

TERMS OF REFERENCE (TOR)

Selection of a Suitable Designer for SPMC Calendar – 2027

01. Background

The State Pharmaceuticals Manufacturing Corporation (SPMC) will commemorate its 40th Anniversary in 2027. To mark this important milestone, SPMC intends to publish high-quality commemorative Wall and Desk Calendars reflecting its achievements, milestones, pharmaceutical manufacturing activities, products, facilities, national healthcare contribution and future vision.

Accordingly, SPMC intends to select a qualified and experienced Designer/Design Firm to develop the creative concept, artwork and final designs for the 2027 calendars.

02. Objective

- Develop an appropriate theme in consultation with SPMC Management.
 - Design creative Wall and Desk Calendars for 2027.
 - Prepare the cover and twelve-monthly pages.
 - Incorporate SPMC achievements, milestones, products and manufacturing activities.
 - Provide professional photography or image enhancement where required.
 - Provide high-quality, print-ready and editable artwork.
 - Present the proposed designs to SPMC management.
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03. Scope of work

A. Concept Development

- Submit a minimum of two (02) original design concepts. (for Wall and Desk Calendars).
- Develop the cover page and overall calendar theme.
- Propose suitable colours, typography, visual style and page layout.
- The concept should reflect SPMC's 40 Years of Excellence, pharmaceutical manufacturing, healthcare contribution, innovation, national service and future vision.

B. Calendar Design

- Design the cover page and twelve-monthly pages. (for Wall and Desk Calendars)
- Use relevant photographs/images provided by SPMC.
- Include SPMC corporate branding and 40th Anniversary identity.
- Include approved national holidays, Poya days and public holidays.
- Include SPMC milestones and major achievements. **(Annexure II)**
- Reflect manufacturing excellence, products, quality, R&D, employee contribution and national healthcare service.

04. Artwork and Deliverables

- Approved final design concepts. (for Wall and Desk Calendars)
- Complete calendar artwork for the cover and twelve-monthly pages.
- High-resolution, print-ready PDF files.
- Colour-corrected artwork.
- Editable source/design files.
- Reasonable revisions based on SPMC comments until final approval.
- Any other design files reasonably required by SPMC for printing.

05. Submission Requirement

1. Technical Proposal

- Company profile and registration details.
- Details of experience and similar assignments.
- Client list and portfolio.
- Proposed methodology and work schedule.
- Design team profile.
- Bid Security.
- Minimum two (02) original design concepts, including a proposed cover and sample monthly page.
- Samples of previous calendars and other similar printed materials.

2. Financial Proposal (**Annexure I**).

06. Ownership and Intellectual Property

All approved artwork, layouts, design concepts, source files and final designs produced specifically under this assignment shall become the exclusive property of SPMC upon completion of the assignment and payment. The selected designer/design agency shall not use or reproduce the final designs for any other purpose without prior written approval from SPMC.

07. Payment Term

Payment shall be made upon approval of the final artwork and submission of the invoice and acceptance certificate.

08. Bid Security

An Unconditional **Bid Security** encashable on first written demand must be submitted along with your offer for **LKR. 2,000.00 as a bank guarantee (valid till 19th November 2026) or as a Cash Deposit**. If not, your offer is liable to be rejected without further consideration. Late submissions will not be accepted. Bid securities issued by Insurance companies are not acceptable.

09. Evaluation Method & Criteria

- Method of selection is QCBS Two envelop method, Technical Proposal is 80% and financial proposal is 20%.
- In Technical Proposal 80% marks divided as shown below.

Evaluation Criteria	Marks
Technical Proposal	80%
• Previous Experience in similar work	20%
• Work Plan to given concept	30%
• Originality of previous work	30%
Financial Proposal	20%

10. Submission of Proposal

The Technical Proposal and Financial Proposal shall be prepared and submitted in **two separate sealed envelopes**, clearly indicate as **“Technical proposal and Financial proposal”**.

Proposals should include: Technical Proposal with other required documents which are mentioned in the TOR and Financial Proposal.

All proposals should be submitted in sealed envelopes, clearly indicate as: **“Selection of Suitable Designer for SPMC Calendar 2027 - Bid Reference: SPMC/MKTG/01/2026”** on the top-left corner on or before **24th August 2026 at 10.00 a.m** and the late bids will not be considered.

Proposals shall be submitted to:

Chairman, Procurement Committee

State Pharmaceuticals Manufacturing Corporation

No. 11, Sir John Kotelawala Mawatha,

Kandawala Estate, Ratmalana, Sri Lanka.

