

Appendix I: Terms of Reference (ToR)

Printing of CARE Bangladesh's Letter Head Pad & Continuation Sheet

CARE Bangladesh is seeking the services of a highly acclaimed professional printer to print the business cards of the CARE Bangladesh staff across Bangladesh

About CARE: CARE is a leading international humanitarian organization fighting global poverty and injustice, with a special focus on working with women and girls. Founded in 1949, CARE Bangladesh is one of CARE's oldest and largest country offices.

Placing women and girls at the centre of our work enables us to tackle the root causes of poverty and inequity amongst Bangladesh's rural and urban populations. Working with over 100 partners and reaching millions of beneficiaries, CARE Bangladesh creates lasting change by strengthening marginalized, excluded and extremely poor communities, building their resilience to shocks and amplifying their voices to influence governance, public policy, and development planning and practices. We work with the government, civil society, and the private sector to implement a holistic program that encompasses livelihoods and household security, health and hygiene, nutrition, governance, small enterprise development, disaster and climate risk reduction and emergency response. This is underpinned by the empowerment of women and girls, because when they are equipped with the proper resources, they have the power to lift whole families and communities out of poverty.

To learn more, visit www.carebangladesh.org

About Project: N/A

Background of the Assignment:

To maintain the uniformity of identity of organization in business cards, CARE Bangladesh is looking for the services of a highly acclaimed professional printer for quality output, to print letterhead page for CARE Bangladesh.

Key Objective of the Assignment

Objectives of Assignment the assignment is to:

- To facilitate printing of important documents (contracts, deeds, policies, memos, instructions, announcements, letters, MoUs, agreements, etc.) on behalf of CARE Bangladesh for formalized official documentation, record keeping, and professional exchange.

Target Audience

Contracting parties, stakeholders, partners, govt. officials, govt. ministries, donors, employees, representatives of other organizations, where CARE Bangladesh exchanges/gives official documentation for official purposes.

Methodology:

- Conduct background study on CARE branding guidelines, CARE Bangladesh activities and use cases for said item.
- Provide few samples of the paper that is currently available in the market and will like to be available in the next 2 years.
- Setting up meetings with Communications Unit and discuss about the paper and printing quality.

Major Activities:

- Print and deliver the Letter Head Pad & Continuation Sheet to CARE Bangladesh's staff across the country in different regional offices.
- Proactively inform CARE Bangladesh if selected paper becomes unavailable in local market.

Specific deliverables:

- Print high quality letter head pads and continuation sheets for the CARE Bangladesh staff across Bangladesh. Design template will be provided by CARE.
- The paper should be in high quality off-white or cream color paper. The design, color, font, placement, text size, spacing, page layout, and materials must adhere to the requirements, and branding guidelines of CARE.
- The specifications are given below, which must be same for all requests.
- Note: No alterations of the design template will be acceptable.
- Delivery to different locations of CARE Bangladesh offices across Bangladesh.
- Following the signing of the agreement between both parties, the winning bidder must obtain approval for the machine proof copy sample from the CARE Bangladesh Communication Unit. The supplier shall be responsible for submitting revised versions of the machine proof copy sample, if required.
- After getting the approval from CARE Bangladesh communication unit, the supplier must adhere to the approved design, color, font, placement, paper weight, and other specifications throughout the agreement period.
- If any change is required due to market instability, the supplier must inform CARE Bangladesh in writing and seek guidance before initiating any work.
- CARE Bangladesh reserves the right to reject any delivery and request for re-delivery if the final deliverable quality doesn't match as per the approved sample and branding guideline.

Specification of Letter head & Continuation:

Size: 11.69" x 8.27"

Paper: 130 gsm Offset Paper (foreign/Korean)

Paper color: Cream

Print: 4 Color Print

Design description: CARE primary orange horizontal logo (orange color code - #F77600 or C0, M66, Y100, K0), with 'Bangladesh' written below it. Below the logo, 'CARE Bangladesh' is written in bold orange, and below it the full address, telephone number, fax, email, and website URL is written in regular black. Font is Roboto. Each line of the text is left-aligned in the same starting position, but the whole block of text and logo is right-aligned. Must follow the alignment, margins, page layout, and positioning on the approved sample.

Packaging: Packed in boxes without folding. The paper can't be folded at any time.

Key Role of CARE

On behalf of CARE Bangladesh, the Communications Unit will supervise the overall design, provide the necessary visual elements such as the standard CARE Bangladesh's business card sample, branding guidelines and templates and support the process until the selection of vendor and is on board. CARE will also provide the delivery locations, quantity, and specific staff information for every individual staff card request.

Agreement Timeline

The work is expected to begin at earliest and should be carried out as per CARE's standard Service Contract Policy, up to 2 years, given that the contract may be extended based on the performance of the vendor. Each different delivery timeline should be no more than two weeks, depending on the delivery location.

