

PRIVATISATION AUTHORITY

Formerly,



TENDER NO. PA/EOI/02/2023 – 2024

22/11/2023

TO: All Consultants participating in the EOI: -

RE: **ADDENDUM NO. 1 – EOI PROVISION OF A COMMUNICATION AND OR PUBLIC RELATIONS CONSULTANCY FOR REBRANDING OF THE PRIVATISATION AUTHORITY.**

Dear Consultant(s),

We have received some queries / concerns from some interested consultants on some issues relating to the above captioned EOI which we wish to clarify as follows: -

Concern 1: Provide certified copies ICT Authority Accreditations for the following:

- ICTA 2: Information Security
- ICTA 2: Systems and Applications

Response: The Consultant to be onboarded is required to develop the Authority's website, the social media platforms and design a perfect logo, fit to describe the Authority's mandate. This is an ICT related component, that is not negligible. Further, the document lists a Website Development Consultant, one of the required personnel, whose contribution in the assignment is majorly ICT related.

Therefore, the Consultancy has two components:

- a) Communications, and
- b) ICT**, thus the need for accreditation from ICT Authority.

However, the above requirement which was a mandatory requirement (MR 5) in the EOI document has now been waived from being mandatory and placed under the technical evaluation phase.

Concern 2: Provide certified copies of certificate of registration from the Office of the Data Protection Commissioner for:

- Data Controller
- Data Processor

Response: During the contractual period, the consultant will handle sensitive and personal data that requires to be protected. For this to happen, the consultant needs to be registered as a data controller and or processor, in line with the Data Protection Act, 2019.

However, the above requirement which was a mandatory requirement (MR 6) in the EOI document has now been waived from being mandatory and placed under the technical evaluation phase.

Concern 3: We kindly request for extension of the submission deadline to allow us organize and submit all the requirements as per the TOR.

Response: The assignment herein is urgent and has set deadlines. Extending the submission deadlines means a thorough delay on the implementation of the Authority's roadmap. Therefore, the Authority shall not be able to extend the deadline for submission of the EOIs.

TAKE NOTE: The other requirements of the EOI remain as is in the tender document.

A: Mandatory Requirements for Evaluation: -

Mandatory Requirement (MR)	Criteria	Requirement: - Yes/No
1.	Company profile (Company history indicating services offered, contact details including physical address, telephone number, email and contact person on behalf of the firm)	
2.	Certificate of incorporation/registration certified by Commissioner of Oath.	
3.	Certified copy of CR12 issued by the Registrar of companies valid for the last 6 months.	
4.	Valid Tax Compliance from Kenya Revenue Authority	
5.	Must submit two (2) copies of the EOI proposals (Original and copy) properly serialized, paginated and or serially numbered on each page.	
6.	Audited Financial Accounts for the last 3 years 2020, 2021 and 2022.	
7.	Copy of Valid Single Business Permit from the County Government.	
8.	Duly filled, signed and stamped Self- Declaration letter that the firm has not been debarred from participating in Public Procurement and Asset Disposal Act,2015 proceedings – FORM SD 1	
9.	Duly filled, signed and stamped Self- Declaration that the firm/tenderer will not engage in any corrupt or fraudulent practice – FORM SD 2	
10.	Duly filled, signed and stamped Declaration and commitment to the code of ethics in the format provided – FORM SD 3.	

11.	Duly completed, signed and stamped Confidential Business Questionnaire in the format provided – FORM 4.	
12.	Proposals MUST be submitted in the format required by the procuring entity - all the EOI proposals to be TAPE/BOOK and BOUND. (Spiral Binding and use of Spring or box files shall not be accepted and will lead to automatic disqualification).	
13.	Provide a Tender/Bid Security of at least Ksh.100,000.00 in the Form, format provided in this EOI document and valid for at least 150 days. Where the consultant is a joint venture (consortium), the tender security shall be submitted by the lead consultant Only.	
14.	Joint ventures/Consortia must submit a duly signed agreement (by all parties) and clearly indicate who shall be the lead consultant. The JV must demonstrate how it has complied with the requirements of the laws of Kenya applicable to JVs (MR 16 is only applicable for joint ventures)	
15.	Provide statement confirming capacity to complete task within six (6) months	
16.	Submit the Beneficial Ownership Information form in the format provided.	

Note: - Consultants have to meet all the mandatory requirements above save for MR 16 which is only applicable to JVs to proceed to the technical evaluation phase.

