

Request for Proposal (RFP)
to Develop/Re-Develop the Logo for the National Tuberculosis
Control Program (NTP) under the Ministry and Ministry of Health
and Family Welfare (MoHFW)
for Breakthrough ACTION Project

Ref. No.: CCP/2024/02
Issue Date: 11 March 2024

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is Ref No: CCP/2024/02 Date of Issue: 11th March, 2024
<p>In collaboration with the Government of Bangladesh, USAID's Breakthrough ACTION project is implementing the Social and Behavior Change (SBC) Systems Strengthening Project. The Project focuses on strengthening health systems, resource allocation, coordination, and effective SBC interventions of the public health system.</p> <p>Through CCP's collaboration with the National Tuberculosis Program (NTP), under the Ministry of Health and Family Welfare, a need has been identified to develop a logo that accurately conveys NTP's mission of providing affordable services through its facilities. CCP will provide technical assistance to NTP for designing a new logo that will be easily identifiable by patients around the country, especially in rural areas. The logo will help patients to identify and increase service utilization of NTP centers offering Directly Observed Therapy (DOT).</p> <p>Key assignments:</p> <p>CCP seeks technical and financial proposals to develop/re-design the NTP logo following a structured process for concept development, prototyping pretesting, revisions, and camera-ready files.</p>
The organization shall complete the deliverables as per the timeline given below.
The proposal shall be written in the English language.
The financial offer shall be given in Bangladesh Taka (BDT) and equivalent US dollars (US Dollar equivalent to BDT109/-).
Alternative quotations will not be permitted.
<p>There will be a pre-bid <u>in-person</u> meeting held on <u>20th March 2024</u> that is open to all potential bidders.</p> <p>The in-person meeting will be held:</p> <p><u>20th March 2024 at 11.00 am – 01.00 pm.</u> <u>at JHUCCP Bangladesh Office: House 56 (1st floor), Road 11, Block C, Banani, Dhaka-1213</u></p>
<p>Specifications for Proposals</p> <p><u>Proposals are to submit by 5 pm COB on 4th April 2024.</u></p> <p>Bidders should submit two separate proposals:</p> <ol style="list-style-type: none"> Technical Proposal Financial Proposal

Please send your Technical Proposal at **JHUCCP Bangladesh Office: House 56 (1st floor), Road 11, Block C, Banani, Dhaka-1213** and via email at sbccbangladesh@gmail.com with title subject line **“TECHNICAL and FINANCIAL PROPOSAL for Breakthrough ACTION NTP-LOGO.”**

The technical proposal and financial should be signed in print and pdf format.

The financial proposal can be submitted in Excel and/or spreadsheet of the bidder’s choice.

******Proposals submitted after the deadline will not be considered.***

General Terms & Conditions:

- a) The bidder shall provide proposals that comply with the Terms of Reference.
- b) Income tax (if applicable) will be deducted from invoices/bills as per GoB rules. VAT Exemption Coupon will be provided by Johns Hopkins Center for Communication Programs instead of VAT Challan.
- c) Payment shall be made through Account Payee Cheque or electronic transfer.
- d) The Supplier shall attach the following documents to their proposals:
 - I. Copy of valid Trade License/RJSC certificate
 - II. Copy of valid TIN /Bin Certificate
 - III. Copy of valid VAT Registration
 - IV. Tax Submission Certificate
 - V. Bank Solvency certificate.

1. Background

USAID's 'Breakthrough ACTION', in collaboration with the Government of Bangladesh, is implementing a strategic Social and Behavior Change (SBC) communication project focused on strengthening health systems, resource allocation, coordination, and effective SBC interventions. The project is being implemented by the Johns Hopkins Center for Communication Programs (CCP).

As part of the project, Breakthrough ACTION will develop a logo for the National Tuberculosis Control Program (NTP) under the Ministry of Health and Family Welfare (MoHFW). This logo will be easily identifiable by patients around the country, especially in rural areas. The logo will help patients to identify the NTP's treatment centers and increase service utilization.

Breakthrough ACTION is seeking proposals from qualified teams to develop / re-design the logo for the NTP. The selected firm/agency will play a crucial role in developing a new logo, as well as other branding symbols and materials that highlight the role and functions of the NTP and other critical information to a wide stakeholder body including donors, partners, and the public. The team is also required to graphically apply the newly designed logo onto a variety of materials to be produced in English and Bangla languages. The activity will contribute significantly to the success of the Breakthrough ACTION initiative in strengthening the SBC mechanism within GoB.