Reporting/Co-ordination:

- Until the selection process and agreement signed, the supplier will primarily consult with the Communications unit and supply chain team.
- From signing the contract till the end of the contract, during the service, the supplier will be consulting with respective project personnel/focal according to respective orders.
- The Communications team will provide necessary guidance, as and when required, for all branding related aspects.

Expertise or Specialized Knowledge/Experience Required:

- Minimum relevant working experience should be 3 or more years in professional, high-quality printing work.
- Knowledge and having availability of vast range of good quality off white papers.

Evaluation Criteria: Total marks: 100

Technical offer: 60

Financial offer: 40

Technical Evaluation Criteria:

A	Overall Proposal Suitability	Marks
Physical sample	Paper Quality and Materials: Evaluation of paper quality and choice of materials.	40
B	Previous Work and Awards	
Previous experience	Provide minimum 3 or more client experiences or testimonials or purchase order	20

Financial Evaluation:

Only the participating bidders will be considered for this evaluation, and the lowest bidders will be assigned with full/highest marks that are 40 and the subsequent highest bidders will get proportionate lower score out of 40.

The total score derived from the mentioned proposals (technical and financial) will be the final score out of 100. CARE Bangladesh also reserves the right to cancel, disqualify any proposal without explaining any reason whatsoever.

Sample Submission:

Interested bidders are requested to submit physical sample at CARE Bangladesh Dhaka Office.

Note:

- Interested bidders need to submit physical sample at their own cost. No TA/DA will be provided by CARE Bangladesh.
- All prices should be inclusive of VAT TAX and other relevant charges.
- Physical samples are kept at CARE Bangladesh Dhaka Office.
- Proposed samples should be submitted by vendors by 22nd of January 2026 by 5:00 pm
- Awarded vendors need to submit proof copies minimum 3 times.
- CARE Bangladesh is not bound to accept the lowest quotation and reserves the right to accept or reject any or all quotations without assigning any reason whatsoever.
- CARE Bangladesh reserves the right to select multiple vendors for the multiple goods and products

****Physical sample: Vendors must visit on 21st January 2026 from 12:00 pm to 4:00 pm to inspect the samples at CARE Bangladesh Dhaka Office otherwise samples won't be displayed other than this schedule.**

Application process: If you are interested and feel competent to carry out this very exciting work, please submit sample in given specs and financial proposal in two separate documents:

Technical Offer:

1. Physical sample of paper
2. Documents of previous work experience and awards

Financial Offer:

- Filled up Financial Proposal that outlines the fees and associated costs including govt. circulated VAT & TAX and provide budget notes. The vendor will be assessed based on Cost and Pricing: Comparing competitive pricing options.
- quoted prices must remain valid for a period of two (2) years.
- There will be a provision to adjust prices annually due to market fluctuation and in accordance with any official changes in government tax or pricing regulations. This approach ensures flexibility, aligns with market dynamics, and supports a fair and sustainable long-term partnership.

Terms and conditions for service provider

- CARE Bangladesh reserves the right to preserves right to cancel/terminate/halt this hiring process without showing any justification to the bidder though they have given time and resources to submission of proposal.
- Message to be carried by the production must be approved by CARE Bangladesh.
- CARE Bangladesh reserves the right to monitor the quality and progress of the work during the assignment. [etc.]

Remuneration and Mode of payment:

- In line with the technical and financial proposal, the payment will be made in full of each printed batch, at actual, after receiving expected deliverables, approved by the concerned task manager(s).
- CARE will deduct applicable VAT and Income Taxes at source as per GoB policies and procedures.

Penalty Clause:

- If the supplier/service provider fails to provide the agreed-upon services or fulfils any or all obligations within the timeline specified in the Contract/Purchase Order (PO), the Buyer reserves the right, without prejudice to its other remedies under the Contract, to impose penalties by deducting a percentage of the Contract Price/PO amount as outlined below:
- Total Delay Penalty (% of Contract/PO Value)
- First 5 days 2%
- From 6-11 days 4%
- From 12-20 days 6%
- Above 20 days delay: the termination clause may also be applicable
- Note: **Deduction of the penalty amount will not be applicable in case if any extended completion time/period is officially agreed and accepted by CARE Bangladesh after the completion date mentioned in PO.

Intellectual Property

- Copyright for all designs will remain with CARE Bangladesh.
- All information pertaining to this project (staff's information, organization's logo and business card template, branding guideline, etc.) which the vendor may come into contact within the

performance of his/her, duties under this assignment shall remain the property of CARE Bangladesh, 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 form without written permission of CARE Bangladesh in line with the national and international copyright laws applicable.