



**KONZA TECHNOPOLIS
DEVELOPMENT AUTHORITY**

STANDARD TENDER DOCUMENT

TENDER NO. KOTDA/RFP/027/2019-2020

FOR

**PROVISION OF PUBLIC RELATIONS, COMMUNICATION, ADVERTISING AND
EVENTS MANAGEMENT AGENCY SERVICES-FRAMEWORK AGREEMENT**



18th February 2020

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SECTION I – INVITATION TO TENDER

Konza Technopolis Development Authority (KoTDA) now invites proposals from only eligible Creative agency for the following tender:

No.	Reference	Description	Tender Security Kshs	Category	Closing Date
1.	KoTDA/RFP/027/2019-2020	Provision of Public Relations, Communication, Advertising and Events Management Services	100,000	Open	Wednesday 11 th March 2020 at 2:00pm

Tender documents with detailed information may be viewed and downloaded from www.konza.go.ke website free of charge from Tuesday 18th February 2020 to Wednesday 11th March 2020. Bidders who download the tender documents from the website will be required to email their detailed contact information to procurement@konza.go.ke for recording, further clarifications and addenda. In addition, all addenda will also be posted on the website as they become available.

All questions/clarifications regarding the tender or offer of submission should be sent by email to procurement@konza.go.ke and copied to ceo@konza.go.ke by **Tuesday 3rd March, 2020** at 1700hrs local Kenyan time. No other email addresses shall be used and KoTDA shall not be liable if bidders choose to send their information and/or enquiries to other email addresses. Tenders must be accompanied by a bid security in the form acceptable KoTDA.

Tenderers shall submit **One Original** of tender documents in plain sealed envelopes, with the Tender Number clearly marked on the right-hand side corner and bearing no indication of tenderer's name and addressed to:

**The Chief Executive Officer
Konza Technopolis Development Authority
P.O Box 30519-00100
NAIROBI**

and placed in the Tender Box on **7th Floor of Konza Complex Building in Konza Technopolis located along Mombasa Road near Malili Township** to reach the above address not later than **Wednesday 11th March 2020 at 14.00hrs local time.**

Submitted bids will be opened publicly at the same venue shortly thereafter in the presence of the tenderers or their representatives who choose to attend.

Any form of canvassing will lead to automatic disqualification.

SECTION II – INSTRUCTIONS TO TENDERERS

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SECTION II – INSTRUCTIONS TO TENDERERS

2.1 Eligible tenderers

- 2.1.1.** This Invitation to Tender is to selected tenderers eligible as described in the instructions to tenderers. Successful tenderers shall provide the services for the stipulated duration from the date of commencement (hereinafter referred to as the term) specified in the tender documents.
- 2.1.2.** The KoTDA’s employees, committee members, board members and their relative (spouse and children) are not eligible to participate in the tender.
- 2.1.3.** Tenderers shall provide the qualification information statement that the tenderer (including all members, of a joint venture and subcontractors) is not associated, or have been associated in the past, directly or indirectly, with a firm or any of its affiliates which have been engaged by the KoTDA to provide consulting services for the preparation of the design, specifications, and other documents to be used for the procurement of the services under this Invitation for tenders.
- 2.1.4.** Tenderers involved in corrupt or fraudulent practices or debarred from participating in public procurement shall not be eligible.
- 2.1.5. Requirements for tenderer**

The tenderer will be required to demonstrate that it is professionally qualified and has relevant expertise in the area of provision of public relations and communications services. The experience will also be demonstrated from the references given by the tenderer which will be accompanied by a letter of authority to seek information from the references provided.

2.2 Cost of tendering

- 2.2.1.** The Tenderer shall bear all costs associated with the preparation and submission of its tender, and the KoTDA, will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.
- 2.2.2.** This tender document is not chargeable.

2.3 Contents of tender documents

- 2.3.1.** The tender document comprises of the documents listed below and addenda issued in accordance with clause 6 of these instructions to tenders.
- i) Instructions to tenderers
 - ii) General Conditions of Contract
 - iii) Special Conditions of Contract
 - iv) Schedule of Requirements
 - v) Details of service
 - vi) Form of tender
 - vii) Price schedules
 - viii) Contract form
 - ix) Confidential business questionnaire form
 - x) Tender security form
 - xi) Performance security form

- xii) Declaration form – statement that the tenderer will not partake in any corrupt, fraudulent or unethical activities or cause undue influence on the outcome of the tender.

