



BPD/2024/RFQ-1563

Date: 13-06-2024

Req. No.:

REQ20240012645

Date:

13-06-2024

Subject: RFQ for designer.

Sealed Quotations are hereby invited from bona fide Supplier of the following item under the Terms and Conditions mentioned below on your Letter Head Pad.

Lot No.	Item Name	Specification	UoM	Quantity	Unit Price	Total Price
					(Insert Currency)	(Insert Currency)
					with Vat & Tax	
Lot-1	Service	Designer:As per ToR	JOB	1		
<b>Grand Total (up to delivery place)</b>						

**In Word:**

\*Note: For detailed specification additional papers may be affixed

**Terms & Conditions:**

**Quotations to be submitted on the date: 30-06-2024 & Time: 02:30 PM**

BRAC recognizes the empowerment of women and girls as fundamental to the organization's vision and mission. Women and gender-diverse individuals are encouraged to participate in the procurement. Without compromising organizational compliance in procurement, the selection of the supplier/vendor would be finalized.

a) Quotations to be submitted through eTender portal (tender.brac.net)

**b) Delivery Date and Place:**

Lot No.	Item Name	Quantity	Date	Location
Lot-1	Service	1	28-02-2025	Tithi Dev Research and Insights Specialist   Social Innovation Lab   BRAC BRAC Centre   75 Mohakhali, Dhaka 1212   Bangladesh Email: tithi.dev@brac.net Mobile: 01754472588

f) **Offer Validity:** 30 days from the date of submission .

g) **Evaluation:** As per TOR.

h) **Payment:** Payment will be transferred to your company bank account directly within 45 days after satisfactory delivery and a notation on the delivery challan by the recipient (with name, designation & date). The supplier must mention his A/C Name,Account No., Bank Name, Branch Name and e-mail address in the Invoice / Bill through a seal. The supplier must provide Mushok 6.3, 13 digit BIN (applicable only for firm) and updated TAX submission certificate for both firm and individual along with bill as per govt. rules.

As per the Finance Act-2022, the rate of tax shall be fifty percent (50%) higher if the payee (Vendors) fails to submit proof of submission of income tax return at the time of making the payment.

BRAC  
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Dhaka 1212

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i) Partial Payment against partial delivery is allowed.

j) **Alternative Offer:** Alternative offer will not be accepted

k) Only one organization can participate in the bidding process under same proprietorship or family. If found more than one organization under above condition both the organizations will be termed as non-responsive

l) During the participation in any tendering/enlistment process, if any vendor provides fake document, they will be banned from business with BRAC for certain years as per BRAC Procurement Guideline.

#### **Other Terms & Conditions**

a. The liquidated damage should be 0.5% per week or part thereof delay until actual delivery, up to a maximum deduction of 5% the contract price.

b. Income Tax & Vat will be deducted at source as per Govt. rules, if applicable.

c. BRAC reserves the right to accept or reject any or all quotations/tenders without assigning any reason whatsoever.

d. For any further clarification any bidder may contact Tel: 02222281265-72 PABX Extension No 3033 or email to oliul.islam @brac.net

#### **Award Notification:**

Only the successful bidder will be notified.

### **TERMS OF REFERENCE (TOR)**

Social Innovation Lab (SIL) is seeking a service provider to develop a comprehensive brand identity for the "Otithi" community-based tourism initiative. The service provider will collaborate closely with Social Innovation Lab and BRAC Communication Department to create a distinctive and cohesive brand identity that effectively communicates the project's unique cultural and environmental aspects.

### **ABOUT BRAC**

BRAC is an international development organisation founded in Bangladesh in 1972 that partners with over 100 million people living with inequality and poverty to create opportunities to realise human potential. BRAC is known for its community-led, holistic approach and for delivering long-term impact at scale. BRAC works with communities in marginalised situations, hard-to-reach areas, and post-disaster settings across Asia and Africa, with a particular focus on women and children.

BRAC operates as a solutions ecosystem, including social development programmes, social enterprises, humanitarian response, a bank, and a university. BRAC was born and proven in the south, has become a world leader in developing and implementing cost-effective, evidence-based programmes, and has been recognised as the number one development organisation in the world for multiple consecutive years by the Geneva-based independent media organisation, NGO Advisor.

### **ABOUT SOCIAL INNOVATION LAB**

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The Social Innovation Lab (SIL) is the knowledge and experimentation hub at BRAC where we test new ideas, design prototypes, learn and share what works and what doesn't in solving the most complex social problems, and continuously support BRAC for tomorrow's challenges by capitalising on emerging opportunities and catalysing innovation throughout the organisation. We rely on inclusive design methodologies and approach problem-solving cross-sectorally.

### **BACKGROUND:**

While Bangladesh has always been blessed with natural beauty, archaeological sites, and historical diversity, tourism has not been a strong attraction for local or foreign travelers. Despite Bangladesh having much to offer and the theoretical awareness of these hidden gems, a lack of organized efforts, disconnect with local communities, ignorance about rural areas, and concerns about safety have hindered progress in tourism, especially in sustainable \or community-based tourism. Considering this gap and opportunity, BRAC will enter this space to explore and find a model for this pilot program, to be tested under the name BRAC-Otithi ().

