



UTILITY REGULATORY AUTHORITY

Male' Republic of Maldives

ADVERTISEMENT NUMBER: (IUL)485/1/2021/5

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

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
 - Blue - Water
 - 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.

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;

- Full report from the start of the development to the final version of the identity
- Vector image files
- 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%

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

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

- 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.

**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 Title (Mention start date in '1 st week' cell)												
Week	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	...
Activity (Work)													

ANNEX 2: EVALUATION OF PROPOSALS

Criteria for Preliminary Examination of Proposals	<p>Document pre-check</p> <ol style="list-style-type: none"> 1. Completed Form-1: Financial Breakdown is included in the proposal 2. Completed Form-2: Team Composition and Task Assignment is included in the proposal 3. Completed Form-3: Letter of commitment 4. Completed Form-4: Work Schedule is included in the proposal 5. Copies for relevant work 6. CV for consultants. 7. Minimum 45 days' proposal validity provided 8. All the standard forms are included (i.e. no standard contents deleted, no reservations added) 9. Latest Certificate of Registration of institution/company <i>or</i> Copy of National Identity Card 10. Proposal is strictly for the full scope of requirements (i.e. partial offer is not allowed) 11. There are no exceptional conditions stated that are unacceptable to URA 12. Copies of educational qualifications (Approved by Maldives Qualifications Authority, where applicable)
Eligibility Criteria of individual or key personnel of the team	<p>Refer to Section 10 (Eligibility) of this TOR</p> <p>In case of a team proposal, the experience and qualification of the team leader (must be stated clearly in Form 2) will be assessed.</p>

Note:	<p>1. If proponents do not meet any of the above listed criteria, their proposal may not be considered for further evaluation.</p> <p>2. Proponents meeting above listed criteria are required to submit evidences (details / documents) in support – otherwise proposal may be disqualified.</p>																								
Selection Criteria	<p>Note: Bids scoring 35 points or above from the Technical evaluation will be passed on to Financial Evaluation</p> <table border="1"> <thead> <tr> <th data-bbox="424 801 1094 927">Evaluation Criteria</th><th data-bbox="1094 801 1248 927">Maximum Marks</th></tr> </thead> <tbody> <tr> <td data-bbox="424 927 1094 978">Technical Evaluation:</td><td data-bbox="1094 927 1248 978">50 points</td></tr> <tr> <td data-bbox="424 978 1094 1028"><u>Qualification</u></td><td data-bbox="1094 978 1248 1028"></td></tr> <tr> <td data-bbox="424 1028 1094 1079">Secondary (2 points)</td><td data-bbox="1094 1028 1248 1079">10 points</td></tr> <tr> <td data-bbox="424 1079 1094 1131">Level 4 (4 points)</td><td data-bbox="1094 1079 1248 1131"></td></tr> <tr> <td data-bbox="424 1131 1094 1182">Level 5 (6 points)</td><td data-bbox="1094 1131 1248 1182"></td></tr> <tr> <td data-bbox="424 1182 1094 1234">Level 6 (8 points)</td><td data-bbox="1094 1182 1248 1234"></td></tr> <tr> <td data-bbox="424 1234 1094 1283">Level 7 or above (10 points)</td><td data-bbox="1094 1234 1248 1283"></td></tr> <tr> <td data-bbox="424 1283 1094 1335"><u>Experience in related fields</u></td><td data-bbox="1094 1283 1248 1335"></td></tr> <tr> <td data-bbox="424 1335 1094 1386">Experience with graphic design projects and capacity</td><td data-bbox="1094 1335 1248 1386">40 points</td></tr> <tr> <td data-bbox="424 1386 1094 1438">Points per Assignment for projects under MVR10,000: 2 Points</td><td data-bbox="1094 1386 1248 1438"></td></tr> <tr> <td data-bbox="424 1438 1094 1489">Points per Assignment for projects above MVR10,000: 5 Points</td><td data-bbox="1094 1438 1248 1489"></td></tr> </tbody> </table>	Evaluation Criteria	Maximum Marks	Technical Evaluation:	50 points	<u>Qualification</u>		Secondary (2 points)	10 points	Level 4 (4 points)		Level 5 (6 points)		Level 6 (8 points)		Level 7 or above (10 points)		<u>Experience in related fields</u>		Experience with graphic design projects and capacity	40 points	Points per Assignment for projects under MVR10,000: 2 Points		Points per Assignment for projects above MVR10,000: 5 Points	
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	<p>(The bidder shall submit a comprehensive work portfolio along with completion/reference letters from the relevant company/organization.</p> <p>Projects in relation to this assignment include but not limited to are; Logo Design, Infographics, Magazine/Newspaper designs, Website content development.</p> <p>Only projects undertaken within the last 10 years will be taken into consideration)</p>		
	<p>Financial Evaluation:</p> <p>(The Financial Proposal will be evaluated by applying the following formula.</p> <p>$Sf = 50 \times Fq / F$, in which Sf is the financial score, Fq is the <u>Lowest Financial Quote received</u> and F is the price of the proposal under consideration.)</p>	<p>50 points</p> <p>50 points</p>	
	TOTAL	100 points	
<p>The Bidder who is able to meet the eligibility criteria and scores at least 70 points from evaluation will be selected for awarding</p>			