

Advertisement – Expression of Interest

Production of Multimedia Promotional Materials

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, formed by virtue of the “Dhivehi Red Crescent Qaanoon” (Maldivian Red Crescent Law), Law no. 7/2009 with the primary objective of providing humanitarian aid, preventing and alleviating human suffering. Maldivian Red Crescent is mandated by law to be an auxiliary to the public authorities in humanitarian efforts, and is the 187th member of the world’s largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

As the largest humanitarian organization in Maldives with over 2000 volunteers in 10 branches and 20 units spanning across the country delivering services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

With the adoption of the new Strategic Plan 2016 – 2019 (Annex 1), Maldivian Red Crescent (MRC) is looking into working towards long term programming that can be delivered in a service oriented manner, which fulfils community needs. The main strategic areas include Disaster Management, Health and Wellbeing and Youth Empowerment. Subsequently, through mapping exercises and stakeholder consultations, social inclusion has been identified as a key area of involvement.

Maldivian Red Crescent plans to develop various multi-media items based on its humanitarian work within the Maldivian communities and is seeking a consultancy firm to produce the material. The consultancy firm will be tasked with developing the following creative items.

Type of work: Producing multimedia promotional materials.

Work Required:

1. Develop a 3-5 minute video on MRC demonstrating the past and ongoing humanitarian services provided by MRC.
2. Develop 4 short video clips (of 1 minute each) based on thematic areas of work.
3. Design and create 4 multimedia items such as posters, GIFs, and/or infographs.

Terms of Reference for the deliverables will be provided upon request. For more information please write to info@redcrescent.org.mv

An information session will be held for interested parties on Wednesday, 8 November 2017 at Maldivian Red Crescent Headquarters (MRC HQ, 2nd Floor, Plot no. 11493, Hithigas Magu, Hulhumale’) at 1430 hrs.

Interested individuals and companies are advised to submit the price quotation and other relevant documents in sealed envelopes addressed to **Aishath Noora Mohamed, Secretary General of MRC, MRC HQ, 2nd Floor, Plot no. 11493, Hithigas Magu, Hulhumale’ on 15 November 2017 before 12:00hrs.**