**Migrant Resource Centre (MRC) Tajikistan: Call for Proposals (CfP) incl. Terms of Reference (ToR) for web graphic design**

1. **Background**

The International Centre for Migration Policy Development (ICMPD), an international organisation with its headquarters in Vienna, Austria, is implementing the project entitled ‘Improving Migration Management in the Silk Routes Countries’. The project overall objective is to maximise the development potential of migration and mobility within the Silk Routes region and towards major labour receiving countries as well as to establish comprehensive national responses to migration and mobility with full respect to human rights and protection of migrants.

One of the project components is to establish Migrant Resource Centres (MRCs), aimed to provide accurate and timely information on safe and legal migration, referral and counselling, as well as raising awareness on irregular migration and the related serious risks.

This document describes the Terms of Reference for providing web design services for a website related to migration in/around Tajikistan, as well as the graphic design of the visibility items for MRC Tajikistan. Interested Tajikistan-based service providers are requested to reply to this Call for Proposals with a detailed and convincing proposal.

The website to be designed is that of the Dushanbe-based Migrant Resource Centre (MRC) which aims to inform potential migrants about the opportunities for legal migration as well as the dangers of irregular migration. The MRC in Dushanbe will have hence the role to support the development of a knowledge base on migration related issues relevant to migrants at all stages of migration and its changing trends, along with enhancing capacities of the stakeholders in raising awareness on migration and its risks and costs. The main target groups for the MRC are outgoing, intending, potential and returning migrants and their families. In addition, target groups include the national government authorities in Tajikistan, which have primary roles and responsibilities in implementing migration-related policies, programmes and services.

The status and planning of the MRC Tajikistan’s digital engagement is as follows:

1. The MRC Tajikistan has reserved the domain [www.mrc-tajikistan.org](http://www.mrc-tajikistan.org) for its web presence
2. In addition to a website, other digital channels will be envisaged and will need to be integrated in the website. For the time being the following are considered:
   a. Facebook
   b. Vkontakte
   c. Odnoklassniki
3. Furthermore, the MRC shall be reachable via phone.
4. Other possible channels such as WhatsApp, Viber and Telegram are also envisaged.
Interested parties to participate in this Call for proposals can be both, individuals or agencies.

2. Tasks

It is expected that the service provider conducts the following main tasks and produces the related deliverables:

1. Design the website in responsive design:
   a. Laptop version
   b. Mobile phone version

   In collaboration with ICMPD team and a website hosting and development agency which will use the final graphic design for developing the website in multiple languages, ensure timely incorporation of feedback and delivering graphic design updates.

2. Develop a customised graphics guidelines in documented form for MRC Tajikistan

3. Design of MRC materials including the visibility items for both print and online promotion. The items may include:
   a. MRC visibility items: notebooks, folders, posters, pens, table calendars, planner, mugs, memory sticks;
   b. MRC informational material: fact sheets, flyers, brochures, booklets, standees (roll-ups), banners;
   c. MRC documents: annual reports, country profiles and other documents as requested;

The sections b. and c. may include in total up to 15-16 different types in EN/RU and TJ language. The supplier is requested to ensure visual consistency of the brand across all the above stated touch points. Improve and edit art-work, photos, charts and other graphic elements and effectively collaborate and brainstorm for creative solutions with the project and MRC teams.

Website graphic design brief

The following section describes the principles and specifications of the website that is envisaged, as follows:

a) Languages: The MRC Tajikistan website shall be a website in three languages, namely Tajik, Russian and English.

b) A one-page solution is envisaged. Please have a look at www.mrcafghanistan.af It provides a concrete idea of the website we aim to build.

Look & feel

   c) The website shall follow the colour scheme of the project “Improving Migration management in the Silk Routes countries” below.

   d) It shall also aim to identify and use one or more typical design features of Tajikistan i.e. a typical Tajik pattern or alike.

   e) As shown in the example of the MRC Afghanistan at www.mrcafghanistan.af photos from Tajikistan and Tajik migrants shall play a prominent role. Therefore, the service provider could
suggest using authentic high-quality pictures with further transferring the rights of ownership for the pictures to ICMPD, to be used during the development of the design.

Primary colours

These are the colours that should be used first in most communication products, and thus comprise the primary colours of the official ICMPD colour palette.

The colour codes are defined as numeric values in the CMYK and RGB referencing systems.

