



Request for Proposals - Consultant Services

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| Solicitation Title: | Visual Illustrations, Design, and Editing of a 105-page Manual |
| Solicitation Number: | ZHI.RISE.2024.07.381 |
| Submit Proposal to: | procurement@zhi.org.zw |
| Date of Issue of RFP: | July 10, 2024 |
| Date Proposal Due: | July 18, 2024, by 1700hrs |
| Approximate Timeframe Consultant Contract Issued to Successful Candidate(s): | July 25, 2024 |

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| Method of Submittal: |
| Respond via e-mail with attached document in MS Word / pdf format. The Consultant agrees to hold the prices in its offer firm for 60 days from the date specified for the receipt of offers unless another time is specified in the addendum of the RFP. |

About ZHI

Zimbabwe Health Interventions (ZHI) is a not-for-profit human development organization which is registered as a Private Voluntary Organization PVO Number 17/22. ZHI's mission is to develop and deliver innovative and sustainable high impact integrated health interventions with local communities while working with and strengthening existing institutions. ZHI is currently implementing the Re-Ignite Innovate Sustain and Empower (RISE) program which is a five-year (October 2021 – September 2026) United States Agency for International Development (USAID) funded program. The RISE Program is one of the President's Emergency Plan for AIDS Relief (PEPFAR) funded programs through USAID that aims to disrupt the main drivers of HIV risk for adolescent girls and young women (AGYW) in Zimbabwe using a proven approach called Determined, Resilient, Empowered, AIDS-free, Mentored, and Safe women (DREAMS). The RISE Program is largely a community-based intervention with a lot of demands and expectations.

1. Background

The DREAMS-RISE program's contribution to health outcome is delivered through customized interventions that address multiple intricate challenges affecting AGYW aged 10-

24 years to include ABYM. The DREAMS-RISE Program is currently seeking a Consultancy to provide visual illustration design and editing for the **Positive Male Engagement Model Manual for the DREAMS-RISE program**. The proposed model is aimed at strengthening the capacity of community development agents and community leaders to engage in dialogues to deliver behavioral change messaging. The approach is targeting men and boys to bolster actions and commitments that demystify negative masculinity and promote positive behaviour change. This consultancy will provide the expected deliverable within the stipulated and agreed timeframe.

2. Scope of Work

The overall goal of the consultancy to provide quality graphic design services, editing and design for a 105-page **DREAMS-RISE Positive Male Engagement Model Manual** based on the content and guidance provided by ZHI. The manual document requires a branded cover page that will meet the branding and marking plan of the program as well as visual illustrations that will match the contextual landscape regarding HIV & sexual prevention and transformative gender approaches. The consultancy service will also include layout design to enhance messaging and visuals for the intended audience.

3. Target Audience

The manual will be used as reference tool for program staff, facilitators, and community leaders.

4. Expected Deliverables:

The consultant(s) is expected to provide visual illustrations designs and editing that will meet the needs of the DREAMS-RISE program to achieve the above-mentioned purpose. The expected deliverables will include.

- ✓ Work within branding and marking guidelines to create layouts design and generate soft visuals work and hand drawn sketches for the **105-page manual**
- ✓ Design the required visual in an attractive, engaging and empowering way, making sure it supports the conveyance of the textual content targeting various audiences.
- ✓ Ensure the visuals comply with potential reader friendly formats.
- ✓ Work closely with the Senior Technical Officer -GESI for the assignment.
- ✓ Develop the illustration and graphic designs in a creative manner for **12 sessions**, with the illustrations for each session relevant to content as well as the cover page.
- ✓ Submit final layout/sketches for adoption in the manual
- ✓ Submit a proofread, designed and edited e-version of the **105page Positive Male Engagement Model Manual** ready for print.

5. Duration of the Assignment

The consultant (s) is expected to complete the work within **15 days** of the signing of the contract

6. Qualifications and Experience

The Service Provider should have at minimum a degree in fine arts or a related area and or significant equivalent experience. In addition, the Service Provider should possess the following:

- ✓ 5- 7 years of experience in graphic designing, illustration designing, and documentation of similar development work is strongly required.
- ✓ Verifiable sample of previously developed visual illustration designs.

