

## CALL FOR PROPOSAL

**Title of Service**

**GRAPHICS / LAYOUT DESIGNER**

**Project Name**

**BUILDING Energy Efficiency in  
Nepal (BEEN)**

**Funding Agency**

**European Union under SWITCH-  
Asia Grants Programme**

**RFP Calling Office**

**MinErgy Private Limited**

**Address**

**Dakshinkali Chowk, Lagankhel-5,  
Lalitpur**

# **TERMS OF REFERENCE (TOR) FOR GRAPHICS / LAYOUT DESIGNER**

## **Project Background**

University of Innsbruck (UIBK), Austria in partnership with MinErgy Pvt Ltd, Nepal (MinErgy); Greentech Knowledge Solutions Pvt Ltd (GKSPL), India and Asociación Española de Normalización (UNE), Spain, is implementing a four-year project entitled BUILDING Energy Efficiency in Nepal (BEEN) with funding support from European Union under the SWITCH-Asia Programme. BEEN seeks to contribute to achieving low-carbon and resource efficiency in the Nepalese building sector by integrating energy efficiency (EE) and renewable energy (RE) measures in the design and construction of new buildings as well as in retrofitting of existing buildings. This project supports the realization of Sustainable Development Goals and aims to foster responsible consumption and production of resource-efficient building materials in Nepal.

BEEN intends to achieve the overall objective through enhancing the capacity of Building-MSMEs (Micro Small and Medium Enterprises) to transform their services and products towards EE building designs, construction, and/or retrofitting, and increasing awareness of Building-MSMEs and end users to create a market system for the promotion and use of EE building design. It also seeks to coordinate with the Federal, and Local Governments to devise and implement policies and standards that promote EE in the building sector. It also aims to coordinate with banking and financial institutions to make financial products and services accessible for the promotion of EE and RE in the building and construction sector.

BEEN is currently working on publishing different knowledge products and communication & dissemination materials under the different thematic components of the project. In this context, BEEN seeks service of skilled Graphics/Layout Designer to create visually engaging and professionally designed layouts for two key documents.

## **Objective**

The main objective of this work is to creatively design visually appealing layout and check carefully data tables, colour combination, typography, size, etc. with proper formatting in such a way that external audience can easily understand and provide final softcopy ready to print file.

## **Scope of Assignment**

The graphics/ layout designer should ensure the followings:

- i. Develop a visually appealing and user-friendly layout that complements the content, ensuring it is easily readable and accessible
- ii. Ensure the design aligns with BEEN project's branding guidelines, including color, fonts and logos usage.
- iii. Incorporate a visually appealing format that includes clear sections, headings, and subheadings
- iv. Incorporate high-quality graphics, charts and images
- v. Provide consistent formatting and styling for text, headings, and subheadings

- vi. Implement a consistent and aesthetically pleasing style throughout the documents
- vii. Work closely with the BEEN team to incorporate feedback and make necessary revisions
- viii. Provide multiple design drafts and work iteratively to refine the layout
- ix. Ensure compliance with brand and visibility requirements of BEEN and EU
- x. Provide high-resolution, print-ready files of both the documents in the PDF format
- xi. Provide the print ready files of both the documents in the Word format
- xii. Printing 10 copies each of final design

**Document Overview**

*a. Baseline Manual for Hollow Fired Brick Production*

This manual is a comprehensive guide for brick entrepreneurs and individuals in Nepal interested in producing hollow/perforated bricks. It includes guidance on selecting and preparing raw materials, mechanical equipment needed, the brick production process, firing techniques, quality control, and troubleshooting.

Approx. no of pages: 66

Approx. text and graphics ratio: 70%/30%

*b. Manual on Application of Building Insulation Materials*

The insulation manual offers a comprehensive overview of building insulation materials, their thermal properties, and their impact on energy consumption and comfort within buildings. It explores various types of insulation materials and their different compositions, applicable to both roofs and walls. Additionally, the manual provides detailed construction information for each of these insulation combinations.

Approx. no of pages: 55

Approx. text and graphics ratio: 78%/22%

**Deliverables & Timeline**

- The high quality print ready version should be completed within as per below timeline from date of signing of contract.

