliers. No oral statement of any person shall, in any manner, be deemed to alter or otherwise affect any term or condition of this solicitation, and no supplier shall rely on any such statement.



8. EVALUATION AND BASIS FOR AWARD

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a supplier.

Evaluation Criteria	Percentage Allotted
a) The work presented in the portfolio will be evaluated to assess the quality of the contractor's work	20%
b) Experience and skill of the team proposed to deliver the work. This will be based on the CV's of proposed team	20%
c) Timeline to deliver the objectives of the assignment	10%
d) Total cost of the project	50%

9. PAYMENT

9.1 Payment will be made in full after the advertisements are delivered, any necessary changes made and final advertisement is accepted by the MIRA.

10. INSTRUCTIONS TO BIDDING PARTIES

- 10.1 All bids will be opened on the date and time specified in clause 14
- 10.2 The price quoted must be in Maldivian Rufiyaa inclusive of all taxes and charges.
- 10.3 All bids must be submitted to the designated address, in sealed envelopes, with the details of the bidding party, announcement number and project name, on the bid opening date and time.
- 10.4 All bidders will be allowed to submit a maximum of one bid, but bidding parties are allowed to offer more than one option.
- 10.5 The bid should include all documents, stated in the terms of reference. Bids with missing, inaccurate or false documents will not be accepted.
- 10.6 The MIRA retains the right to cancel the bids at any stage of evaluation if it is found that the documents submitted fall short of requirements.

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11. BID SECURITY

- 11.1 If the price quoted by a bidding party exceeds MVR 500,000 in value, the bidding party will be required to submit a bid security of MVR 25,000, issued by a bank or financial institution registered in the Maldives, with validity of no less than 60 days, as per the template in Annex-1.
- 11.2 Bid Security must be (a) an original bank guarantee letter issued by a bank registered with the Maldives Monetary Authority or (b) an insurance policy issued by an insurance company registered with the Maldives Monetary Authority. Bank Cheques, and Cash will not be accepted as bid security.

12. BID AWARDING

- 12.1 Bidder will be informed of the decision to award a bid via an official intent to award the bid.
- 12.2 If the value of the bid exceeds MVR 500,000 the bidder will be required to submit a performance guaranty of 5% of the total contract value prior to signing the contract. The performance guaranty must be issued by a bank or financial institution registered in the Maldives and must have a validity of 45 days, not including the quoted delivery period.
- 12.3 Failure of the successful bidding party to submit the aforementioned performance guarantee, or sign the Contract, shall constitute sufficient grounds for the annulment of the award and forfeiture of the Bid Security. In that event the MIRA may award the contract to the next lowest evaluated bidder, provided the bidder is capable of performing the contract satisfactorily.





13. DOCUMENTS TO BE SUBMITTED WITH THE PROPOSAL

Below documents shall be submitted along with the proposal:

- 13.1 A portfolio of previous works of video advertisements or similar content
- 13.2 Details of references for work included in the portfolio
- 13.3 CV's of the team who will be working on this project including relevant documents to show they possess the pre-requisite skills and experience required for the project.
- 13.4 Financial proposal and costing which includes breakdowns for the lump-sum amounts. The fee should be inclusive of all considerations.
- 13.5 Timeline to deliver the tasks based on the deadlines mentioned in the TOR
- 13.6 A document of incorporation, or registration issued by the relevant governing body of the country of origin.
- 13.7 Bid Security document, where necessary.
- 13.8 A Tax Clearance Report (Issued within a maximum of three months prior to the date of Submission)

14. BID OPENING DATE AND VENUE

The bids will be opened on Tuesday, 08 February 2022, at 1400. Hrs. (Local time) at the below address.

2nd Floor, Maldives Inland Revenue Authority,
Ameenee Magu,
Male' 20379,
Maldives

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For further details or queries, regarding the Video Advertisement and requirements of the same, please contact Ms. Khadheeja Nashaya Naeem at (+960) 3019-601 from Sunday to Thursday between 08:30 and 15:00 hrs or email to nashaya.n@mira.gov.mv

For further details or queries, regarding the bidding process, bid submission and other requirements please contact Mr. Ismail Rasheed Mohamed at (+960) 3020-478 from Sunday to Thursday between 08:30 and 15:00 hrs or email to procurement@mira.gov.mv

All interested parties should submit the proposals before the bid opening date, to the aforementioned address, in sealed envelopes, marked “Proposal for Concept Development and Production of Two Video Advertisements”

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ANNEX 1: TEMPLATE OF BID SECURITY

WHEREAS,[*name of Bidder*] (hereinafter called “the Bidder”) has submitted his Bid for the Project no.....issued by the Maldives Inland Revenue Authority onfor construction of[*name of Contract*] (hereinafter called “the Bid”).

KNOW ALL PEOPLE by these presents that We [*name of Bank*] of [*name of country*] having our registered office at (hereinafter called “the Bank”) are bound unto[*name of Purchaser*] (hereinafter called “the Purchaser”) in the sum of *..... for which payment well and truly to be made to the said Purchaser, the Bank binds itself, its successors, and assigns by these presents.

SEALED with the Common Seal of the said Bank thisday of20.....

THE CONDITIONS of this obligation are:

- (1) If, after Bid opening, the Bidder withdraws his Bid during the period of Bid validity specified in the Form of Bid; or
- (2) If the Bidder having been notified of the acceptance of his Bid by the Purchaser during the period of Bid validity:
 - (a) fails or refuses to execute the Form of Agreement in accordance with the Instructions to Bidders, if required; or
 - (b) fails or refuses to furnish the Performance Security, in accordance with the Instruction to Bidders; or
 - (c) does not accept the correction of the Bid Price pursuant to Clause 27,

* The Bidder should insert the amount of the Guarantee in words and figures denominated in Maldivian Rufiyaa. This figure should be the same as shown in Clause 16.1 of the Instructions to Bidders.

we undertake to pay to the Purchaser up to the above amount upon receipt of his first written demand, without the Purchaser’s having to substantiate his demand, provided that in his demand the Purchaser will note that the amount claimed by him is due to him owing to the occurrence of one or any of the three conditions, specifying the occurred condition or conditions.

This Guarantee will remain in force up to and including the date days after the deadline for submission of bids as such deadline is stated in the Instructions to Bidders or as it may be extended by the Purchaser, notice of which extension(s) to the Bank is hereby waived. Any demand in respect of this Guarantee should reach the Bank not later than the above date.