11. Expected Outcome

The selected designer/design agency shall develop a high-quality, creative and professionally presented 2027 SPMC 40th Anniversary Wall and Desk Calendar that communicates SPMC's four-decade journey, achievements, contribution to Sri Lanka's healthcare sector and future aspirations.

FINANCIAL PROPOSAL FORM**Design of SPMC Calendars – 2027****Bid No.:** SPMC/MKTG/01/2026**PART A – General Information**

Description	Details
Name of Bidder	
Business Registration No.	
Address	
Telephone	
Email	
Contact Person	
Pay Term	
Validity of Offer Up to 22.10.2026 (60 days from the date of closing)	
Bid security submitted/not submitted & value Up to 19.11.2026 (88 days from the date of closing)	

PART B – Price Schedule

Cost Breakdown – Wall Calendars

Item No.	Description	Unit Price (LKR)	Total Price (LKR)
1.	Development of minimum two (02) design concepts		
2.	Final calendar design – Cover + 12 monthly pages		
3.	Artwork preparation and print-ready files		
4.	Editable source/design files		
5.	Image editing, retouching and colour correction, if required		
6.	Revisions and finalization		
7.	Any other design-related charges (Specify)		
8.	Sub Total (Excluding VAT)		
9.	VAT (if applicable)		
10.	Grand Total (Including VAT)		

PART C – Cost Breakdown – Desk Calendars

Item No.	Description	Unit Price (LKR)	Total Price (LKR)
1.	Development of minimum two (02) design concepts		
2.	Final calendar design – Cover + 12 monthly pages		
3.	Artwork preparation and print-ready files		
4.	Editable source/design files		
5.	Image editing, retouching and colour correction, if required		
6.	Revisions and finalization		
7.	Any other design-related charges (Specify)		
8.	Sub Total (Excluding VAT)		
9.	VAT (if applicable)		
10.	Grand Total (Including VAT)		

Authorized Signatory

Name: _____

Designation: _____

Company: _____

Signature: _____

Date: _____

Company Seal: _____

Awards Won by SPMC

1. Won the "Super Gold Award" at the "National Industry Excellence Award Ceremony 2023"
2. Silver Award (Second Place) for the Best Annual Reports and Accounts of Public Sector in 2022.
3. APFASL ANNUAL CONFERENCE AND BEST ANNUAL REPORTS & ACCOUNTS AWARDS CEREMONY 2022.
 - Silver award for best annual report and accounts 2020 in the public sector (statutory boards).
 - 2nd place for overall best performance
4. Gold & Silver Awards in The National Business Excellence Awards 2024.
 - Excellence in Corporate Governance & Strategy – Silver Award
 - Manufacturing – State Sector – Gold Award
5. State Pharmaceuticals Manufacturing Corporation Won National Level GOLD AWARD in Extra-large Category of Government Manufacturing Sector. This Award Was Presented by the Ceylon National Chamber of Industries with the Collaboration of Ministry of Industries.
6. Special Appreciation Award presented to the SPMC at National Supply Chain Excellence Award 2024 conducted by Institute of Supply and Materials Management.
7. State Pharmaceuticals Manufacturing Corporation Won the Gold Award for The Best Annual Reports and Accounts of Public Sector - 2023 Conducted by The Association of Public Finance Accountants of Sri Lanka.
8. State Pharmaceuticals Manufacturing Corporation (SPMC) has won the Merit Award in the Manufacturing–State Sector at National Business Excellence Awards 2025, organized by the National Chamber of Commerce of Sri Lanka.
9. The State Pharmaceuticals Manufacturing Corporation won the Overall Bronze Award for the Best Annual Reports and Accounts of the Public Sector - 2024 in the category of Statutory Boards, Corporations & Authorities conducted by the Association of Public Finance Accountants of Sri Lanka.
10. State Pharmaceuticals Manufacturing Corporation (SPMC) has won the Gold Award in the Extra-Large Category – Government Sector Manufacturing at the CNCI Achievers Awards 2025, organized by the Ceylon National Chamber of Industries (CNCI)

SPMC Milestones

During the past 38 years SPMC has passed several milestones thriving the excellence.

- 1987 Beginning of SPMC with 500 million capacity - 8M
- 1992 Exceeding inception capacity – 600M
- 2007 Introduction of new shift – 1025M
- 2009 Twofold increment in output -1194M
- 2013 Exceeding 2000 million output – 2003M
- 2020 Capacity enhancement with the aid of JICA – 3015M
- 2021 Initiation of dedicated Levothyroxine tablets zone
- 2022 Launching of 09 new products to the market
- 2023 Expansion of existing Penicillin Zone
- 2024 Penicillin Zone expansion & QMS Project
- 2025 Highest output of 3624 million Tablets and Capsules