



Empowered lives.  
Resilient nations.

**Micro Enterprise Development Programme (MEDEP) IV**  
**GON/MOI/UNDP**

Terms of Reference (TOR)

For

**Designing and Printing of the Micro-Entrepreneurs' Products PORTFOLIO**

April 2018

**Part A**

**Title of the Service required:**

**Designing and Printing of the Micro-Entrepreneurs' Products PORTFOLIO**

**Budget line:**

Activity 1.2.4: Produce and distribute knowledge management materials (Annual Work Plan, 2018)

**1. Background**

In partnership with UNDP, the Government of Nepal (GoN) initiated Micro-Enterprise Development Programme (MEDEP) in 1998 aiming to diversify the entrepreneurship development and thereby alleviation poverty of the people living below the nationally defined absolute poverty line. MEDEP is running last year of phase IV (August 2013 to July 2018) and exit by July 2018. The Department of foreign Affairs and Trade (DFAT) of Australian Government is generously providing resources through UNDP to implement MEDEP phase IV. In this changing context and recommendation by some studies such as MEDEP Mid Term Evaluation by NPC, MEDEP is facilitating to support MoI/GoN to implement MEDPA.

**2. Rationale**

MEDEP has been working since 1998 and its results and impacts on alleviating poverty, creating employment and overall livelihoods improvement of the target groups was really encouraging. Programme has completed different studies on different aspects of the programme. MEDEP has a plan to handover all documents to the Government of Nepal that reflects the impact of Micro-entrepreneurship in particular and its contribution to the national economy in overall. Printed documents are very important to act as evidences for policy influences. So this MEDEP's Product catalogue publication was designed for the same such as market linkage of MEDEP products and individual impact/life changing turns after MEDEP's intervention, Impact on policy influence, GESI mainstreaming in the programme and MEs sustainability.

**3. Objectives**

The main objective is to design and print the 'Micro-Entrepreneurs' Product Portfolio'.

**4. Scope of Work**

There are some specific tasks to be accomplished for the above objectives and these are as follows:

4.1 Specification of Design

- Inner design of 12 different products, including their production reflection in Map at district level
- Inserting text, designing and placing appropriate pictures
- Designing foreword pages and inserting signed letters and texts
- Providing detail coverage of MEDEP and MEDPA in Map
- Inserting and designing the information about MEDEP products available in Kathmandu
- Inserting and designing the information about 51 DMEGA & seven PMEGA
- Finalizing the catalogue in a printable outlook

4.2 Title of Product: (tentatively) "Micro-Entrepreneurs' Products PORTFOLIO"

Printing specifications are as follows;

- Size 11X8.6 inches Landscape
- Quantity: 200
- Pages: 72, 16 + 4

- Paper Inside: 185 P/B, Nepali Paper
- Cover: 253 P/B Print: All color
- Bind: Perfect

4.3 The Catalogue will be published in one language (English).

4.4. Upon completion of the designing and printing, the Printer will be responsible for delivering 200 copies of the Catalogue to the MEDEP (NPSO, Dhobighat, Lalitpur Nepal), the tentative timeline delivering of the book is 20 May 2018.

## **5. Outputs**

Major outputs of this designing and printing are as given below:

- a. Design the MEDEP product catalogue
- b. Print 200 copies of Catalogues
- c. Deliver 200 printed copies of Catalogues to MEDEP Office by given timeframe.

## **6. Deliverables**

The selected printing form/company shall be required to design and print and deliver 200 copies of catalogues.

## **7. Inputs from UNDP/MEDEP**

The Consulting Firms shall work under the direct supervision of National Programme Director through National Programme Manager in close consultation with Chief Technical Advisor. MEDEP management team and senior Intervention Coordinator including communication and Documentation Specialist (CDS) and other professionals will provide support as and where needed and will periodically monitor the progress of the work undertaken by the consultants.

## **8. Intellectual Property**

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to the client, who the Consultant/Consultancy firm may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of the Client who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of the Client in line with the national and International Copyright Laws applicable.

## **Part – B: Cost estimate/ remuneration**

The Consulting Firms will submit the estimated cost and remuneration and the final decision will be done as per the UNDP/MEDEP's guidelines and norms.

## **Part – C: Qualification required of the organisation are as given below:**

### **1. Qualifications, competencies of consulting firm/Organization**

The proposed Firm/organisation should have prior experiences in designing and printing. The following are qualification requirements of the consulting firm/ organization:

- a. The Consulting Firm/Organization should be registered with Government of Nepal with updated registration and tax/VAT registration renewal.
- b. The Consulting Firm/Organization should have minimum 2 years of related experiences.
- c. Preferred 5 and above years of experience working in similar field.
- d. Extensive experience in producing development work related printing materials for international organizations with the aim of reaching both local and international audiences.
- e. Experience in working with local and international organizations.
- f. Local Knowledge of the all provinces in Nepal particularly MEDEP project areas.
- g. Excellent technical capacities in designing and printing.
- h. Additional experience in development communication will be an added advantage.

The consulting firms/Organization that would like to apply for the assignment should submit the following sets of documents in sealed envelopes as given below:

- A. **Technical Proposal:** Letter of Interest, stating why you consider you/your firm suitable for the assignment. (Optional)
- B. **Financial proposal** indicating printing fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- C. Include a copy of Firm/Organization registration certificate, VAT registration certificate and Tax clearance certificate with the sealed quotation.

**2. Time frame**

The assignment will be completed within **20 days** after the signing of the contract and submit the final draft of the book within **—15 days—** of contract signed. The consultant/firm shall propose a realistic work plan for this timeframe and or/schedule.

**Prepared by**

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