2.3.2. The Tenderer is expected to examine all instructions, forms, terms, and specifications in the tender documents. Failure to furnish all information required by the tender documents or to submit a tender not substantially responsive to the tender documents in every respect will be at the tenderers risk and may result in the rejection of its tender.

2.4 Clarification of Documents

2.4.1. A prospective candidate making inquiries of the tender document may notify the KoTDA in writing or by post, fax or email at the entity's address indicated in the Invitation for tenders. The KoTDA will respond in writing to any request for clarification of the tender documents, which it receives no later than seven (7) days prior to the deadline for the submission of tenders, prescribed by the KoTDA. Written copies of the Procuring entities response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective tenderers who have received the tender documents.

2.4.2. The KoTDA shall reply to any clarifications sought by the tenderer within 3 days of receiving the request to enable the tenderer to make timely submission of its tender.

2.5 Amendment of documents

2.5.1. At any time prior to the deadline for submission of tenders, the KoTDA, for any reason, whether at its own initiative or in response to a clarification requested by a prospective tenderer, may modify the tender documents by issuing an addendum.

2.5.2. All prospective tenderers who have obtained the tender documents will be notified of the amendment by post, fax or email and such amendment will be binding on them.

2.5.3. In order to allow prospective tenderers reasonable time in which to take the amendment into account in preparing their tenders, the KoTDA, at its discretion, may extend the deadline for the submission of tenders.

2.6 Language of tender

The tender prepared by the tenderer, as well as all correspondence and documents relating to the tender exchanged by the tenderer and the KoTDA, shall be written in English language. Any printed literature furnished by the tenderer may be written in another language provided they are accompanied by an accurate English translation of the relevant passages in which case, for purposes of interpretation of the tender, the English translation shall govern.

2.7 Documents Comprising the Tender

The tender prepared by the tenderer shall comprise the following components:

- a) A Tender Form and a Price Schedule completed in accordance with Section VII – Standard forms.
- b) Documentary evidence established in accordance with clause 2.11 that the tenderer is eligible to tender and is qualified to perform the contract if its tender is accepted.

- c) Tender security furnished is in accordance with clause 2.12.
- d) Confidential business questionnaire.

2.8 Form of Tender

The tenderers shall complete the Form of Tender and the appropriate Price Schedule furnished in the tender documents, indicating the services to be performed.

2.9 Tender Prices

- 2.9.1.** The tenderer shall indicate on the Price schedule the unit prices where applicable and total tender prices of the services it proposes to provide under the contract.
- 2.9.2.** Prices indicated on the Price Schedule shall be the cost of the services quoted including all customs duties and VAT and other taxes payable.
- 2.9.3.** Prices quoted by the tenderer shall remain fixed during the term of the contract unless otherwise agreed by the parties. A tender submitted with an adjustable price quotation will be treated as non-responsive and will be rejected, pursuant to clause 2.22.
- 2.9.4.** Contract price variations shall not be allowed for contracts not exceeding one year (12 months)
- 2.9.5.** Where contract price variation is allowed, the variation shall not exceed 25% of the cumulative contract price.
- 2.9.6.** Price variation requests shall be processed by the KoTDA within 30 days of receiving the request.

2.10 Tender currencies

- 2.10.1.** Prices shall be quoted in Kenya Shillings unless otherwise specified in the appendix to Instructions to Tenderers.

2.11 Tenderers eligibility and qualifications

- 2.11.1.** Pursuant to clause 2.1 the tenderer shall furnish, as part of its tender, documents establishing the tenderers eligibility to tender and its qualifications to perform the contract if its tender is accepted.
- 2.11.2.** The documentary evidence of the tenderers qualifications to perform the contract if its tender is accepted shall establish to the KoTDA's satisfaction that the tenderer has the financial and technical capability necessary to perform the contract.

2.12 Tender security

- 2.12.1.** The tenderer shall furnish, as part of its tender, a tender security for the amount and form specified in the Invitation to tender.
- 2.12.2.** The tender security shall be as specified in the appendix to instructions to the tenderers.

