



RFQ and TOR

Date: 15th February, 2022

Ref: VIS/B-41 to 45/Feb'22/3012

“Content & Design Development of Booklet on Sexual Reproductive Health (SRH) for adolescent IPC, Flipchart for Counsellor IPC, Project Newsletters, Brochure, Leaflet & Door sticker, Token branded giveaway materials” with Visual Communication Ltd. (Lead) In association with Konika Consulting Services Pvt. Ltd. For BCC&M, PO-S-3, UPHCSDP-II.

Background and Introduction

Visual Communication Ltd. created in 1999 provides professional service to its clients in the field of Mass Media Communication, Behavior Change Communication and Total Advertisement. After creation, till date VISCOM has been executing all assignments of its esteemed clients with great reputation. Over more than a decade, VISCOM has success story in diversified arena; such as, Awareness Building, Social Marketing, Contraceptive Security, Media Advocacy, SBCC & Marketing. VISCOM has excelled in working for Early Childhood Development, IWP project of ICMH/UPHCP and BCC activities, Mass Media Awareness on HIV/AIDS, Campaign against Anti-trafficking of Women and Children. It has very professional and dedicated regular staff and time-to-time hired local as well as national experts to provide any sort of social/health communication services. VISCOM is committed to achieve high-end client satisfaction through its excellent and high-quality work.

Assignment Objectives/ Scope of work

The objectives of this project are:

- Content & Design Development of Booklet on Sexual Reproductive Health (SRH) for adolescent IPC, Flipchart for Counsellor IPC, Project Newsletters, Brochure, leaflet & door sticker, Token branded giveaway materials.

Expected competency and experience

Expected competency of the Designer/Consultant/Service Provider:

- Graduation in any discipline.
- Excellent knowledge of Graphic design & Content development.
- Minimum three years of experience is required.
- Portfolio of recent works will be added extra value.

Timeframe and deliverables

Total assignment duration starts from 27th February, 2022 to 20th April, 2022 after signing of the work order. The design will be reviewed and approved by Visual Communication Ltd.



Terms and Condition

Below terms and condition will apply for the selected Designer/Consultant/Service Provider.

- 1) Visual Communication Ltd. reserves the right to cancel the assignment at any time without assigning any reason whatsoever. In case of such cancellation, payment will be made to you only for the full work completed till the time of cancellation of the contract.
- 2) The entire assignment will be supervised by Mr. Golam Mamunur Rashid, GM Operations & Project Coordinator, BCC&M, P-S-3, UPHCSDP-II.
- 3) The Designer/Consultant/Service Provider will not misrepresent himself or give any misleading statements while using his official title that may offend or hamper any religious sentiment/State/Government.
- 4) The Designer/Consultant/Service Provider will not make any criticism towards work activities or participate in any activity against the State or Government while using his official title.
- 5) VAT & Tax is applicable in this payment.
- 6) The projects have to be finished within the stipulated time period.
- 7) Please follow the format.

Specification:

Sl	Item	Qty	Unit Cost	Total
1.	Content & Design Development of Booklet on Sexual Reproductive Health (SRH) for adolescent IPC, Flipchart for Counsellor IPC, Project Newsletters, Brochure, leaflet & door sticker, Token branded giveaway materials. Time line: 27 th February, 2022 to 20 th April, 2022	-		
Total: (In words)- Taka Only				

Penalty clause

The Designer/Consultant/Service Provider is expected to provide services within stipulated period as well as submit the final copy of the script maintaining the quality as mentioned in section 7. If the quality is not maintained as mentioned in section 7. Visual Communication Ltd. will deduct 5% of the total agreement amount. If for any reason, the Designer/Consultant/Service Provider fails to deliver services within stipulated time, the script/copy writer needs to inform Visual Communication Ltd. in time with valid and acceptable explanation. Failing to this may evoke penalty clause at the rate of 1% for each day of delay.



Submission Deadline:

Interested Designer/Consultant/Service Provider must submit CV with NID or Passport by 15th February, 2022 to 23th February, 2022 through email admin@viscombd.com or hard copy to Visual Communication Ltd.

Contact person:

For any queries, please communicate Mr. Golam Mamunur Rashid, GM, Operations (mamun@viscombd.com , Cell No. 01719-711225) & Aldrick Timon Mondal, Manager admin (admin@viscombd.com, Cell no. 01521494150, Visual Communication Ltd.