Terms of Reference (ToR):

Designing and Developing Premium Giftboxes for PRABRIDDHI

# Background

## 1.1 Introduction

PRABRIDDHI is a Local Economic Development (LED) project, funded by Switzerland and the Government of Bangladesh, co-implemented by the Local Government Division (LGD) and Swisscontact. The Inception phase of PRABRIDDHI came to a successful end by August 2020. Phase 2 of the project started in September 2020 for a period of five years. This phase focuses on further development of the LED approach in participating municipalities, capacity building of and peer learning among stakeholders, and an anchoring of the approach on national level. Throughout the current phase, the project will expand to six to eight new municipalities. Shibganj, Jashore, Bogura, and Bhairab are the four municipalities where the project is now being implemented. During the first quarter (Q1) of 2023, PRABRIDDHI included two new municipalities -Dinajpur and Kushtia. Implementation of project activities in these municipalities will begin from the second quarter (Q2) of 2023.

## 1.2 Approach

The LED program’s aim is to create a Business Enabling Environment and support better services for key actors by the municipalities and key stakeholders. A “territorial change management initiative” will be induced to foster Local Economic Development. The program supports the municipalities and local businesses to create a common platform and processes for identifying the key blockages for business growth which impacts wealth generation and employment creation. At this moment, multiple projects, and investments (financed by GOB as well as Development partners) are focusing on the evolvement of municipalities and to improve the infrastructure at the municipal level. The LED program complements these investments by utilizing resources, both physical and administrative, for the planned activities for business growth. PRABRIDDHI supports municipalities and local business associations to identify key activities for business growth, and design sub-projects, while synergies are made with other initiatives of the government or development partners. The program also supports through partnership to reduce the risks associated with piloting new business and growth strategies that create economic opportunities for the poor.

# Objectives

The main objective of the assignment is **to develop premium giftboxes, posters, and tote bags** for special stakeholders of PRABRIDDHI including high government officials, mayors, and donor.

# Deliverables

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| --- | --- | --- | --- |
| **Sl. No**  | **Item** | **Specification** | **Estimated Quantity** |
|  | Notebook | **Small artificial leather-covered notebook** Logo: 1 logo embossed printed**Cover & back:** 300 GSM art card, four colour print.**Inner:** 120 gsm Malaysian offset paper**Pages:** 400 pages /200 sheets (inner)**Design:** According to PRABRIDDHI, Swisscontact’s branding guideline.* Vendor will provide multiple high-quality samples.
 | 400 |
|  | Thermal flask with logo | **Material:** Stainless steel**Capacity:**500 ml**Colour:** black **Insulation type**: Double wall**Insulation Grade:** SS 304 Grade**Temperature retention:** Keeps liquid hot/cold up to 12 hrs to 24 hrs. **Logo:** 1 logo | 400 |
|  | Pen with PRABRIDDHI logo | **Material:** metal cover gel pen**Print:** 4-color UV/laser print Vendor are quested to provide different samples with the price range maximum BDT 250  | 400 |
|  | Crystal paper weights with logo | Transparent Square shape **Logo:** 1 logo | 400 |
|  | Gift Box with logos | Plastic paper/hardboard with matte outlookrectangular in shape**Paper thickness:** over 350 gsm **Inside:** polystyrene filling with spacescut out for diary, thermal flask, pen, and crystal paper weight. Logo: 4 logos | 400 |
|  | Non-woven Heavy DutyTote Bag with logos | **Width:** 15 inches**Height:** 16 inches**Handle:** 21.5 inches**Weight:** 12 oz**Logo:** 4 logos**Colour:** As per PRABRIDDHI branding guideline A blue bag with white text  Description automatically generated | 400 |
|  | Craft Bags with logos | **Material:** Paper (Matt lamination)**Thickness:** More than 200 GSM art paper**Logo:** 4 logos | 400 |
|  | LED Model Poster | 2/3 feet-colour, double sided, single folded, PVC posterTwo different designs (100 each).Content will be provided by PRABRIDDHI. | 200 |
|  | Designing and printing desk calendar  | 8/6 inches 12 pagesInner page- 300gsm glossy art card with logo | 200 |

* For all the materials, we are open to unique, efficient and elegant options .
* Quantity, quality and specifications of the materials might increase or decrease
* Vendor is requested to provide multiple samples for each of the items.