- 2.12.3. The tender security is required to protect the KoTDA against the risk of Tenderer's conduct which would warrant the security's forfeiture, pursuant to clause 2.12.7.
- 2.12.4. The tender security shall be denominated in Kenya Shillings or in another freely convertible currency and shall be in the form of a bank guarantee.
- 2.12.5. Any tender not secured in accordance with clause 2.12.1 and 2.12.3 will be rejected by the KoTDA as non-responsive, pursuant to clause 2.20.
- 2.12.6. Unsuccessful tenderer's security will be discharged or returned as promptly as possible but not later than thirty (30) days after the expiration of the period of tender validity prescribed by the KoTDA.
- 2.12.7. The successful tenderer's tender security will be discharged upon the tenderer signing the contract, pursuant to clause 2.26, and furnishing the performance security, pursuant to clause 2.27.
- 2.12.8. The tender security may be forfeited:
- a) If a tenderer **withdraws** its tender **during** the period of tender validity specified by the KoTDA on the Tender Form; or
 - b) In the case of a successful tenderer, *if* the tenderer fails:
 - i. to sign the contract in accordance with clause 2.26; **or**
 - ii. to furnish performance security in accordance with clause 2.27.
 - c) If the tenderer rejects, correction of an error in the tender.

2.13 **Validity of Tenders**

- 2.13.1. Tenders shall remain valid for one hundred and twenty (120) days or as specified in the invitation to tender after date of tender opening prescribed by the KoTDA, pursuant to clause 2.18. A tender valid for a shorter period shall be rejected by the KoTDA as nonresponsive.
- 2.13.2. In exceptional circumstances, the KoTDA may solicit the Tenderer's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. The tender security provided under clause 2.12 shall also be suitably extended. A tenderer may refuse the request without forfeiting its tender security. A tenderer granting the request will not be required nor permitted to modify its tender.

2.14 **Format and Signing of Tender**

- 2.14.1. The tenderer shall prepare two copies of the tender, clearly marking each "ORIGINAL TENDER" and "COPY OF TENDER," as appropriate. In the event of any discrepancy between them, the original shall govern.
- 2.14.2. The original and all copies of the tender shall be typed or written in indelible ink and shall be signed by the tenderer or a person or persons duly authorized to bind the tenderer to the contract. All pages of the tender, except for unamended printed literature, shall be initialled by the person or persons signing the tender.

2.14.3. The tender shall have no interlineations, erasures, or overwriting except as necessary to correct errors made by the tenderer, in which case such corrections shall be initialled by the person or persons signing the tender.

2.15 Sealing and marking of tenders

2.15.1. The tenderer shall seal the original and each copy of the tender in separate envelopes, duly marking the envelopes as “ORIGINAL” and “COPY”. The envelopes shall then be sealed in an outer envelope. The inner and outer envelopes shall:

- a) be addressed to the KoTDA at the address given in the Invitation to Tender and
- b) bear, tender number and name provided in the invitation to tender and the words: “**DO NOT OPEN BEFORE, Wednesday 11th March 2020 at 1400hrs**”.

2.15.2. The inner envelopes shall also indicate the name and address of the tenderer to enable the tender to be returned unopened in case it is declared “late”.

2.15.3. If the outer and inner envelopes are not sealed and marked as required by clauses 2.15.1 and 2.15.2, the KoTDA will assume no responsibility for the tender’s misplacement or premature opening.

2.16 Deadline for submission of tenders

2.16.1. Tenders must be received by the KoTDA at the address specified in the Invitation to Tender, **no later than Wednesday 11th March 2020 at 1400hrs (Local Time)**.

2.16.2. The KoTDA may, at its discretion, extend this deadline for the submission of tenders by amending the tender documents in accordance with clause 2.5, in which case all rights and obligations of the KoTDA and candidates previously subject to the deadline will thereafter be subject to the deadline as extended.

2.16.3. Bulky tenders which will not fit in the tender box shall be received by the KoTDA.

2.17 Modification and withdrawal of tenders

2.17.1. The tenderer may modify or withdraw its tender after the tender’s submission, provided that written notice of the modification, including substitution or withdrawal of the tender’s is received by the KoTDA prior to the deadline prescribed for the submission of tenders.

