



Terms of References

Company for design and printing of promotional and informational materials
(shopping bags, T-shirts, banner, annual report of NFF and Multidimensional poverty analysis)

P9408, “Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income”

I. Background

The National Federation of Farmers represents the largest network of farmers and farmer's organizations in the country. It has inherited all the institutional memory and experience from the Federation of Farmers of RM. It unites the effort of 43 local farmers' organizations and cooperatives, representing the voice of more than 3.000 members and cooperating with almost all key players in the agriculture and agribusiness sector.

The National Farmers Federation has expanded its scope of action. This means that besides farmers, agricultural associations, and agricultural cooperatives, the organization will continue to strengthen and support vulnerable categories in rural areas, greater support for young people and women, and their direct involvement in the development of agriculture through decision-making and active action.

In addition to agriculture, one of the organization's main focuses is rural development, ie dealing with the problems and challenges that the rural population faces, such as poverty and limited approaches of the rural population to health services, education, information law, and decision-making power.

The main pillar of action is lobbying to define the problems from the field and by joint work and analysis will be presented in front of the competent institutions for finding a common solution, which is in the interest of the farmers and the welfare of our entire country.

The focus of the National Farmers' Organization, which will continue to function under the slogan "Together for success" and the logo that symbolizes the labor and production of our farmers, is solving the biggest problems, which is placement and quality production. The mission of the rebranded organization is the ORGANIZED FARMER LEADER IN THE AGRICULTURAL AND RURAL DEVELOPMENT OF THE REPUBLIC OF MACEDONIA. The vision to which we strive is - PROFITABLE AGRICULTURE - STABLE VILLAGE.

As of May 2021, NFF implements the project "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income" that is supported by Sida and We Effect.

The expected outcomes of the project are the following:

Outcome 1: Rural enterprises, small farmers/producers, grow and provide more income and employment opportunities for the people from the rural area, women, and youth in particular. The focus here will facilitate access to the market for actors that empower rural women and youth. Currently, market linkages for sales of products are broken for small farmers/produces, leading to low income of the rural target group, pushing them into poverty.

Outcome 2: Increased organizational capacities and financial sustainability of NFF. As a membership-based organization, NFF represents the interests of farmers and the rural



population in the country. It has developed a paid membership system with a set of free services to which only members are eligible. In the last few years as a result of the previous Institutional Development to NFF Project, the organization has improved its internal organization, management, introduced procedures, book of rules, book of conduct and other administrative and management tools that improved the performance and the impact of our work. The focus here is the organizational development and financial sustainability as crucial to continue with the lobby and advocacy activities and develop new services to provide new sources of income.

II. Objective of the assignment

The main objective of this procurement is engagement of company for desing and printing of promotional and informational materials (shopping bags, T-shirts, banner, annual report of NFF and Multidimensional poverty analysis) within the Project “Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income”.

Company specific deliverables are detailed in the table below :

Procurement list-Technical specification				
	Product	Technical specification	Quantity	Service
1	Annual report of NFF for 2021 (budget line 4.5.1.3.1)	Design and printing two color publication, format B5, totally 16 pages, two sided print, in English language on one side and in Macedonian language on the other side	1000	Design and print
2	T-shirts (budget line 4.5.1.4.1)	White T-shirts (L size) with printed multicolour slogan “Buy domestic agricultural products“ and logo of NFF and We effect	200	Design and print
3	Shopping bags (budget line 4.5.1.4.2)	Canvas bags with multicolour slogan “Buy domestic agricultural products“ and logo of NFF and We effect	300	Design and print
4	Banner for campaign (budget line 4.5.1.4.3)	Roll Banner with dimensions length 2m and width 1m	1	Design and print
5	Multidimensional poverty analysis (budget line 4.5.4.1.2)	Design and printing Multi color publication of Multidimensional poverty analysis, format A4, totally 44 pages on Macedonian language and design of	300	Design and print



	Multidimensional poverty analysis on English language		
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Schedule of milestones and means of measurement/verification of their completion

Month	Milestone	Means of verification
February 11 th 2022	Engagement of company/supplier	Signed contract with contracted supplier
February 28 th 2022	Design and print of 200 T-shirts Design and print of 300 shopping bags Design and print of 1 roll banner for campaign with dimensions length 2m and width 1m	Invoice and delivery note
March 25 th 2022	Design and print of 1000 copies of Annual report 2021 Design and print of 300 copies of Multidimensional poverty analysis and design of Multidimensional poverty analysis on English language	Invoice and delivery note

Budget line of activity: NFF Annual report 2021

Budget line: 4.5.1.3.1 Design and printing NFF Annual Report 2021

Budget line of activity: Media campaign " Buy domestic agriculture products"

Budget line: 4.5.1.4.1 Promotion tools - 200 T shirts

Budget line: 4.5.1.4.2 Promotion tools - 300 shopping bags

Budget line: 4.5.1.4.3 Banner for campaign

Budget line of activity: Planning on lobby activities and policy briefs

Budget line: 4.5.4.1.2 Design and Printing Multidimensional analysis (300 copies)

Expected duration of contract

The supplier will be contracted from February 14th until March 30th 2022.



III. Duty travel & accommodation

N/A for this engagement

IV. Coordination & reporting

The supplier will report directly to Organizational Development Coordinator indicating work performed in the course of the contracted period. The reporting schedule and other documentation are indicated in the table below.

Month	Report on	Documentation
February 28 th 2022	Submitted proposal of design of T-shirts, shopping bags and design of banner on approval before printing	Draft design of T-shirt, bags and banner
February 28 th 2022	Delivered 200 T-shirts, 300 shopping bags and 1 banner	Invoice and delivery note
February 28 th 2022	Delivered 1 baner with dimensions length 2m and width 1m	Invoice and delivery note
March 25 th 2022	Delivered 1000 copies NFF Annual Report and 300 copies Multidimensional poverty analysis on Macedonian language and design Multidimensional poverty analysis on English language	Invoice and delivery note
March 25 th 2022	Submitted proposal of design of Annual report and Multidimensional analysis	Draft design of Annual report and Multidimensional analysis

V. Qualification requirements

Mandatory technical criteria:

- Minimum 5 years of professional experience in design and print of informational, education and promotional materials
- Portfolio of completion of 3 similar or identical procurement related to the subject of the procurement

VI. Application procedure:

Companies for this ToR should submit the following documents:

- Up to date company portfolio (indicating work on previous similar engagements)



- Current status of the company issued from the Central register of RNM, not older than 6 months
- Financial offer. The offer should be expressed in MKD with included VAT
- The submission of the statement in Mail-Declaration of relationships

Offers to be submitted on email nff@nff.org.mk and vidanka.martinovska@nff.org.mk **no later than 11.02.2022 at the latest.**

VII. Evaluation of the offers:

Offers with incomplete documentation and/or offers received after the deadline will not be taken into consideration.

The offers will be evaluated on the following criteria:

Best value for money principle will be taken into account by using a weighted scoring method to evaluate the combination of company portfolio and previous work on similar assignments (40%), and financial offer/proposal (60%)

VIII. Terms of payment

Fee for this procurement is indicated in the Section II-Objective of the assignment under the Reference project activities and budget lines.

Payment will be made upon completion of the total assignment and upon submission of expected deliverables. Once deliverables/products-items are delivered by the engaged supplier as indicated in Section IV- Coordination and delivery is approved by the Project manager-Organizational development coordinator, the payment of the total contracted amount will be paid.

IX. Declaration of relationships

The supplier shall describe if their organization/employees have any business or personal relationships with closely associated party from NFF and We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

Closely associated party (persons, physical or legal) as per We Effect's definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.