

Terms of Reference (ToR)

For Supply, Installation and Maintenance of Billboards

Purpose of the assignment

To increase the awareness of common people regarding importance of measuring weight of 0-59 months old children and IYCF practices. Total twenty five billboards will be erected with maintenance support of one year in different four Upazilas. Upazillas are: (1) Muladi, under Barisal district, (2) Nakla, under Sherpur district, (3) Kulaura, under Maulavibazar district and (4) Satkania under Chittagong district. The billboards are targeted to create a mass publicity on nutrition practices. These billboards will be government property and they will do necessary maintenance after one year.

Objectives

The objectives of the assignment are to capture –

- All basic elements of Nutrition practices with special focus on regular weight measurement of 0-59 month children and IYCF practices among 0-23 month children.

Scope of work

- 25 billboards design, print, site selection, supply, installation, maintenance and management

Duration

Initially April 2015 to March 2016

Site selection for Billboards

Visit 25 locations to identify at least 3 sites for each location to install billboard and have to submit the photographs to save the children to select one for each site. The billboards will be erected in following manner

	Upazila Health Complex	UH&FWC	Community clinic	Tea Garden	Others	Total
Satkania	1	1	2	0		4
Kulaura	1	1	1	12		15
Muladi	1	1	1	0		3
Nakla	1	1	1	0		3
Total	4	4	5	12		25

Warranty & Maintenance of Billboards

Necessary maintenance or replacement for one year which will include the following:

- Identifying color distortion/variation
- Removing dust, posters, banners and any other obstruction in monthly basis
- Repairing the boards within one month of damage by natural calamities or any other incidents
- Replace new board within one month of theft (if happened)
- Replace new PVC within one month if damaged or peel of PVC



Specification of Billboards:

Size	: 12 feet x 8 feet = 96 sft
Structure	: Angle – 1.5"x1.5" and 2"x 2"
Board	: 22 Gaze steel galvanized sheet
Print	: Digital Print on PVC
Back and angle color	: Gray+Red Oxide+Primer+2 Coat paint
No. of span	: 3 (three) Angle Structure frame
Height (Ground)	: 7 feet (depending on the strength) – Ground Clearance, 100% clearly visible without obstacle

Specification of Materials:

- 2" X 2" MS Angle (4mm)
- 1.5" X 1.5" - MS Angle (3mm)
- Plane sheet (22 Gaze)
- Civil work (12 cft)

Timeline:

45 days from the date of agreement.

Deliverables

25 billboards (print, erection, management and 365 days visibility) at (1) Muladi, under Barisal district, (2) Nakla, under Sherpur district, (3) Kulaura, under Maulavibazar district and (4) Satkania under Chittagong district

Mode of Payment

Payment will be made in 2 phases as follows:

- 50 % after successfully completion of the delivery & installation of the billboards
- Rest 50 % after three months from the date of successfully completion of delivery and Installation of the billboards.

Performance Security:

10 % of the total purchase order amount to be deposited by the awarded firm in favor of Save the Children International as a performance security in a form of Pay Order/DD (in the time of signing the contract) which is refundable after one year from the date of successful delivery and satisfactory feedback from user. Failure to deliver the goods on time and necessary maintenance of the billboard will lead to forfeiture of the submitted performance security.

Terms and conditions

- All the photograph for using in the design will be provided by Save the children
- All 25 billboards must be erected and displayed by 45 days from the date of agreement
- Additionally any damage would be responsibility of the agency
- Damage due to unprecedented natural disaster will be equally shared
- The individual/advertising agency will be abided by other terms regarding Anti-Terrorism Financing Debarment, Suspension, Ineligibility and Voluntary Exclusion certification, etc.
- All local and Govt. permission and charges will be borne by agency.



- g) Save the children reserves the right to accept or reject any proposal without giving any verbal and or written rationale whatsoever
- h) All the designs or any other related materials provided by Save the children under the agreement cannot be shared, sold, used or produced by any means without the prior permission of Save the children
- i) The written consent from Save the children will be required to utilize the artwork or any other related matters for/by any other purposes or institutions
- j) Save the children reserves the right to monitor the quality and progress of the work during the assignment
- k) Failure of producing outputs exceeding deadline will result penalty as per the existing policies of Save the children.

Contact person for this assignment is **Dr. S.M Munavir Yusuf**, Deputy Manager, Tackling Childhood Malnutrition Project, save the children.

