

## **Expression of Interest**

### **Development of Activity Report for the fiscal year of 2017-18 (Text Content Development, Photography, Design and Publication)**

Dushtha Shasthya Kendra (DSK) is a non-government development organization (NGO) working to eliminate poverty of the targeted poor Bangladeshi population in selected hard-to-reach remote areas of the country. In Bangladesh, DSK was registered with Department of Social Welfare (Dha-02273) in 1989 and with NGO Affairs Bureau (No 577) in 1991. DSK received a license of Microcredit Regulatory Authority (MRA No 02100-01985-000369) in 2009. Depending on the geographic locations DSK's activities have been generally classified as urban and rural. The urban program has been based in Dhaka, Chittagong, Gazipur, Khulna, Netrakona, Mymensingh, Narsingdi, city corporations and towns. The rural development program is based in Barguna, Bagerhat, Gazipur, Jessore, Kishoreganj, Narshingdi, Netrakona, Narayanganj, Sunamganj and Satkhira districts.

Slum dwellers and low income communities are target project participants in urban and rural areas. DSK targets to cover hard-to-reach poor and extreme poor households. In addition, DSK is active in urban slums, Haor (wetland) and coastal areas which are recognized as worse poverty pockets in Bangladesh. In urban slums, DSK has been implementing development interventions like-health care, micro credit, water and sanitation, disaster risk reduction, women empowerment, community institution building and non-formal education projects. In coastal districts and wet land (haor) areas it has provided emergency relief, rehabilitation, livelihood restoration, resilience and awareness building and facilitated preparedness building to face disaster risks and community empowerment. In rural areas, DSK also has been extending support through primary and secondary health care, micro credit, non-formal education, water sanitation and women empowerment etc.

DSK is going to publish its annual activity report. In order to do that we are searching for a firm who will be able to edit narrative in BANGLA and English, provide a design (past sample would help us to go for a decision quickly), necessary photo and then print it to DSK's satisfaction within March 31, 2019. DSK is asking to indicate interest and costing for the above.

## Background of the Project

Activity Report of the organization is an important tool to communicate with stakeholders like Donor, Government, INGOs, NGOs, civil society, private sector, financial institution (etc.) about the activity and target achievement of last fiscal year. It is a general source of information about the organization that the external various stakeholders can access. Activity Report contains two major parts, one is projects report and other is financial report. Project reports are developed individually by the project heads of various projects and Financial Report is created by the external audit firm.

Considering the facts of its importance, DSK is looking for external consultant (Organization) which can produce and deliver high quality Activity report considering the quality of textual content, Aesthetics and printing quality. We are expecting a group who have sound knowledge about NGO sector, proficient skill on write up and Aesthetic wisdom of visualization.

## Objectives & Scope of Work

Consultant firm will cover the development and finalization of Activity report text from given project reports and Audit report, Graphic design of the whole publication and high quality printing & publication. For more understanding, brief of earlier discussed issues are given below:

- 1. Text content development:** the project reports which delivered by various individual project heads are the raw source of activity report text. As consultant, you have to compile and concise all those information considering NGO sector context.
- 2. Photography:** All necessary photographs that could enhance communication standard need to be collected from various project locations.
- 3. Designing the publication:** Consultant will confirm high quality graphic designer with aesthetic wisdom to produce high standard publication design for final production.
- 4. Top quality printing of Publication:** Consultancy firm would confirm good quality printing press and professionals to produce high standard and attractive **DSK Activity Report 2018** within the schedule time frame.

Publication specifications are given below:

Items	Specification
Name	<b>DSK Activity Report 2018</b>
Size	8.5" X 11"
Cover	300 GSM Art Card
Inner paper	80 GSM Art Paper
page	80± pages
Binding	Stich & Glue binding
Printing	4 color
Lamination	Matt & Spot lamination / Sticker lamination on cover
Quantity	1000 Pcs
One Dummy copy before final printing	

### **Responsibilities of DSK Team**

Monitor and supervise the work of the consulting firm/team and review progress of the work as well as provide regular content support and feedback.

### **Eligibility of Consultancy Firm/Team**

The consulting firm/team shall have experiences in developing, designing and delivering high quality publication for national & international audience with the following minimum qualification and experience for the submission of proposal.

### **Expected Professional Experience of Firm/Team/Consultant**

- At least 6 (three) years of relevant professional experience in relevant Communication Materials development, Text content development, Publication and printing.

### **Material to be submitted along with the proposal/ presentation**

- Should include clickable and working links to past examples of Publications designed by the consultant/team.
- Profile of the team to be engaged in this assignment (own and/or outsourced, please mention) with specific roles of each individual/firm.
- A high level commercial proposal (cost of man-hour & other remunerations, cost of production under major activity heads along with administrative and logistics costs etc.)



## Contact

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Please submit your proposal on the Firm's Letterhead Pad with sealed Envelope on or before **January 17, 2019, 11:30 am** to the address given below.



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