Date: 03 February 2021

To: Interested Bidders

From: Swedish Committee for Afghanistan, Kabul Management Office

No. of Pages: Eight (8) with three sections (Sections 1-3)

Subject: RFP ref: KMO – RFP- 2021-02
Graphic Designing of Heemat Magazine

Dear Sir/Madam:

The Swedish Committee for Afghanistan, Kabul Management Office (hereinafter called “the SCA”) invites you to submit your technical and financial proposal for Graphic Designing of Heemat Magazine (hereinafter called “the Service”) as specified in the Request for Proposal hereto (hereinafter called “the RFP Documents”).

Tender Instructions

1. You must submit your technical and financial proposal in separate sealed envelope in case of hard submission. In case of online submission for all service in respect to this RFP.

2. Your quotation shall be addressed and submitted at the below specified address or email address no later than 11 February 2021:

   Swedish Committee for Afghanistan
   Jalalabad Main Road, Paktia Kot
   PO Box 27027
   Kabul Afghanistan
   Attn.: Procurement Unit, Administration Department;
   Manager Email: bids@sca.org.af

3. Any quotation received by the SCA after the deadline will be rejected.

4. All questions will be responded through bids@sca.org.af from February 04, to 10.

5. Your quotation and all correspondence shall be made in the English language.

6. Your quotation shall be according to these instructions:
   a. It shall contain the completed forms in Sections 2 and 3. Failure to complete these forms may result to rejection of your quotation
   b. All prices quoted shall be made on the terms specified in the RFP documents
   c. All prices shall be quoted in dollars
   d. All prices shall be quoted including taxes: Ref: Article 72 of Afghanistan Tax Law.
   International companies 7%
   e. Your quotation shall be valid for a period of 30 days past deadline for receipt of quotation
   f. Your quotation shall bear the RFP Reference Number and Title indicated above.

7. SCA will examine the received quotations to determine its completeness and whether there are computational or arithmetical errors, whether documents are properly signed, and whether the quotations are general in order. Arithmetical errors will be rectified as follows:
a. If there is a discrepancy between the unit price and the line item total, the unit price shall prevail and the line item total shall be corrected, unless there is an obvious misplacement of the decimal point in the unit price, in which case, the line item total as quoted shall govern and the unit price shall be corrected.
b. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotal shall prevail and the total shall be corrected.

8. Prior to the price evaluation, SCA will determine the substantial responsiveness of each quotation. A substantially responsive quotation is one, which conforms to all the terms and conditions of the RFP documents without material deviations. Deviations from, or objections or reservations to critical provisions will be deemed to be material deviation. The SCA may waive any minor informality, or irregularity in a quotation, which does not constitute a material deviation, reservation or omission.

9. During evaluation of the quotations, the SCA, at its discretion, may ask you for a clarification of your quotation. The request for clarification and the response shall be in writing, and no change in the prices or substance of the quotation shall be sought, offered, or permitted. Failure to respond timely to a request for clarification may result in the rejection of your quotation.

10. If a quotation is not substantially responsive, it will be rejected by the SCA and may not subsequently be made responsive by correction of the nonconformity.

11. The SCA shall compare all substantially responsive quotations to determine the quotation containing the best Quality and Cost.

12. Award will be made to the company whose quotation is determined substantially responsive to the requirements of the SCA and whose quotation contains the best-evaluated price, based on Quality and Cost Selection.

13. The SCA reserves the right to accept or reject any quotation, and to annul, in whole or in part or to suspend the process and reject all quotations at any time prior to the award, without thereby incurring any liability to the affected company or companies or any obligation to inform the affected company or companies of the reasons for the SCA’s action.

14. Nothing in or relating to this RFP shall be deemed a waiver, expressed or implied, of any of the privileges and immunities of the SCA.

15. Please note that the SCA will notify unsuccessful companies.

Requirements of the Company:

The firm must provide evidence for the following criteria and submit it with the technical proposal.

1. Valid Certificate of Registration.
2. Bank Account in the name of the company. Individual/personal bank accounts will not be accepted.
3. Firms must have Tax Identification Number (TIN)

Firms who do not submit evidence for the above-mentioned requirements will disqualified.
Terms of Reference for Graphic Designing of Heemat Magazine

BACKGROUND OF SCA

Swedish Committee for Afghanistan (SCA) is a membership-based, non-governmental organisation working in Afghanistan since 1980. SCA’s vision is an Afghanistan free from poverty, violence and discrimination, where human rights are respected and all live in dignity, enjoy equal opportunity and social justice and the mission is to empower individuals, communities and local organizations, primarily in rural areas and with particular focus on women, girls, boys and vulnerable groups such as persons with disabilities, so that they may participate fully in the society and influence their own development. SCA will achieve this by working closely with communities, local and national civil society organizations and relevant levels of government, and by combining capacity development, service delivery and advocacy.

The work encompasses programme for education, health, support to persons with disabilities and rural development. There are also support units for all programme activities relating to civil society, human rights & gender, communication and advocacy. SCA’s main target group is the rural population, specifically women and girls. SCA’s operations include capacity development, advocacy and service delivery. The work is always conducted in close cooperation with the local population. The management office is situated in Kabul, while operations are carried out in 15 provinces from five Regional Management Offices (RMOs) and four Liaison Offices (LOs).

Improvement of internal communication at Swedish Committee for Afghanistan is one of the strategic priorities during the strategic period 2018 – 2021. COMA, Communication Unit for Afghanistan, produces a staff magazine called “Hemmat” thrice a year. The magazine is a prime source of information delivery to the SCA’s internal staff. The magazine is divided into multiple sections and consists 24 pages (including cover) and 90% percent of the content within the magazine is in Dari and Pashto languages. COMA considers the importance of quality design for the magazine which could reflect SCA’s brand and visual identity.