2. Scope of work and deliverables:

The selected vendor shall be responsible for developing/re-designing a new logo that will be utilized across several mediums and materials. The selected vendor will then apply the new logo to various applications and produce camera-ready designs of the following:

- **Signage**
- **Letterhead**
- **Business Card**
- **Departmental badges/Shoulder patches**
- **Print Ads**
- **Banner/X-Banner (both Print & Digital)**
- **PowerPoint Presentation Template**
- **Secondary logo for partners, social media**

The selected vendor will undertake the following steps to complete the Scope of Work:

- Form a working group in consultation with Breakthrough ACTION and NTP officials and organize meetings necessary for the successful development/re-design of the logo and branding materials.
- Review the existing logo and all branding materials of NTP (print and digital) with the working group.
- Develop a plan for field tests and pretests for the development process with Breakthrough ACTION and NTP. This plan may require IRB review at JHU. The selected vendor will conduct field tests and

pretests with primary stakeholders (internal & external) and representative audience members to determine perceptions. Audiences should include:

- a) NTP Officials
 - b) NTP Partners (ICDDR, BRAC, Damein etc.)
 - c) Members of the public and those in high-risk settings for tuberculosis, as guided NTP.
- Summarize and submit the findings and recommendations from field tests, workshops, meetings in a written report (Word & PDF).
- Submit at least 3 full-color concepts for the new logo and related materials for review by working group. Breakthrough ACTION and NTP may request revisions of concepts or the development of new concepts before approving concepts for pre-testing.
- Conduct pre-test of three full-color concepts with primary stakeholders (internal & external) and a representative audience.
 - a) NTP Officials
 - b) Stakeholders
 - c) Members of the public and those in high-risk settings for tuberculosis, as guided NTP.
- Submit a report of the pre-test summarizing feedback and recommendations.
- Finalize the selected logo based on the pre-test and recommendations from the Breakthrough ACTION team & NTP Officials.
- Conduct a second pre-test of finalized logo (with smaller sample) to ensure that meaning/value was not lost during finalization process.
- Obtain approval of final proof by NTP and other GoB officials as required and by the Breakthrough ACTION team. Formal endorsed approval by the GoB will be collected by the selected vendor, with support from Breakthrough ACTION.
- Submit branding roll-out plan document and share with NTP & Breakthrough ACTION team .
- Submit a detailed final report documenting the overall process.

Deliverables

- Finalized plan for field test and pre-test developed in collaboration with Breakthrough ACTION and NTP.
- Report on field test findings and recommendations developed.
- 3-4 prototypes designed for review by Breakthrough ACTION and NTP (may require up to 3 rounds of revisions before approving prototypes for pre-testing).
- 3 prototypes approved for pre-testing.
- Report of pre-test findings and recommendations developed.
- Finalized version of selected logo produced.
- Report of pre-test findings of finalized version developed.
- **Camera-ready formats of the final approved full-color and black and white logo suitable for black and white backgrounds in AI, Vector PDF, JPEG, and PNG up to 4K size submitted.**
- **Camera-ready formats of the final approved branding materials and designs for various mediums submitted in the following formats: (AI files, pdf, jpg, jpeg)**
- **Branding guidelines describing the correct usage of logo {print & web} with approved font, font**

size, color pallet for all branding mediums and materials submitted in Word and pdf files.

- **Final report and folder of files** submitted to include the following:
 - Summary of steps taken to develop / re-design the new logo and documentation of prototypes and recommendations from testing.
 - Roll-out plan for promoting and placing the new logo and branding materials.
 - Recommendations for enhancing the concept utilized for the development of NTP branding symbols and materials related to this assignment.
 - Files of all concepts, original files, and formats of the logo design submitted in one folder along with final report.

*****All the tasks related to the NTP Logo development must be conducted in consultation with Breakthrough ACTION team and finalized with approval from National Tuberculosis Control Program (NTP).**

3. Proposal Requirements

Technical Proposal:

- Understanding the project including the proposed methodology
- Submit innovative conceptual outline for this assignment.
- Detailed timeline for the assignment, broken down by activity including key milestones as well as specific plans and approaches on how to engage with Breakthrough ACTION team and NTP working group.
- Overview of the technical team to be assigned for this project (provide team portfolio including CVs). Evidence of the qualifications and experience required by section 5 below.
- Company portfolio of proven experience working on similar projects with GoB, NGO/ INGO. Please provide 3 examples of similar work (hard copy or link). Provide evidence of the qualifications and experience required by section 5 below.

Financial Proposal:

The financial proposal should have a detailed and specific breakdown.

