



Supported by BMZ - German Federal Ministry
for Economic Cooperation and Development

To whom it may concern

Nairobi, May 21st 2021

CALL FOR BIDS for FIRM or INDIVIDUAL

Here: Editing, Graphic and Layout design for adult learning materials

The details of this call for quotation are spelled out below and is subject for bidding. Further information related to carrying out the assignment will be shared once the contract is awarded.

About German Kenyan Cooperative Development (GKCD)

GKCD is an NGO which is fully supported by DGRV e.V., the Apex and Auditing Association of the German Cooperative Organizations. GKCD implements co-operative development projects in Kenya with the help of local project partners.

The project assists in developing intellectual and consulting capacities for local co-operative learning centers. The centers shall provide a solution to pending education challenges for primary co-operatives and their stakeholders.

Purpose of the assignment

GKCD is looking for a service provider for graphic and editorial design services for a paper-based learning material.

Within this assignment, GKCD calls for technical and financial offers for editing, graphic and layout design for a comprehensive adult learning curricular in English language (around 200 pages): The GKCD Facilitation Manual for **Strategic and Business Plan Development for Co-operatives**.

Terms of Reference (TORs)

1. Perform graphic and layout design for the text-based manual presented to you in Microsoft word for printing and distribution
2. Edit and format written text to a professional standard, easy to read and orthographically correct
3. Recommend, design and provide continuous structures for appealing tables of contents, text passages, activity assignments and other reoccurring patterns in the manual
4. Create info graphics, charts and tables based on the samples given to you as standard presentation method of the facilitation (Copyright to be given to GKCD)
5. Uphold master structure and design of existing education materials
6. Advise on more effective use of visualizations (infographics, pictograms etc) of text-based curricula to support learning and facilitation
7. Incorporate active video streaming links in the final (active) PDF product to play videos from the PDF
8. Actively involve the client in the production process to ensure timely approvals and exchange on progress
9. Complete and deliver the final book in soft copies (active PDFs), 3 printed hard copies and hand over the source file for graphics and the book to the client
10. Produce and submit a management summary report at the end of this assignment



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Expected Output

1. Manual produced under this assignment are in line with the GKCD corporate design used in other existing manuals
2. Submission of soft and hard copies of the approved facilitation manual within the given timeline
3. GKCD to be given copyright ownership of newly created graphics and pictures under this assignment
4. Hand over source files for the manual to GKCD at the end of the assignment
5. Management summary report must be produced by the contracted party at the end of the assignment

Time Frame and Location

The assignment should be carried out within a maximum period of 60 Working days. Intended starting date of the assignment is June 7th 2021.

Qualifications of bidder

- A proven experience in book setting, design and layout of instructional manuals
- Strong practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw
- Show a clear and mature style of design, demonstrating an understanding of the target groups requirements
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes and color management;
- Knowledge of standard software packages, including MS Office–Adobe Acrobat;

Bid Submission Requirements

- Copy of catalogue or samples of the design work
- CV and one-page application letter
- Detailed Technical Proposal
- Comprehensive Financial Proposal (budget) that tables competitive all in **NET design cost per page in KES (Without VAT)**
- Profile of the consulting firm
- Tax Compliance and registration Certificates
- Reference list for three contacts you have done a similar assignment for.

Submission Date

Please submit your offer containing a technical and financial proposal latest by **May 31st 2021** via email to drotich@gkcd.co.ke and mmueller@dgrv.coop .