The vision of Otithi is to celebrate the rich cultural diversity of Bangladesh by bridging the urban generation with the roots of our local communities, revealing the hidden gems of our country and showcasing the beauty of unexplored areas to both locals and tourists. This initiative aims to respect and nurture the communities that call these places home, preserve and celebrate local practices, and ensure that the beauty of these traditions is not only preserved but also cherished by a global audience. It also seeks to empower the local community through sustainable tourism, where their unique skills, crafts, and stories become the central pieces of an unforgettable journey.

### **OBJECTIVE**

The primary objective of hiring a brand identity designer for "Otithi" is to develop a comprehensive and cohesive brand identity that reflects the unique cultural and environmental aspects of the community-based tourism initiative. The designer will create a detailed brand book that serves as a guide for all current and future team members, ensuring consistency in the representation of "Otithi" across all platforms. Additionally, the designer will create various posts for the digital platform, helping to promote the initiative and engage with the target audience effectively. The brand identity should emphasize cultural authenticity, community involvement, and sustainable development, aligning with the core values of "Otithi."

### **SCOPE OF WORK:**

- Logo Design:
  - Create multiple logo concepts that reflect the essence of "Otithi."
  - Refine and finalise the chosen logo based on feedback from SIL
- Visual Identity:
  - Develop a comprehensive visual identity system, including color palettes, typography, and design elements.
  - Create brand guidelines to ensure consistent application across all mediums.

- Collateral Design:
  - Design branded collateral such as business cards, letterheads, brochures, and other promotional materials according to additional ad-hoc requests.
  - Ensure all collateral is visually cohesive and aligns with the brand identity.
- Digital Presence:
  - Design templates for digital platforms, including social media, website, and email newsletters.
  - Ensure a consistent brand presence across all digital channels.
- Packaging and Merchandise:
  - Design packaging for any physical products or merchandise associated with "Otithi."
  - Ensure the packaging reflects the brand's identity and values.
- Brand Activation:
  - Develop concepts for brand activation events and campaigns.
  - Provide creative support for the implementation of these concepts.
- Design Execution Strategy of communication strategy/ creative toolkit
  - Develop creative execution concepts based on the provided framework.
- Digital Platform Content
  - Support developing a social media graphics design, website, newsletter, and brochure content strategy that aligns with "Otithi's" brand objectives.
  - Support creating engaging and shareable content for social media platforms.
  - Ensure consistency in tone, style, and messaging across all social media channels.

### **KEY DELIVERABLE:**

- Design Execution Strategy of communication strategy/ creative toolkit
- Finalised logo and variations.
- Comprehensive visual identity guidelines.
- Branded collateral (business cards, letterheads, brochures, etc.).
- Digital templates (social media, email newsletters).
- Packaging designs for merchandise.
- Concepts and creative direction for brand activation events.
- Social Media Graphic Designs

*Note: Please note that there will be multiple feedback rounds and back-and-forth communication.*

**EVALUATION CRITERIA:**

- Merit of the Proposal: Clear understanding of BRAC Values and understanding of "Otithi's" concept
- Experience: Extensive experience in brand identity design. Share work references or portfolio links.
- Qualifications: Relevant education and professional training.
- Portfolio: Quality and relevance of previous projects.
- Client References: Positive feedback and successful project delivery.
- Cost Proposal: Competitive pricing and clear cost breakdown.
- Timeline and Availability: Ability to meet deadlines and immediate availability.

**FINANCIAL TERMS & CONDITIONS**

Payment will be made via bank transfer with TAX and VAT being deducted as per the guidelines and policies of the Government of Bangladesh and BRAC procurement.

In addition, the proposal must:

- Clearly state that the amount is "all-inclusive";
- Clearly state that the unit price is fixed for the tenure of the contract.

**SCHEDULE OF PAYMENTS**

Payment	Deliverable
30%	<ul style="list-style-type: none"> <li>• Design Execution Strategy of communication strategy/ creative toolkit document</li> <li>• Finalised logo and variations.</li> <li>• Packaging designs for merchandise.</li> <li>• Digital platform contents (1 Email Template, 4 social media graphic designs )</li> </ul>
30%	<ul style="list-style-type: none"> <li>• Branded collateral (business cards, letterheads, brochures, etc.).</li> <li>• Draft Comprehensive visual identity guidelines</li> <li>• 10 social media graphic designs</li> </ul>
20%	<ul style="list-style-type: none"> <li>• 5 social media graphic designs</li> </ul>
	<ul style="list-style-type: none"> <li>• 5 social media graphic designs</li> <li>• Draft Comprehensive visual identity guidelines</li> </ul>
20%	<ul style="list-style-type: none"> <li>• 8 social media graphic designs</li> </ul>

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- 8 social media graphic designs
- Final Comprehensive Visual Identity guidelines

**REPORTING:**

Weekly check-in with the Otithi Project Manager Tithi Dev, Research and Insight Specialist, [tithi.dev@brac.net](mailto:tithi.dev@brac.net), and the Project Marketing Lead Padmasree Chakma, Innovation Ecosystem and Partnership Associate, [padmasree.chakma@brac.net](mailto:padmasree.chakma@brac.net)

Thanking You  
For BRAC



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**Tashnuba Binte Anwar**  
Senior Manager, Procurement