# Timeline of the assignment

The assignment will be carried out within a maximum of 30 days from the date of signing the contract. The tentative timeline of the assignment will be from 01 October 2023 to 10 November 2023. Vendor will maintain a timesheet for the assignment.

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| Sl. no. | Activities | Tentative Timeline |
| 1. | Service provider submits itemised quotation with sample budget for designing and developing the specified communication materials | 12 October 2023 |
| 2. | PRABRIDDHI provides orientation to service provider and shares relevant materials and guidelines | 15 October 2023 |
| 3. | Service provider provides design options (one or more for each) for selection and approval | 22 October 2023 |
| 4. | PRABRIDDHI approves the final designs | 25 October 2023 |
| 5. | Service provider submits the machine proof copy of the final products for approval before proceeding with the final print | 02 October 2023 |
| 6. | Service provider provides PRABRIDDHI high resolution pdf, png and ai version of the designs | 05 October 2023 |
| 7. | Service provider delivers the final products to Swisscontact | 15 October 2023 |

# Payment schedule

The payment will be made through an account payee cheque/fund transfer as per the actual bill. Bill/invoices should be submitted within 7 days of the completion of the work.

#  Profile of the Service Provider

# PRABRIDDHI is looking for an agency/service provider having:

* Previous experiences of printing and designing communications materials targeting donor agencies, representatives of public and private sector working both on national and local level.
* Relevant experience, demonstrated through samples of previous work.
* Minimum five years’ experience in relevant business as a registered company/entity in Bangladesh

# Role of the service Provider

* Provide samples and design ideas of the communication materials (hard copies).
* Design the products, coherent with the themes and guidelines.
* Provide machine proofs of final design to PRABRIDDHI and proceed with production after receiving written approval from PRABRIDDHI.
* Deliver the total number of final products on time.
* Ensure the quality of products.

# Role of PRABRIDDHI

PRABRIDDHI team will provide all the contents, logos, instructions for the assignment and support the selected agency through overall supervision.

#  Reporting Structure

The selected communication agency will report to the Team Leader and work closely with Manager-MRM & knowledge management. The Technical Team comprising of Team Leader & Knowledge Management team will provide the final approval on each deliverable. The agency will receive a detailed briefing at the beginning of the assignment from PRABRIDDHI, with regular follow-up discussions via e-mail, phone and in-person as required.

# Required Documents

The name of the assignment should be mentioned in the envelope while submitting the proposal. The proposal should include the following elements:

* Hard copies of technical proposal
* Hard copies of the financial proposal
* Portfolio of organisation

In addition to the above-mentioned requirements, it is mandatory for the applicant to submit necessary documents demonstrating their legal, taxation and financial status. The documents should be part of the proposal and include the following:

* A certificate of incorporation (for individual companies- a trade license).
* Joint stock registration certificate (if applicable).
* An organizational organogram of key personnel, inclusive of the names of such personnel.
* Tax Identification Number (TIN).
* VAT registration number.
* Proof of a segregated account (providing the name and address of such an account).
* Other valid papers (Provided by Government institutions).
* The vendor must bear all Advance Income Tax (AIT) and VAT. The total amount of VAT should be mentioned in the financial proposal.

# Evaluation criteria

Vendors not meeting the specification, material type and color-typography requirements will not be shortlisted. The review will be based on:

|  |  |
| --- | --- |
| **Criteria** | **Weight** |
| Financial proposal | 50 |
| Technical proposal  | 40 |
| Portfolio and previous work  | 10 |
| **Total** | **100** |

# Submission details

The service provider should submit the sealed envelope containing hard copies of technical and final proposals separately.

Samaun Bhuiyan

Coordinator – Business Administration

PRABRIDDHI: Local Economic Development (LED)

Swisscontact

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***Swisscontact is an equal opportunity employer.*** ***We strongly encourage female professionals to apply.***