

Request for Proposal (RFP)
Centre for Policy Dialogue (CPD)'s promo materials

[Centre for Policy Dialogue \(CPD\)](#), a policy-influencing think tank in Bangladesh, is looking for proposals from established vendor to edit and print promo materials for an upcoming event. The service-provider should ideally be in a position to offer service(s) that will include:

- manuscript copy-editing and proof reading
- layout designing
- formatting of all documents including necessary graphic works
- forma setting for final press printing
- printing and delivery of the total number of copies

Promo material information

CPD, as part of its regular activities is going to organise a national level conference in Dhaka. Multiple promo materials will be distributed among guests at the conference. Promo materials include package of multiple hand-outs, booklet(s), coupons, name card badges and bag. All materials will be distributed with necessary logo branding, as provided by the CPD.

The vendor is also required to strictly maintain deadline that will be provided by the CPD. CPD may provide multiple feedbacks on design and printing.

Date of the event: **11 March 2021**.

The below matrix provides the necessary information for the publication process.

Criteria	Requirement
<i>Six (6) types of short hand-out materials</i>	
Specification	Six (6) different types of materials (text to be provided by CPD) Size: 8"x8" One (1) folding, four (4) colour print on 300 gsm art card and prepare a package of these six materials in one (1) pack Vendor will design all the materials Print quantity: 700 packages (each package of six materials)
<i>One (1) booklet</i>	
Specification	Size: 8"x8" Forma - 12 (96 pages) Four (4) colour inner on 120 gsm matt paper Four (4) colour cover print on 300 gsm art card Vendor will design all the materials and CPD will provide the text only Print quantity: 1,000 pieces
<i>Other promo materials</i>	

Criteria	Requirement
Specification	700 pieces of food coupon 700 pieces of name card badges with ribbon (with 4 colour logo branding) 700 pieces of jute/cloth side bags with two handles and four colour logo branding 700 pieces of three layer cotton mask with 4 colour branding and individually packaged in sanitised paper package Vendor will design all the materials and CPD will provide the text only

**** Prices may vary on design concept(s).**

Scope of work for the service-provider

As mentioned above, the responsibility of the service-provider will be to carry out the publication process—copy-editing; graphic designing; and press printing.

(a) Copy-editing: This entails a full manuscript check before going for printing. The service will include (but may not limited to):

- language reading to check on grammatical correctness and consistency; punctuation consistency; typo of any kind
- check on stylistic consistency in heading levels, table/graph formatting
- reference list stylisation (as per the suggested international standard style guideline), including matching of all in-text citations and list entries
- final proof-reading

(b) Graphic designing: This entails designing of the full manuscript using a press-compatible professional software. The service will include (but may not limited to):

- layout designing
- formatting of the full text, including references list, annex, footnotes, source-notes
- formatting (and recreate if necessary) all tables, graphs and other such elements

(c) Press printing: This entails all printing-related activities. The service will include (but may not limited to):

- forma setting as per printing requirement
- printing, packaging and delivery of the contracted quantity of books to the CPD office

(d) Other promo materials

- Vendor will design the food coupons and name card badges and print required quantity
- Vendor will provide bags with necessary logo branding as per the instructions of the CPD

Other issues

- Each layer of the publication works will go through an approval process at CPD's end. Necessary adjustments will need to be made at each stage accordingly.
- All design files, including the final forma files, both editable and create outline versions will need to be submitted to the CPD at the end of the assignment.

- For bag, the vendor needs to take an approval on the bag quality and design.

Proposal submission and evaluations criteria

Guideline for proposal submission

- The proposal/expression of interest (duly signed) should comprise the following sections and be kept within the given page limit.

Topic	Page limit (max.)
Cover page	1 Page
Table of content	1 Page
<i>Technical proposal</i>	
Understanding of the assignment (without copying from the RFP content)	1 Page
Time plan for the assignment	1 Page
Skills and strengths to carry out the required tasks (please indicate your proposed team including profile of key team members)	1 Pages
Previous experiences for similar works*	1 Page
Any other relevant information (if necessary)	1 Page
<i>Financial proposal</i>	
Budget detailing out the total fee (including VAT and tax as per the government rules)	1 Page
Total	8 pages

Note: * Sample of previous works can be sent in a separate file; it should not be part of the main proposal document.

- The following documents will need to come with the proposal in a separate attachment:
 - Maximum 2-page firm profile highlighting related assignments completed with client name, contact person and mobile number
 - Scanned copy of firm's registration certificate, TIN and VAT registrations, Bank Account details
 - CV of copy-editor(s)
- Proposal will be accepted only through e-mail in PDF format (not more than 4 MB in size); additional material(s)/document(s) can be sent via google drive.
- The e-mail subject line should mention "**CPD promo material services proposal.**"
- Please send your proposal document to Md. Irtaza Mahbub Akhond, Programme Associate (Communication), CPD, (irtaza@cpd.org.bd) by **18 February 2021.**
- For any query regarding this RFP, please contact Md. Irtaza Mahbub Akhond, Programme Associate (Communication), CPD | 01675274965.

Evaluation criteria

The submitted proposals will be assessed based on the following:

Area(s)	Criteria	Weight
Technical	Understanding of the assignment	25
	Qualification of the key team members	20
	Time plan for the assignment	10
	Experience for similar works	5
Financial	Competitive pricing and overall reasonable, justifiable financial proposal	40
Total		100

Finance-related special notes

- All payments for the selected vendor will be made through Account Payee Cheque in favour of the selected vendor.
- CPD will deduct TDS from the billed amount as per Section 52A, Income Tax Ordinance 1984.
- Selected vendor will need to provide CPD Mushak-6.3, as per Statutory Regulatory Order (SRO) 235.
- In case the selected vendor is unable to provide Mushak-6.3, CPD will deduct VAT amount from the billed amount.
- The selected vendor will need to produce original invoices for each delivery made under each Purchase Order within this contract period.

Disclaimers

- CPD reserves the rights to select or reject any vendor who will drop the proposal for providing the service.
- Any attempt to unlawfully acquire and/or persuade to get the assignment will lead to immediate rejection of the respective service-provider, and CPD may also take legal actions, if required.
- Failure to deliver according to the terms of the contract shall subject the vendor to penalties as will be stipulated in the final contract.
- Centre for Policy Dialogue (CPD) **will not** be liable to indemnify any third party in respect for any claims, debt, damage, or demand arising out of this contract. Centre for Policy Dialogue (CPD) will not accept any Liability for the compensation for death, disability or hazards. Which may be suffered by the Supplier/Supply chain through this contract while supplying Centre for Policy Dialogue (CPD), no such claims will be made against Centre for Policy Dialogue (CPD).
- If the Seller breaches any term or condition of this agreement (part or all), or the conditions set out in any given Purchase Order/Contract, including, but not limited to, quality of the Goods/Services, Price and Delivery requirements, the buyer shall be entitled to immediately purchases goods/services from any other source/Suppliers, in addition to any remedy available in law or equity.