2.17.2. The tenderer’s modification or withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions of clause 2.15. A withdrawal notice may also be sent by cable, but followed by a signed confirmation copy, postmarked not later than the deadline for submission of tenders.

2.17.3. No tender may be modified after the deadline for submission of tenders.

2.17.4. No tender may be withdrawn in the interval between the deadline for submission of tenders and the expiration of the period of tender validity specified by the tenderer on the Tender Form. Withdrawal of a tender during this interval may result in the tenderer’s forfeiture of its tender security, pursuant to clause 2.12.8.

2.17.5. The KoTDA may at any time terminate procurement proceedings before contract award and shall not be liable to any person for the termination.

2.17.6. The KoTDA shall give prompt notice of the termination to the tenderers and on request give its reasons for termination within 14 days of receiving the request from any tenderer.

2.18 Opening of tenders

2.18.1. The KoTDA will open all tenders in the presence of tenderers' representatives who choose to attend, **at 1400hrs (Local Time) on Wednesday 11th March 2020** in the location specified in the Invitation to Tender. The tenderers' representatives who are present shall sign a register evidencing their attendance.

2.18.2. The tenderers' names, tender modifications or withdrawals, tender prices, discounts, and the presence or absence of requisite tender security and such other details as the KoTDA, at its discretion, may consider appropriate, will be announced at the opening.

2.18.3. The KoTDA will prepare minutes of the tender opening which will be submitted to the tenderers that signed the tender opening register and will have made the request.

2.19 Clarification of tenders

2.19.1. To assist in the examination, evaluation and comparison of tenders the KoTDA may at its discretion, ask the tenderer for a clarification of its tender. The request for clarification and the response shall be in writing, and no change in the prices or substance shall be sought, offered, or permitted.

2.19.2. Any effort by the tenderer to influence the KoTDA in the KoTDA's tender evaluation, tender comparison or contract award decisions may result in the rejection of the tenderers tender.

Comparison or contract award decisions may result in the rejection of the tenderers' tender.

2.20 Preliminary examination and responsiveness

2.20.1. The KoTDA will examine the tenders to determine whether they are complete, whether any computational errors have been made, whether required securities have been furnished whether the documents have been properly signed, and whether the tenders are generally in order.

2.20.2. Arithmetical errors will be rectified on the following basis. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected. If the candidate does not accept the correction of the errors, its tender will be rejected, and its tender security may be forfeited. If there is a discrepancy between words and figures, the amount in words will prevail.

2.20.3. The KoTDA may waive any minor informality or nonconformity or irregularity in a tender which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any tenderer.

2.20.4. Prior to the detailed evaluation, pursuant to clause 2.22, the KoTDA will determine the substantial responsiveness of each tender to the tender documents. For purposes of these clauses, a substantially responsive tender is one which conforms to all the terms and conditions of the tender documents without material deviations. The KoTDA's determination of a tender's responsiveness is to be based on the contents of the tender itself without recourse to extrinsic evidence.

2.20.5. If a tender is not substantially responsive, it will be rejected by the KoTDA and may not subsequently be made responsive by the tenderer by correction of the nonconformity.

2.21 Conversion to a single currency

2.21.1. Where other currencies are used, the KoTDA will convert those currencies to Kenya shillings using the selling exchange rate on the date of tender closing provided by the central bank of Kenya.

2.22 Evaluation and comparison of tenders

2.22.1. The KoTDA will evaluate and compare the tenders which have been determined to be substantially responsive, pursuant to clause 2.20.

2.22.2. The comparison shall be of the price including all costs as well as duties and taxes payable on all the materials to be used in the provision of the services.

2.22.3. The KoTDA's evaluation of a tender will consider, in addition to the tender price, the following factors, in the manner and to the extent indicated in clause 2.22.4 and in the technical specifications:

- a) operational plan proposed in the tender.
- b) deviations in payment schedule from that specified in the Special Conditions of Contract.

2.22.4. Pursuant to clause 2.22.3 the following evaluation methods will be applied:

a) Operational Plan.

The KoTDA requires that the services under the Invitation for Tenders shall be performed at the time specified in the Schedule of Requirements. Tenderers offering to perform longer than the KoTDA's required delivery time will be treated as non-responsive and rejected.

b) Deviation in payment schedule.

