Terms of Reference (ToR) Centre for Policy Dialogue (CPD)'s Publication

Centre for Policy Dialogue (CPD), a policy-influencing think tank in Bangladesh, is looking for proposals from established vendor to bring out one of its upcoming publications. The service provider should ideally be in a position to offer a package publication service that will include:

- manuscript copy-editing and proof reading
- 20 theme-based photographs captured by a professional photographer
- cover designing and inner graphic designing.
- formatting of the entire publication including necessary graphic works
- forma setting for final press printing
- printing and delivery of the total number of copies

Publication information

The publication is a study carried out under CPD's programme on "Securing Green Transition of the Textile and Readymade Garments Sector in Bangladesh". The study has examined the state of green transition initiatives in the textile and RMG sector of Bangladesh based on evidence collected from primary sources.

Publication specification

The below matrix provides the necessary information of a publication process:

Criteria	Requirement
Book	1 Publication
Manuscript specification for each Publication	
Language	English
Number of tables	12
Number of figures	6
Infographics	8
Number of theme-based captured photographs by a	20
professional photographer	
Publication specification	
Size	6.1"x9.2"
Forma	10 Forma (80 Pages)
Specification	Inner:
	Biancoflash Ivory Paper 120 gsm
	4 Color Print
	Cover:
	Hard Binding with Jacket
	Jacket Paper: 250 gsm Ivory Card
	4 Colour print
Printing quantity	300

Scope of work for the service-provider

As mentioned above, the responsibility of the service-provider will be to carry out three layers of the publication process – copy-editing, photography, 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):
 - manuscript copy-editing and proofreading two layer
 - language reading to check on grammatical correctness and consistency; punctuation consistency and 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) Photography

- The themes for the photographs will be shared upon selection of the vendor. These themes will align with the overall content and messaging of the publication
- The selected vendor shall engage a professional photographer to freshly capture the required number (20) of photographs
- The photographer should have expertise in capturing high-quality, thematic images that resonate with the content and objectives of the publication
- All photographs must meet high-resolution standards suitable for print and digital publication
- The images should be clear, well-composed, and visually engaging, enhancing the overall aesthetic of the publication
- The publication shall retain full rights and ownership of all photographs procured for the publication
- The vendor shall not reuse, distribute, or sell the images without explicit permission from CPD
- (c) 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
 - Cover designing and inner graphic designing.
 - formatting of the entire publication including necessary graphic works
 - forma setting for final press printing.
 - formatting of the full text, including references list, annex, footnotes, source-notes
 - formatting (and recreate if necessary) all tables, graphs and other such elements.
- (d) 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

Other issues

- Each layer of the publication works will go through an approval process from 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 and photographs will need to be submitted to the CPD at the end of the assignment.

Required Documents

- 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.
 - Trade License
 - TIN certificate
 - Acknowledgment receipt for the last annual TAX return
 - BIN Certificate
 - Bank Account details
 - CV of copyeditor (s)
 - CV of professional photographer
- Proposals 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 "Publication of Securing Green Transition of The Textile and Readymade Garments Sector In Bangladesh."
- Please send your proposal document to <u>procurement@cpd.org.bd</u> by 20 February 2024.
- For any query regarding this ToR, please contact *Mr SM Khalid*, Dialogue Associate, CPD. Contact No. +8801680903566

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 with the bill at 15% rate, as per Statutory Regulatory Order (SRO) 235.
- In case the selected vendor is unable to provide Mushak-6.3, CPD will deduct 15% VAT from the billed amount.
- CPD will deduct VAT from the billed amount as per the government rule.
- The selected vendor will need to produce original invoices for each delivery made under each Purchase Order within this contract period.