<b>Deliverable</b>	<b>Timeline</b>
Signing Contract	26 August, 2024
Baseline Manual for Hollow Fired Brick Production	2 September, 2024
Manual on Application of Building Insulation Materials	9 September, 2024
10 printed copies of both documents (1. Multicolor printing 2. Cover paper: 250 gsm artboard paper 3. Inside paper: 130 gsm, artpaper)	16 September, 2024

## Required Qualification

Experience:

- Minimum 7 years of experience in graphic and layout design
- Proven experience in producing publications with innovative graphic designs with the use of software such as Adobe In-Design, Illustrator, and Photoshop
- Provide three samples of layout design documents

## Instruction for Submission of Proposals

- This RFP is open to all eligible firm / company
- RFP application should contain following documents:
  - i. Organization Documents
    - Copy of company/firm registration certificate
    - Copy of VAT /PAN registration certificate
    - Copy of tax clearance certificate of Fiscal Year 2079/80
  - ii. Technical Proposal
  - iii. Financial Proposal
- RFP documents shall be submitted via mail by 5:00 PM by 20 August, 2024 attaching all the documents and writing a mail to [info@beenproject.org](mailto:info@beenproject.org) with subject line “**RFP GRAPHICS / LAYOUT DESIGN**”
- Document received after the closing time for submission of proposals shall not be considered for evaluation.
- The proposal, and all related correspondence exchanged by the proponent shall be in English language.
- The proponents are expected to examine in detail the documents constituting this RFP.
- Deficiency in providing the information required for scoring will result in rejection of a proposal.

## Preparation of Proposal

The proposal shall have two components:

- a) the Technical Proposal
- b) the Financial Proposal

### a) Technical Proposal

Technical proposal should comprise of the following documents:

- An application letter regarding the submission of a technical proposal should be filled in Annex 1
- Applicant’s information should be filled in the format of Annex 2

- Specific experience in the past 7 years should be filled in Annex 3. Proof of specific experience should be submitted.
- A description of the work plan should be attached as Annex 4. It is required that the proposer is responsive and incorporates ways to ensure Gender Equality and Social Inclusion (GESI) and Greening the Initiatives (\*such as avoiding single use of plastic, green transportation, green events) in the proposal.
- The proposed team should be attached as Annex 5
- The technical proposal shall not include any financial information.

**b) Financial Proposal**

- Application letter for financial proposal should be filled in the format of Annex 6
- The proponent is requested to submit an estimated budget with detailed breakdown comprising human resources (segregated by time involvement of team members). Proposed cost must be inclusive of all applicable taxes in Nepalese currency. Annex 7

Activities and items in the technical proposal but not priced shall be assumed to be included in the prices of other activities or items.

**Evaluation Criteria**

The table below summarizes the evaluation criteria for the selection of the Consultant:

Technical Criteria	80%
Financial Criteria	20%

a. Technical criteria comprise of

<i>Technical Criteria</i>	<i>Maximum Points</i>
	100
Experience: Minimum 7 years of experience in the graphics/layout design of documents	35
Proven record: Provide 3 Samples of layout design documents	35
Technical specialization: Knowledge of design software, tools and aspects of printing and publishing	30

b. Financial criteria

The consultant is requested to submit the financial proposal with an estimated budget for each document, inclusive of all applicable taxes in Nepalese Currency.

## **Cumulative Ranking Criteria**

- The proposal shall be ranked according to their combined technical and financial score.
- Cumulative Score = Technical Score \* 80% + Financial Score \* 20%
- The consultant achieving the highest combined technical and financial score will be invited for negotiations.

## **Budget and Mode of Payment**

The consultant is requested to submit a separate financial proposal with an estimated budget in Nepalese currency for each document. The proposed cost must be inclusive of all applicable taxes. The payment will be made after the successful completion of task and approval by the BEEN Project.

## **Force Majeure**

Force Majeure denotes those events, which are beyond the reasonable control of a party and which make a party's performance of its obligation under this agreement impossible or so impractical as reasonably to be considered impossible in the circumstances. Such events include, but are not limited to, earthquakes, lightning strikes, fire, war, invasions, riots, sabotage, explosions, and strikes.