Tenderers shall state their tender price for the payment on a schedule outlined in the special conditions of contract. Tenders will be evaluated based on this base price. Tenderers are, however, permitted to state an alternative payment schedule and indicate the reduction in tender price they wish to offer for such alternative payment schedule. The KoTDA may consider the alternative payment schedule offered by the selected tenderer.

2.22.5. The tender evaluation committee shall evaluate the tender within a maximum of 30 days from the date of opening the tender.

2.22.6. To qualify for contract awards, the tenderer shall have the following: -

- a) Necessary qualifications, capability experience, services, equipment and facilities to provide what is being procured.
- b) Legal capacity to enter into a contract for procurement
- c) Shall not be insolvent, in receivership, bankrupt or in the process of being wound up and is not the subject of legal proceedings relating to the foregoing
- d) Shall not be debarred from participating in public procurement.

2.23 Contacting the KoTDA

2.23.1. Subject to clause 2.19, no tenderer shall contact the KoTDA on any matter relating to its tender, from the time of the tender opening to the time the contract is awarded.

2.23.2. Any effort by a tenderer to influence the KoTDA in its decisions on tender evaluation tender comparison or contract award may result in the rejection of the tenderers tender.

2.24 Award of contract

2.24.1. Post qualification

2.24.1.1. In the absence of pre-qualification, the KoTDA will determine to its satisfaction whether the tenderer that is selected as having submitted the lowest evaluated responsive tender is qualified to perform the contract satisfactorily.

2.24.1.2. The determination will take into account the tenderer's financial and technical capabilities. It will be based upon an examination of the documentary evidence of the tenderer's qualifications submitted by the tenderer, pursuant to clause 2.11.2, as well as such other information as the KoTDA deems necessary and appropriate.

2.24.1.3. An affirmative determination will be a prerequisite for award of the contract to the tenderer. A negative determination will result in rejection of the Tenderer's tender, in which event the KoTDA will proceed to the next lowest evaluated tender to make a similar determination of that Tenderer's capabilities to perform satisfactorily.

2.24.2. Award Criteria

- 2.24.2.1. Subject to clause 2.26 the KoTDA will award the contract to the successful tenderer whose tender has been determined to be substantially responsive and has been determined to be the best responsive evaluated tender as per the evaluation criteria and pricing, provided further that the tenderer is determined to be qualified to perform the contract satisfactorily.
- 2.24.2.2. The KoTDA reserves the right to accept or reject any tender and to annul the tendering process and reject all tenders at any time prior to contract award, without thereby incurring any liability to the affected tenderer or tenderers or any obligation to inform the affected tenderer or tenderers of the grounds for the KoTDA's action. If the KoTDA determines that none of the tenderers is responsive; the KoTDA shall notify each tenderer who submitted a tender.
- 2.24.2.3. A tenderer who gives false information in the tender document about its qualification or who refuses to enter into a contract after notification of contract award shall be considered for debarment from participating in future public procurement.

2.25 Notification of award

- 2.25.1. Prior to the expiration of the period of tender validity, the KoTDA will notify the successful tenderer in writing that its tender has been accepted.
- 2.25.2. The notification of award will signify the formation of the Contract subject to the signing of the contract between the tenderer and the KoTDA pursuant to clause 2.26. Simultaneously the other tenderers shall be notified that their tenders have not been successful.
- 2.25.3. Upon the successful tenderer's furnishing of the performance security pursuant to clause 2.27, the KoTDA will promptly notify each unsuccessful Tenderer and will discharge its tender security, pursuant to clause 2.12.6

2.26 Signing of contract

- 2.26.1. At the same time as the KoTDA notifies the successful tenderer that its tender has been accepted, the KoTDA will simultaneously inform the other tenderers that their tenders have not been successful.
- 2.26.2. Within fourteen (14) days of receipt of the Contract Form, the successful tenderer shall sign and date the contract and return it to the KoTDA.
- 2.26.3. The parties to the contract shall have it signed within thirty (30) days from the date of notification of contract award unless there is an administrative review request.

