

TERMS OF REFERENCE



CONSULTANCY: REQUEST FOR PROPOSAL FOR PROMOTIONAL PRODUCTS
FOR HUMAHANG (IN HARMONY) PROJECT

Posted date	Mar 29, 2024	Last date to apply	April 10, 2024 TBC
Country	Pakistan	Location	Islamabad
Type of Services	Consultancy (contractual)	Category	Communication (Printing)
Position	1	Tentative commencement date of services	April 16, 2024 TBC
Level of Efforts			
Proposals / applications to be submitted in sealed envelopes to House 55, Street 690, G-13/3, Islamabad			

ABOUT CPDI

The Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan and a not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered under Section 42 of the Companies Ordinance, 1984 (XLVII of 1984). It seeks to inform and influence public policies and civil society initiatives through research - based advocacy and capacity building to promote citizenship, build peace, improve governance, and achieve inclusive and sustainable development. Areas of special sectoral focus include promoting peace and tolerance, police reforms, right to information, strong local governments, climate change and mitigation, transparency in governance, democratic values, rule of law, accountable governance in the country and public health initiatives.

ABOUT THE ASSIGNMENT

1. BACKGROUND

HumAhang (In Harmony) aims to strengthen citizen engagement in governance to advance peace, social cohesion and effective disaster management by responding directly to USAID's objectives: "effectiveness of citizen-led interventions strengthened", and "government responsiveness to citizens' concerns improved" for more peaceful and resilient communities in the target districts of South Punjab and North Sindh.

HumAhang (In Harmony) wants to develop promotional items to support our Citizen's Engagement Program. These promotional products will be utilized during various events, seminars, and training sessions to effectively raise awareness of our project and enhance public engagement. Our primary objective is to promote our initiative, garner publicity, and

foster community involvement. We invite interested suppliers to submit their quotations along with detailed specifications and delivery timelines. Please note only printing/production of promotional products is required.

2. KEY TASKS

- Tea Coaster Acrylic with Printing 5mm size 3.5x3" Quantity 1000
- Water Bottles Quantity 1000
- Sashes Quantity 1000
- Fridge Magnet size 2.5x2.5" Quantity 1000
- Gift box for the magnet Quantity 1000
- Fabric/Paper bag 10.5x8.5" Quantity 1000

3. REQUIRED QUALIFICATION AND EXPERIENCE

We are looking to hire a registered company that has experience of printing and producing promotional communication products for USAID and/or USAID funded projects. To qualify for producing and printing promotional products for the HumAhang (In Harmony) the printing firm must possess a set of required qualifications and experience. The firm/vendor must be GST registered and have NTN number.

The firm should have demonstrated expertise in production and printing of promotional products including but not limited to flyers, brochures, banners, and branded merchandise. A comprehensive understanding of printing techniques, materials, and design principles is essential. The firm should also have a track record of delivering high-quality products within designated timelines and budgets.

4. HOW TO APPLY:

The applicant must send in a hard copy of colored presentation of previous samples produced of similar products. It is highly desirable, if the applicant is able to send in a few samples of similar products earlier to determine the quality. The Firms should submit a *financial quotation* (mentioning the name of assignment in subject: Request for Quotation for Promotional products for HumAhang (In Harmony) Project. The quotation should be inclusive of applicable taxes and work-related logistical costs (i.e., travel/ lodging, incidentals, etc.), as required for assignment related activities and meetings at CPDI offices. No expense claims will be entertained/paid by CPDI.

*Late submissions will not be entertained.