Improving the staff’ access to information channels is an indicator of the Output 5.1.3 in the Strategic Plan 2018-2021. The output is “SCA internal communication is strengthened” and the indicator 513.1 is “Proportion of staff having access to information channels”.

To achieve this goal, COMA requires contracting a national consultancy firm as a graphic designer for a duration of 12 months for three times design of Hemmat magazine, and each design completion will take at least 12 working days.

Objectives of the Assignment

Designing of Hemmat magazine (24 pages including cover page) for the first, second and third issues during the year 2021. Bringing improvement with the existing design and content.
Scope of the Assignment

The Graphic designer will work as part of the Communication Unit under the supervision of the Sr. Communication Officer. S/he will be responsible for the overall design of Hemmat magazine at SCA office. The Graphic designer will work together with the Editor of the Hemmat magazine and Head of Communication Unit. This contract is for a period of 12 months and the graphic designer is needed for a full-time job of at least 12 working days for design of each issue of the Hemmat magazine.

Contractual Conditions

Contact Person:
The Head of Communication Unit, Sr. Communication Specialist and Sr. Communication Officer will be the contact person for the designing process.

Confidentiality:
All information in the contract between the two parties shall be considered as confidential and not be shared with anyone unless legally obliged to do so.

Payment terms:
The consultant shall invoice SCA for the fee in accordance with the deliverables of the work mutually agreed by SCA and the consultant based on the following terms of payment:

<table>
<thead>
<tr>
<th>Terms</th>
<th>Payment %</th>
<th>Time of Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>20 %</td>
<td>will be paid after design delivery of Hemmat’s first issue</td>
</tr>
<tr>
<td>Second</td>
<td>40 %</td>
<td>will be paid after design delivery of Hemmat’s second issue</td>
</tr>
<tr>
<td>Third</td>
<td>40%</td>
<td>will be paid after design delivery of Hemmat’s third issue</td>
</tr>
</tbody>
</table>

Currency:
Invoice and payment will be in (AFN).

Transportation/Accommodation:
SCA will provide pick and drop transportation to the nearest location. Office space and lunch will be also provided.

Documentation:
The consultancy should hand over all work related files to the responsible person at Communication Unit, SCA upon completion of each assignment.

Quality Evaluation (technical)
The following criteria will be applied:

1. Institutional capacity/credentials – maximum 45 points
   - Individual/company profile + CV, relevant to the TOR
   - Individual/organizational capacity to conduct the scope of work
   - Experience with similar assignment
Each criteria is scored 0-15 points. Minimum is 30 points (10 each) to qualify

2. Technical proposal – maximum 45 points
   - Description of the assignment
   - Familiarity with graphic tools
   - Deliverables

   Each criteria is scored 0-15 points, minimum is 30 points (10 each) to qualify

3. Show case of previous experience related work experience 10 points
   - Show case of hard copies
   - Online references

   Each criteria is scored 0-5 points. Minimum is 8 points (4 each) to qualify

**Maximum points: 100 (45+45+10)**

Each quotation will be given a technical score, and rejected at this point if it fails to achieve the minimum technical score point mentioned in each above sections. Quotations that passed the minimum technical score is qualified for financial evaluation.

**Financial evaluation**

The lowest priced quotation will be given the maximum financial score of 100 points. The financial scores of other qualified quotations will be computed as follows: Financial score = 100 x Lowest price/price of relevant quotation.

**Final evaluation score**

The quotations will be ranked according to the combined Quality Evaluation and Financial Evaluation scores using the following weights: T = Quality evaluation weight, 50%; F = Financial evaluation weight, 50%

Final score = 0.5 x T (Technical score) + 0.5 x F (Financial score)

**Award of contract**

Award will be made to the company whose quotation achieved the highest combined technical and financial score. If the final score is equal between two bidders, the score of quality will prevail.
Section 2 – Quotation Forms
(Complete and sign the Quotation Forms and Section 2 Additional Requirements)

Section 2 – A QUOTATION SUBMISSION FORM
Date: (Bidder to insert the date)

RFP No. KMO- RFP- 2021 – 02; Designing of Heemat Magazine

To: Swedish Committee for Afghanistan
    Kabul Management Office

Dear Sir/Madam:

We acknowledge receiving your RFP Documents and its accompanying attachments. We, the undersigned, have examined the same and offer to provide the Designing of Heemat Magazine that conforms with your RFP.

We agree to abide by this quotation for a period of 90 calendar days past the deadline for the receipt of quotation as specified in RFP. Our quotation shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept the lowest or any quotation that you may receive.

__________________
(Bidder to insert name and signature of duly authorized representative)
General Information

1. Name of Bidder: 

2. Street Address: Postal Code: 

3. P.O. Box and Mailing Address: 

4. Telephone Number: 

5. Fax Number: 

6. E-mail address: 

7. www Address: 

8a. Contact Name: 

8b. Contact Title: 

9. Type of Business: 

10. Year Established: 

11. Number of staff employed: 

### CONSULTANCY COST/PRICE SHEET

<table>
<thead>
<tr>
<th>Items</th>
<th>Unit</th>
<th>Qty</th>
<th>Unit Price per issue (AFN)</th>
<th>Sub-total (AFN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultancy firm fees for designing of Hemmat magazine (24 pages including cover page) for the year 2021</td>
<td>Per issue</td>
<td>3</td>
<td></td>
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</tr>
<tr>
<td>Total</td>
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<tr>
<td>Comments:</td>
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Note: SCA will deduct applicable tax from your payment as per Afghanistan government tax law.