<table>
<thead>
<tr>
<th>Green</th>
<th>Green 75%</th>
<th>Green 50%</th>
<th>Green 25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>60/24/95/7</td>
<td>45/18/7/5</td>
<td>30/12/48/3</td>
</tr>
<tr>
<td>RGB</td>
<td>18/148/53</td>
<td>155/171/98</td>
<td>190/198/149</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Orange</th>
<th>Orange 75%</th>
<th>Orange 45%</th>
<th>Orange 30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>0/36/98/0</td>
<td>0/16/44/0</td>
<td>0/11/29/0</td>
</tr>
<tr>
<td>RGB</td>
<td>255/195/84</td>
<td>255/220/150</td>
<td>255/231/193</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grey</th>
<th>Grey 65%</th>
<th>Grey 40%</th>
<th>Grey 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>43/21/20/70</td>
<td>26/20/13/45</td>
<td>16/12/8/28</td>
</tr>
<tr>
<td>RGB</td>
<td>97/99/101</td>
<td>131/132/139</td>
<td>175/176/182</td>
</tr>
</tbody>
</table>

Secondary colours
Technical specifications and dimensions

f) Specifications of the dimensions are as follows:

- one-page solution
- responsive design
- CMS: Joomla
- The website development agency is currently using Bootstrap 3, soon Bootstrap 4 for site building [https://getbootstrap.com/docs/3.4/css/#grid-options](https://getbootstrap.com/docs/3.4/css/#grid-options)
- Desktop design in 1920 pixel width. The content container can be either fluid (full width) or 1170 pixels (Bootstrap 3 LG size) with the possibility of full-width background (see example further below)
- Mobile design for 320 pixel or 360 pixel screen width (depending on which is more common in that country) (see examples further below)
- Once the content / texts are final, please use the final texts, and not “lorem ipsum …”

This CFP requests interested service providers to include some reference projects of already existing websites they have designed in their proposal.
Example of the desktop design

Examples of the mobile design
3. Deliverables

This CfP requests interested service providers to develop and ensure the following deliverables: MRC Tajikistan website responsive graphic design, mobile and desktop versions; a customised graphics guidelines; and graphic design of other MRC materials.

The key deliverables are:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>1. Provide a concept of the graphic design of the mobile and desktop versions of a one-page webpage design in three languages with a detailed explanation of the features, including several versions of national graphic patterns that could appeal to the target audience</td>
<td>Within one month from start of the contract</td>
</tr>
<tr>
<td>2. Upon received feedback from ICMPD finalise the graphic design of the webpage and provide the web-development company with the final versions of the files to be used for web-development</td>
<td>Within two months from start of the contract</td>
</tr>
<tr>
<td>3. After development of the webpage mock-version by the development company finalise fine-tuning of the design in close cooperation with ICMPD, development company and national stakeholders (beneficiaries).</td>
<td>Within three months from start of the contract</td>
</tr>
<tr>
<td>4. Develop a customised graphics guidelines in documented form for MRC Tajikistan</td>
<td>Within four months from the start of the contract</td>
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<tr>
<td>5. Graphic design of MRC materials including the visibility items for both print and online promotion. The items may include: a. MRC visibility items: notebooks, folders, posters, pens, table calendars, planner, mugs, memory sticks; b. MRC informational materials (up to 10 items in EN, TJ and RU languages up to 4 pages): fact sheets, flyers, brochures, booklets, standees (roll-ups), banners; c. MRC documents: annual reports, country profiles and other documents as requested (3-4 docs up to 5 pages, e-newsletters and 01-02 docs up to 20 pages, annual reports)</td>
<td>Within 1 year from the start of the contract based on the need and resources and availability of funds.</td>
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</table>

4. Reporting lines

On a bi-weekly basis during the first three months, the service provider shall report to the ICMPD Silk Routes project implementation team on the progress, updates, issues and challenges on the webpage design development if available, and recommended actions to address them.
5. **Qualifications and Experience**

The interested service provider should provide both, a technical and a financial proposal (RFQ form further below) for the services described above. Technical proposals shall be convincing and may include elements which provide information about your qualifications and experiences such as CVs of the involved experts, a detailed list of reference projects or alike.

6. **Duration and location**

The location of the service provider is flexible (preferably Dushanbe-based service providers). Should COVID19 outbreak impose any restrictions to travel or specific activities required for the web page design works, the provider might consider alternative methods with prior consultation and further approval from ICMPD.

Target timeframe: The duration of this assignment is 3 months for the webpage design: June 2020 - August 2020, and 1 year in total for the graphic design of visibility items, with the workdays provided to be distributed appropriately over this period.

7. **Submission of offer**

Tenders shall submit an offer in English containing the following:

**a. Understanding of the assignment**

This part should summarise the most important aspects of the assignment as perceived by the tenderer. You may provide any comments on the ToR, which you might have.