2.27 Performance security

- 2.27.1. Within thirty (30) days of the receipt of notification of award from the KoTDA, the successful tenderer shall furnish the performance security in accordance with the Conditions of Contract, in the Performance Security Form provided in the tender documents, or in another form acceptable to the KoTDA.

2.27.2. Failure of the successful tenderer to comply with the requirements of clause 2.26 or clause 2.28.1 shall constitute sufficient grounds for the annulment of the award and forfeiture of the tender security, in which event the KoTDA may make the award to the next lowest evaluated or call for new tenders.

2.28 Corrupt or fraudulent practices

2.28.1. The KoTDA requires that tenderers observe the highest standard of ethics during the procurement process and execution of contracts. A tenderer shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

2.28.2. The KoTDA will reject a proposal for award if it determines that the tenderer recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

2.28.3. Further, a tenderer who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating in public procurement in Kenya.

2.28.4. Ethics

In pursuance of this policy, the KoTDA requires that all bidders concerned take measures to ensure that no transfer of gifts, payments or other benefits to officials of the KoTDA and/or procurement/management staff with decision making responsibility or influence occurs. In this regard, the KoTDA will require all tenderers to sign, as part of the tender documents, an Integrity Pact (Section VII – Standard forms). **Non-delivery of the Bidders Declaration and Integrity Pact (Section VII – Standard forms) duly undersigned by the chief executive or legal representative of the tendering party will result in exclusion of the bid/ quotation from the procurement process.**

The KoTDA reserves the right to suspend or cancel a tender/quotation if corrupt practices of any kind are discovered at any stage of the award process. For the purpose of this provision, the terms set forth below shall have the following meaning:

“corrupt practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of any officer involved in the procurement of goods and/or services, or the threatening of injury to a person, property or reputation in connection with the procurement process or in contract execution, in order to obtain or retain business or other improper advantage in the conduct of business; and

“fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the KoTDA and/or the Government of Kenya, and includes collusive practices among bidders (prior to or after submission of tenders) designed to establish prices at artificial, non-competitive levels and to deprive the KoTDA of the benefits of free and open competition.

Any attempt by a candidate or bidder to obtain confidential information, enter into unlawful agreements with competitors or influence the committee of the KoTDA during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of his/her candidacy or tender and may result in administrative penalties (e.g. suspension). Hence in putting forward a tender, the candidate or tenderer shall declare that he is not affected by any potential conflict of interest and has no link with other tenderers or parties

involved in the project. Should such a situation arise during performance of the contract, the tenderer must immediately inform KoTDA.

The consultant/contractor/tenderer must always act impartially and as a faithful adviser in accordance with the code of conduct of his profession. He shall refrain from making public statements about the project or services without the KoTDA's prior approval. He may not commit the KoTDA in any way without its prior written consent.

For the duration of the contract the consultant/contractor/tenderer and its staff shall respect human rights and undertake not to offend the political, cultural and religious morals of the Republic of Kenya.

The contractor/tenderer may accept no payment connected with the contract other than that provided for therein. The consultant/contractor/tenderer and its staff must not exercise any activity or receive any advantage inconsistent with their obligations to the KoTDA.

The contractor/tenderer shall refrain from any relationship likely to compromise its independence or that of its staff. If the consultant/contractor/tenderer ceases to be independent, the KoTDA may, regardless of injury, terminate the contract without further notice and without the consultant/contractor/tenderer having any claim to compensation.

All tenders will be rejected, or contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses.

APPENDIX TO INSTRUCTIONS TO THE TENDERERS

The following information for procurement of services shall complement or amend the provisions of the instructions to tenderers. Wherever there is a conflict between the provisions of the instructions to tenderers and the provisions of the appendix, the provisions of the appendix herein shall prevail over those of the instructions to tenderers