- ✓ Experience in conceptualizing layouts of the designing, computer generated visuals and hand drawn sketches.
- ✓ Composed and design the training material, manuals, and handbooks.
- ✓ Experience using graphic designing tools like Coral Draw, Adobe InDesign, Adobe Illustrator, Adobe Premier.
- ✓ A compelling portfolio that showcases aesthetic awareness, high calibre drawing skills, and command of multiple illustration styles.
- ✓ A high level of proficiency using illustration tools like Illustrator, Photoshop, Procreate, and Affinity Designer.

Additional requirements for Company Applications include:

- ✓ Certificate of incorporation
- ✓ VAT and Tax Clearance Certificate

7. Evaluation and Selection Criteria

Service Providers/firms/organizations are required to have expertise and a minimum of 5 years of experience in the following:

- ✓ Proven experience in compelling portfolio that showcases aesthetic awareness, high calibre.
- ✓ Drawing skills, and command of multiple illustration styles an asset.
- ✓ Ability to collaborate with external partners and external subject-based experts.
- ✓ Proven record in meeting tight deadlines.
- ✓ Experience in documentation of similar development work is strongly required.
- ✓ Verifiable sample of previously developed visual illustration designs.

8. Evaluation and Selection

Selection will be based on “Best Value.” Applications will first be evaluated and scored from a technical standpoint. Applications that are technically acceptable shall then be evaluated in terms of cost. The award shall be issued to the offeror with the highest combined technical and cost score.

| Criteria | Score |
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| Capacity statement and relevant experience of not less than 5 years (Company Profile or individual Detailed CV) that demonstrates the technical expertise and qualifications to handle the assignment. | 10% |
| Technical proposal (2-pager written proposal) – with clear description of the proposed methodology and timeline in addressing the requirements of the TOR. Include names of any subcontractors that you (or the organization) will use to provide the services requested and detail the work that each proposed subcontractor will perform as well as their CVs and biographical data set for each person. | 40% |
| <ul style="list-style-type: none"> - Two (2) samples of similar work done and links if there are any which relates to the previous work and - Three (3) recent organizations where similar services of the consultant have been utilized including contact details and title of the assignment(s). | 30% |
| Financial Proposal (Budget) | 20% |

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| <ul style="list-style-type: none"> ✓ Please include a breakdown of daily rate(s), and all related costs and applicable taxes. <i>Proof of previous income to justify the rate will only be requested from the Service Provider receiving the contract</i> ✓ Any rate(s)/costs not included in your proposal will not be accepted after the selection process. ✓ Indicate payment terms | |
| Total | 100% |

9. Payment conditions.

Payments shall be made directly to the vendors’ Nostro bank accounts, subject to applicable taxes, after approval by Executive Director or his/her designate.

10. Proposal Submission Requirements:

Qualified individuals/organizations with the experience, skills and expertise in the above assignment should submit their bids to ZHI on procurement@zhi.org.zw no later than **18 July 2023, 1700hrs CAT**. Please indicate the title of this consultancy in the subject line, **“Consultancy for visual illustration design and editing of the manual titled ‘Positive Male Engagement Model’”**

11. Terms and Conditions

- ✓ ZHI reserves the right to eliminate bids deemed not to be in the best interest of ZHI and award the contract to the bidder whose submission is in the best interest of the organization.
- ✓ ZHI reserves the right to accept or reject any proposals received at any time, without thereby incurring any liability to the affected bidder(s) or any obligation to provide information on the grounds for the action.
- ✓ ZHI reserves the right to enter into agreements not specified herein. All responses must be received on or before the deadline of submission date.
- ✓ Incomplete proposal submissions that do not comply with all specifications will be rejected.
- ✓ ZHI does not require payment at any stage of the processes of submitting bids from prospective applicants. Furthermore, in no event shall choosing a Service Provider for presentation, negotiations, or otherwise be construed to create any legal obligations on the part of ZHI.
- ✓ ZHI is an equal opportunity and affirmative action employer.