



Terms Of Reference

Service: Consultancy for Public Relation for National Social Protection Agency

Type of Contract	Service Contract (Firm)
Duration	3 months

Background

The National Social Protection Agency (NSPA), formed under the National Social Health Insurance Act on 27th August 2008 is mandated to administer the National Social Health Insurance Scheme and by an executive order under the same act mandated to conduct social protection programs identified by the government of Maldives. NSPA is also the agency responsible for regulating and conducting Social Protection programs under the Social Protections Act.

Objectives:

NSPA is seeking a professional agency with expertise in both written and visual content creation to increase public awareness on NSPA services and digitalization of NSPA's applications on oneGov platform. The firm will provide Public Relations (PR) support to immediately help NSPA formulate communication plan / strategy for information dissemination under the guidance of the Management and to develop materials to create awareness on NSPA's mandate, current work on digitalization and will work closely with all relevant sections and the relevant staff of the agency.

Cumulative analysis

The proposals will be evaluated using the cumulative analysis method with a split 60% technical and 40% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below: When using this weighted scoring method, the award of the contract may be made to the individual/firm whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.
 - Technical Criteria weighting; 60%
 - Financial Criteria weighting; 40%

Criteria	Points	Percentage
Required Skills and Expertise		15%
<ul style="list-style-type: none"> • Project coordination & client engagement (managing timelines, communication, approvals) 	2.5	
<ul style="list-style-type: none"> • Video production & editing (e.g., filming, post-production, audio-visual integration) 	2.5	
<ul style="list-style-type: none"> • Graphic design & illustration (e.g., branding, digital assets, layout design) 	2.5	
<ul style="list-style-type: none"> • Animation & motion graphics (2D/3D animation for explainer videos or social media) 	2.5	
<ul style="list-style-type: none"> • Scriptwriting & storyboarding (narrative development, messaging for PR and media) 	2.5	
<ul style="list-style-type: none"> • Public relations & media communication (press releases, campaign messaging) 	2.5	
Experience and Competencies		45%
<ul style="list-style-type: none"> • Minimum of 3 years of combined experience in multimedia production and public relations 	10	
<ul style="list-style-type: none"> • Minimum 3 projects in the field of media relations/ Public Relations/ Mass Communication 	10	
<ul style="list-style-type: none"> • Proficiency in industry-standard software and tools 	10	