**b. Approach and methodology**

In this part, the tenderer should explain the way in which it is proposed to perform the described tasks. This entails a clear description of the methodology that the tenderer proposes to use, including a rough working plan explaining the way in which it is proposed to perform the assignment, in line with all relevant specifications of the call. It should include a description of the tasks, an indicative work schedule and of the resources that will be used to carry out the design of the webpage.

**c. CVs**

This part must include the curriculum vitae of the staff members and experts who will actually perform the tasks of this assignment. In particular, it must be demonstrated that they have the necessary skills to perform all tasks as well as the qualifications outlined in the ToR. The CVs should be no longer than 3 pages. In addition to the individual CVs, the supplier will also submit a maximum two-page narrative background information about the organisation/company/individual. In particular, the tenderer must demonstrate the necessary skills and qualifications to perform the tasks, as the best examples of already completed similar work.

**d. Budget**

The overall budget of the assignment cannot exceed (the equivalent of) **EUR 2300**.

**e. Request for Quotations**
The tenderer must fill in the Request for Quotation form (available below) with the offer. The form must be signed and dated.

8. Deadline and additional information

Persons interested in this assignment must submit an offer not later than 31 May 2020, close of business, to the following e-mail address: Roman.Makukha@icmpd.org

Offers must be signed by the tenderer or his duly authorised representative.
The contract will be awarded according to the following criteria:

- Clarity and presentation of the proposal = 10%
- Appropriateness of qualifications and related experiences (reference projects) = 20%
- Proposed methodology = 10 %
- Price offered = 60%

The contract will be awarded to the most economically advantageous tender according to the ‘best quality-price ratio (60-40)". Successful tenderer will be informed of the result on or before 10 June 2020. The needs assessment is expected to commence in June 2020. Tenderers will be informed by 10 June 2020 whether their offer has been accepted or rejected.
REQUEST FOR QUOTATIONS
Migration in Tajikistan: Digital communication and graphic design

To:

Company name:  
Contact person:  
Address:  
e-mail:  
Telephone:  
Fax:  

Reference:  
Call for Proposals for a digital communication consultant & photography

Services to be procured:  
MRC Tajikistan web design

Deadline for submission:  
31 May 2020

ICMPD hereby invites you to submit your quotations for the following services as per conditions stipulated below and in the preceding Terms of Reference.

Services: MRC Tajikistan web design

<table>
<thead>
<tr>
<th>Type of services</th>
<th>Price in EUR (with VAT) or in local currency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Development of a web-page design</td>
<td></td>
</tr>
<tr>
<td>2. Develop a customised graphics guidelines</td>
<td></td>
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<tr>
<td>3. Graphic design of MRC materials*</td>
<td></td>
</tr>
<tr>
<td>a. Design of visibility items</td>
<td></td>
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<tr>
<td>b. Design of IEC materials</td>
<td></td>
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<tr>
<td>c. Design of MRC documents</td>
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<tr>
<td>4. Other costs (if applicable)</td>
<td></td>
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</tbody>
</table>

*Companies interested in offering production and printing services for the items indicated in section 3 (a-c) are required to submit a separate offer from the design offer including the prices for production (3.a – each item separately in the amount of 500 and 1000 copies) and printing (3.b. and 3.c. in the amount of 1000 copies of Flyers/brochures = specifications: A4, double sided, four colour). Final quantity / printing rates for each product is agreed between the service provider and ICMPD as and when required.

Conditions
All prices should be VAT included and include all other taxes

Please specify:
<table>
<thead>
<tr>
<th>Validity of quotation</th>
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<tbody>
<tr>
<td>Cancellation Policy</td>
<td></td>
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<tr>
<td>Payments Conditions</td>
<td></td>
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<tr>
<td>General conditions</td>
<td>To be annexed if any</td>
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</tbody>
</table>

**Other comments**

**Vendor’s declaration:**

*By submitting this offer the undersigned authorised representative confirms to be free of any conflicting interests and to adhere to ethical behaviour and anti-corruption practices.*

**Signature/Name**

________________________________________

**Position/Organisation**

________________________________________

**Date**

________________________________________
Submission of offers

The offer should be sent in English, signed by an authorised representative, dated and stamped. If sent by e-mail please scan the signed offer.

Submit your offer by returning the filled form together with your technical proposal to:

<table>
<thead>
<tr>
<th>ICMPD (International Centre for Migration Policy Development)</th>
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</thead>
<tbody>
<tr>
<td><a href="mailto:Roman.Makukha@icmpd.org">Roman.Makukha@icmpd.org</a></td>
</tr>
</tbody>
</table>

If you have any further questions please e-mail: Roman.Makukha@icmpd.org