- A party claiming Force Majeure may not be considered to be in default.
- A party claiming Force Majeure shall notify in writing the other party of such a Force Majeure no later than seven days of such event.
- This agreement may be terminated if a force majeure event continues for more than one month

## **Confidentiality**

Confidentiality must be maintained among the agreement partners and should agree not to disclose such Confidential Information to anyone without prior approval of BEEN/MinErgy. BEEN/MinErgy must have all the rights to the produced content.

## **Termination of Contract**

MinErgy reserves full rights to terminate the contract

- If there is a breach of any provision of this Agreement or the repeated failure to fulfill any duty, obligation, or direction by either party shall be sufficient cause for termination of this Agreement with immediate effect.
- Either party can terminate this agreement within two weeks before written notice.
- Upon termination, this Agreement shall be of no further force and effect and neither party shall have any further right or obligation hereunder; provided, however, that no termination shall modify or affect the rights and obligations of the parties that have accrued before termination.

## **Acceptance of Proposal**

MinErgy reserves the right to approve or disapprove any proposal. If needed, the content writer will be asked for modifications and presentations of the proposal before approval.

**Principal Point of Contact**

Any queries regarding this call should be sent by email to [info@beenproject.org](mailto:info@beenproject.org) by 12 August 2024 & response to those queries will be collectively sent by 14 August 2024.

## **Annex 1: Letter of Application**

Date: .....

MinErgy Private Limited

Dakshinkali Chowk, Lagankhel-5

Sir/Madam

1. We “*the Applicant name*”, having reviewed and fully understood all the information provided, hereby submit the technical proposal for GRAPHICS / LAYOUT DESIGN.
2. MinErgy Pvt Ltd and its authorized representatives are hereby authorized to verify the statements, documents, and information submitted in connection with this application.
3. We declare that -we have no conflict of interest in the proposed procurement proceedings by MinErgy Pvt Ltd and we have not been punished for an offense relating to the concerned profession or business.
4. We declare that we have not been blacklisted for this service.
5. We declare that no case of corruption is pending against us.
6. We, the undersigned declares that the statements made and the information provided in the application are complete, true and correct in every detail.

Sign:

Name of Applicant:

## **Annex 2: Applicant’s Information Form**

1. Name of Firm/Company:
2. Type of Constitution (*Partnership/ Pvt. Ltd/Public Ltd/ Public Sector/ NGO*)
3. Date of Registration / Commencement of Business:
4. Country of Registration:
5. Registered Office/Place of Business:
6. Telephone No; E-Mail Address
7. Name of Authorized Contact Person / Designation/ Address/Telephone:
10. Total number of staff:
11. Number of professional staff:



### Annex 3: Applicant's Specific Experience

Details of similar assignments undertaken

Assignment 1:

Assignment name	Name of Client:
Country: Location within country:	Duration of assignment (months): Start date (month/year): Completion date (month/year):
Approx. value of the services provided by consultant under the contract (in current NRs)	Name of joint consultants, if any:
Description of assignment:	
Description of actual services provided in the assignment:	
An embedded link of 3 layout designed documents:	

### Annex 4: Work plan

### Annex 5: Proposed Team

SN	Name	Position	Highest Qualification	General Work Experience	Specific Work Experience	Knowledge of software tools	Nationality
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**Annex 6: Financial Proposal**

Date: .....

MinErgy Private Limited

Dakshinkali Chowk, Lagankhel-5

Sir/Madam

We, the undersigned, offer to provide the consulting services for *GRAPHICS / LAYOUT DESIGN* in accordance with your Request for Proposal (RFP) dated ..... 2024. Our attached Financial Proposal is for the sum of [*Amount in words and figures*]. This amount is inclusive of the local taxes, which we have estimated at [*Amount(s) in words and figures*].

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations.

We acknowledge and accept the MinErgy’s right to inspect and audit all records relating to our Proposal irrespective of whether we enter into a contract with the MinErgy as a result of this Proposal or not. We confirm that we have read, understood and accept the contents of the Terms of Reference (TOR) and other attachments and inclusions included in the RFP.

We understand you are not bound to accept any Proposal you receive.

The undersigned declares that the statements made and the information provided in the application are complete, true and correct in every detail.

Sign:

Name:

For and on behalf of (name of Applicant):

Official Stamp

**Annex 7: Detailed Budget Breakdown**