Instructions to tenderers	Particulars of appendix to instructions to tenderers																
2.1	<p>Eligible tenderers are as indicated here below: This Invitation to tender is open to all eligible candidates from Kenya as described in the instructions to tenderers. To be eligible to tender, in addition to the requirements given, the tenderer if previously contracted by Konza Technopolis Development Authority to offer similar services, must not have had any negative evaluation for poor performance</p>																
2.10	<p>Tender Currencies Prices shall be quoted in Kenya Shillings.</p>																
2.12	<p>Tender Security The amount of Tender Security shall be in the sum of Kenya Shillings One Hundred Thousand (Kshs 100,000) in the form of a bank guarantee from a bank registered in Kenya and recognized by the Central Bank of Kenya or a guarantee from an insurance company registered with the Insurance Regulatory Authority (IRA). The tender security should be valid for a period of 30 days beyond the tender validity period, i.e. 150 days from the date of tender opening.</p>																
2.22	<p><u>EVALUATION AND COMPARISON OF TENDERS</u> <u>PRELIMINARY EVALUATION</u></p> <p>The tenderer shall provide the following mandatory requirements which shall be used for the preliminary evaluation (<i>failure to submit the mandatory requirements will lead to disqualification from the tender process – preliminary evaluation</i>)</p> <table border="1" data-bbox="440 1406 1425 1984"> <thead> <tr> <th data-bbox="440 1406 523 1451">#</th> <th data-bbox="523 1406 1425 1451">Description</th> </tr> </thead> <tbody> <tr> <td data-bbox="440 1451 523 1496">1</td> <td data-bbox="523 1451 1425 1496">Copy of certificate of Incorporation/Registration</td> </tr> <tr> <td data-bbox="440 1496 523 1541">2</td> <td data-bbox="523 1496 1425 1541">Copy of valid Tax Compliance Certificate</td> </tr> <tr> <td data-bbox="440 1541 523 1615">3</td> <td data-bbox="523 1541 1425 1615">Company's Form CR12 from the Kenya's Register of Companies on its letterhead</td> </tr> <tr> <td data-bbox="440 1615 523 1720">4</td> <td data-bbox="523 1615 1425 1720">Certified copy of Membership Certificate of a professional body like Public Relations Society of Kenya (PRSK) or its equivalent in the public relations field</td> </tr> <tr> <td data-bbox="440 1720 523 1765">5</td> <td data-bbox="523 1720 1425 1765">Duly filled Confidential Business Questionnaire</td> </tr> <tr> <td data-bbox="440 1765 523 1809">6</td> <td data-bbox="523 1765 1425 1809">Duly filled Bidders Declaration & Integrity Pact</td> </tr> <tr> <td data-bbox="440 1809 523 1984">7</td> <td data-bbox="523 1809 1425 1984">Properly bound (spiral or perfect cover, hard cover or case bound), paginated, serialized tender document (each page of the tender submission must have a number and the numbers must be in chronological order).</td> </tr> </tbody> </table>	#	Description	1	Copy of certificate of Incorporation/Registration	2	Copy of valid Tax Compliance Certificate	3	Company's Form CR12 from the Kenya's Register of Companies on its letterhead	4	Certified copy of Membership Certificate of a professional body like Public Relations Society of Kenya (PRSK) or its equivalent in the public relations field	5	Duly filled Confidential Business Questionnaire	6	Duly filled Bidders Declaration & Integrity Pact	7	Properly bound (spiral or perfect cover, hard cover or case bound), paginated, serialized tender document (each page of the tender submission must have a number and the numbers must be in chronological order).
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Note: If the bidder has been a previous contractor/consultant for KoTDA but with a negative evaluation for services done, they shall not be considered for evaluation or award for this tender.

TECHNICAL EVALUATION

The Evaluation criteria given in the table below will be used in evaluation of the Tender for Provision of Public Relations, Communications, Advertising and Event Management Agency -Framework Agreement:

No.	CRITERIA	Marks
1	Provide a detailed company profile with a detailed organization structure Company profile – 3 marks Organization structure – 3 marks	6
2	Provide 4 Successful Communication campaigns/activities carried out in the last three years. Provide names and address of client, contact person(s), date of assignment, resource persons for each assignment, with accompanying reference letters. (Each assignment carries 2 points)	8
3	Technical capacity, resources available for the assignment. Tools and equipment's (e.g. creative and design equipment, etc). Provide a list of tools and equipment owned. (KoTDA shall carry out random inspection at the due diligence stage). 1 mark for each item, minimum of 5 items	5
4	Evidence of Public Relations or Corporate Communication contracts undertaken out in the government sector and Corporate sector worth at least Ksh. 2 million per contract per year. Two from Government and two Corporate clients Each Government client – 5 marks Each Govt. value above Ksh. 3 Million - 5 marks Each Corporate client - 4 Marks Each Corporate Client value above	46