Evaluation of Technical Proposal

The evaluation team shall evaluate the proposal on the basis of their responsiveness to the

Terms of Reference, applying the evaluation criteria as follows:

No.	Particulars	Total Marks Allocated	Score awarded
1	Methodology and Approach	27	
	<p>Proposed Methodology</p> <ul style="list-style-type: none"> • Adequacy of the proposed methodology and work plan in responding to the Terms of Reference (15 Marks). • Provide clear and concise project management workplan with logical sequence of tasks and milestones, timelines and resources (4 Marks). • Provide an Implementation Schedule with corresponding deliverables (4 Marks) • Project organization chart with clear roles, responsibilities and reporting lines (4 Marks). 		
2	Additional relevant requirements	15	
a	<p>Provide certified copies of certificate of registration from the Office of the Data Protection Commissioner for:</p> <ul style="list-style-type: none"> •Data Controller •Data Processor (10 Marks) 		
b	<p>Provide certified copies ICT Authority Accreditations for the following:</p> <ul style="list-style-type: none"> • ICTA 2: Information Security 		

	•ICTA 2: Systems and Applications (5 Marks)		
3	Specific experience of the Consultant related to the Assignment	20	
a	Attach evidence of similar Specific experience of the organisation in similar assignments / experience from reputable clients (Attach at least five (5No.) Copies of LSOs / Contracts two (2) of which shall be from public entities (10 Marks)		
b	Evidence of successfully carrying out similar assignments (Attach at least five (5No.) Recommendation / Reference letters two (2) of which shall be from public entities (10 Marks)).		
4	Qualifications and Competence	33	
a	<p>Team/ Project Leader should have the following qualifications (10 Marks): -</p> <ul style="list-style-type: none"> a) A Master's Degree in Mass Communication/ Corporate Communication/ Public Relations / MBA in Media or another related field, from a recognized university. b) At least ten (10) years' experience in Communication. c) Demonstrate relevant technical experience and evidence broad-based experience in developing brands and marketing plans, with a management of at least three (3) branding or rebranding projects. d) Provide copies of certified academic certificates e) Membership to a professional body if applicable. 		

b	<p>Brand and Marketing Consultant should have the following qualifications (6 Marks): -</p> <ul style="list-style-type: none"> a) Degree in communication, Branding/Marketing or another related field from a recognized institution. b) At least ten (5) years' experience in Communication field. c) Experience in executing at least three (3) similar/related to rebranding/branding assignments. d) Provide copies of academic certificates. e) Membership to a professional body if applicable. 		
c	<p>Website Development Consultant should have the following qualifications (6 Marks):</p> <ul style="list-style-type: none"> a) Degree in Arts and design/Communication Technology/ Computer Science or any other related field from a recognized institution. b) At least ten (5) years' experience in Communication field. c) Experience in executing at least three (3) similar/related to rebranding/branding assignments. d) Provide copies of certified academic certificates. e) Membership to a professional body if applicable. 		
d	<p>Communication director/Brand Analyst should have the following qualifications (6 Marks):</p> <ul style="list-style-type: none"> a) Bachelor's degree from a recognized institution and a professional qualification in communication, Branding, Marketing. b) At least ten (5) years' experience in 		

	<p>Communication field.</p> <p>c) Experience in executing at least three (3) similar/related to rebranding/branding assignments.</p> <p>d) Provide copies of certified academic certificates.</p> <p>e) Membership to a professional body if applicable.</p>		
e	<p>Social Media Expert (5 Marks)</p> <p>Social Media should have the following</p> <p>a) Degree in Information and Communication Technology/ Computer Science / Computer Engineering or another related field from a recognized institution.</p> <p>b) At least ten (5) years' experience in Communication field.</p> <p>c) Experience in executing at least three (3) similar/related to rebranding/branding assignments.</p> <p>d) Provide copies of certified academic certificates.</p> <p>e) Membership to a professional body if applicable.</p>		
5	Quality of the proposal	5	
	<p>Presentation of the EOI in a logical and orderly manner, indicating table of content, general neatness of the proposal and confirmation of availability of assignment.</p>		
	TOTAL SCORE	100	

N/B: Only firms that score 80 and above out of 100 marks on the above criteria shall be shortlisted. The minimum technical score (St) required to pass is: 80 Marks.

The weight given to the Technical Proposal is:

$$T = 0.80$$

The assignment is expected to commence on the date of contract effectiveness at 10th Floor, NSSF Annex Building (PARKING SILO) Community, Nairobi.

**Sylvester Kamau
Manager Supply Chain Management
For: MANAGING DIRECTOR / CEO**