- The financial proposal should be inclusive of AIT (Tax). **Please show the VAT amount in a separate line next to the total amount.** CCP will provide a VAT exemption Coupon instead of Challan.
- The financial proposal shall be in BDT (Bangladeshi Taka) and equivalent US dollars (USD) to be mentioned.

The deadline for submission of technical and financial proposal is 20th March 2024

*****Expected start date for the work is May 15, 2024. Final deliverables are due no later than December 15, 2024.**

4. Rights

USAID's Breakthrough ACTION and Government of Bangladesh will be/have the exclusive owner/right of the developed **LOGO** under this project.

5. Qualifications or Specialized Knowledge/Experience Required

- Proven experience in designing and implementing logos and other branding materials(Print/ Digital).
- Experience in handling sensitive information and compliance with legal requirements.
- Experience working with GoB and International Non-Governmental Organizations.
- Proven ability to adapt and align project goals with the diverse needs of GOB & INGO partners.
- Proven experience in developing logos and branding for government or public health programs, including field tests and redesigning branding/logos.
- Proven experience in developing rollout campaigns to promote new or redesigned logos/branding for government or public health programs.
- Proven track record in project management, adhering to timelines, milestones, and organizational policies.
- Knowledge of legal frameworks related to data protection, copyright.

6. Payment

The agreed amount will be payable after receiving and approval of assignments and properly signed invoice by Johns Hopkins Center for Communication Programs.

- Invoice/ receipt must be included with the completion of assignment.
Payment will be made in four installments only for work satisfactorily completed and accepted by the Johns Hopkins Center for Communication Programs:
- 1st installment: 20% of the total contract value: Completion of field test of existing logo and submission of report with findings and recommendations.
- 2nd installment: 30% of the total contract value: Completion of pretest of prototypes and submission of report summarizing findings and recommendations.
- 3rd installment: 30% of the total contract value: Finalized logo approved by Breakthrough ACTION and NTP.
- 4th installment: 30% of the total contract value: Completion of Branding Guidelines, Final Report, and submission of the folder containing all files in specified formats.

7. Application Procedure

Interested applicants are required to submit **two separate proposals**.

1. Technical Proposal: Separate technical proposal having the necessary components to show the work and competence of the firm to execute the assignment. See section 3, above.

2. Financial Proposal: Separate and clear financial proposal breakdown showing all expenses in detail. See section 3, above.

8. Selection Process

A proposal review committee will review all proposals and select one vendor/ IT firm after the evaluation process. Proposals must meet the requirements as stated in this document. Proposals that fail to meet one or more of the criteria may be ineligible for an award.

CCP reserves the right to negotiate or modify any element of this RFP process to secure the best possible arrangement for achieving the stated purpose.

A. Notice of Non-binding RFQ

Johns Hopkins Center for Communication Programs reserves the right to reject all bids received in response to this RFP and is in no way bound to accept any proposal. Johns Hopkins Center for Communication Programs additionally reserves the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal, if appropriate.

B. Confidentiality

All information provided as part of this RFP is considered confidential. If any information is inappropriately released, the Johns Hopkins Center for Communication Programs will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this RFP will be held as strictly confidential, except as otherwise noted.

C. Right to Final Negotiations on the Proposal

Johns Hopkins Center for Communication Programs reserves the right to negotiate the final costs and the final scope of work.

9. Recourse

Johns Hopkins Center for Communication Programs reserves the right to withhold all or a portion of payment if performance is unsatisfactory, work/outputs are incomplete, not delivered, or failure to meet deadlines. Johns Hopkins Center for Communication Programs has the right to terminate the contract under material breach, change in circumstances, failure to meet performance expectations, and mutual agreement.

a. Copyright

Throughout the development/update of the logo, the firm shall not infringe upon any existing copyrighted materials.

b. Validity

All proposals shall remain valid and open for acceptance for a period of 180 calendar days after the date specified for receipt of proposals. A proposal valid for a shorter period may

be rejected. In exceptional circumstances, CCP may solicit the proponent's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing / through discussions accordingly.

c. Unacceptable

The following proposals will not be considered or accepted:

- a. Proposals that are received after the proposal closing time at the specified receiving office and/or via email.
- b. Incomplete proposals.
- c. Proposals that are not signed.

9. Completion:

Proposals must be submitted on an official letterhead with the seal of the organization or firm and must be signed by a principal or authorizing signatory of the firm or organization.

It is the applicant's responsibility to understand the requirements and instructions specified by Johns Hopkins Center for Communication Programs. If clarification is necessary, applicants are advised to contact the requesting office, prior to making their submission.