		<p style="text-align: center;">Ksh. 3 Million - 5 marks</p> <p>Each reference carries 2 marks</p> <p><u>PLEASE NOTE</u></p> <p>a. The Contract value should be net (Not inclusive of the third party costs that is advertising costs and materials produced for the client, i.e. retainer cost only).</p> <p>b. As a proof attach a certified copy of the full contract clearly indicating the contract value and period of the same.</p> <p>c. The Bidder must provide an original recommendation letter addressed to the Chief Executive Officer KoTDA on the issuing organizations letter head</p> <p>d. The assignment must strictly be related to Public Relations and Corporate Communications sector.</p>	
	C	<p>Human Resources Capacity</p> <p>A) Team Leader:</p> <p>Minimum academic/technical qualification of Postgraduate/Master’s degree in Public relations/ Media/ Corporate communication related studies. The team leader must be a member of the Public Relations Society of Kenya (PRSK). Proof of current membership must be provided. The team leader should have overseen at minimum four similar assignments of equal or larger magnitude prior to this submission. CVs, testimonials, certificates and other reference documents must be attached.</p> <p>10 Years’ experience and above in advertising and marketing communication roles (attach detailed CV) – 4 marks</p> <p>Postgraduate/Masters University degree in Advertising/Public Relations (Attach Certificates) - 4 Marks</p>	10

	Proof of current membership of PRSK – 2 Marks	
	<p>B) Other key staff: Other staff proposed for the assignment that have requisite qualifications with at least four (4) years’ experience in the PR industry. The staff should have proof of membership from PRSK Staff must attach CVs, testimonials, certificates and other relevant supporting documentation.</p> <p>a) Digital and Social Media Manager b) Reputation Management Specialist c) Account relationship Manager d) Stakeholder management specialist e) Media management specialist</p> <p>Minimum of 4 years’ experience – 2 marks for each key staff Having required degree (certificates MUST be provided) – 2 marks for each key staff Membership of PRSK – 1 mark for each key Staff</p>	25
	TOTAL	100

To be considered technically responsive, the tenderer must score a minimum of 80 points and above out of the possible 100 points.

Only those tenderers scoring 80 points and above shall proceed to the pitching stage where they will be invited to make a presentation on a specific plan. This will be scored where responsive bidders must score 20 points out of the possible 30 points. Only the Bidders who score 20 points and above in the pitching stage shall proceed to the financial evaluation.

Pitch evaluation

The successful bidder(s) from technical evaluation who achieve the minimum pass mark of 80 points and above will be asked to prepare and make a presentation on KoTDA’s 1-year Public Relations Communication Plan. The scope of the brief includes:

1. Design and outlook presentation
2. Growth of audience and reach
3. Digital and social media advertising mediums
4. Digital media optimization
5. Social media crisis communication (negative publicity)

	<p>6. Content development 7. Feedback and response measure 8. Monitoring and evaluation</p> <p>The following criteria shall be used to evaluate the pitch presentation. Bidding firms are advised to align their presentations to the scope of work indicated in the terms of reference, Section VI – Schedule of Requirements</p> <table border="1" data-bbox="440 533 1398 1021"> <thead> <tr> <th>Methodology and Approach</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>Understanding of the objectives & TOR’s of the plan</td> <td>5</td> </tr> <tr> <td>Creativity on developing the plan</td> <td>10</td> </tr> <tr> <td>Presentation and pitching appeal</td> <td>5</td> </tr> <tr> <td>Appropriateness of methodology and work plan</td> <td>5</td> </tr> <tr> <td>Monitoring and Evaluation tools for project/campaign Successes</td> <td>5</td> </tr> <tr> <td>TOTAL</td> <td>30</td> </tr> </tbody> </table> <p>The successful bidder(s) will then proceed to financial evaluation where the overall award will be to the lowest evaluated tenderer with the least cost amongst all the items and subject to successful due diligence process.</p>	Methodology and Approach	Points	Understanding of the objectives & TOR’s of the plan	5	Creativity on developing the plan	10	Presentation and pitching appeal	5	Appropriateness of methodology and work plan	5	Monitoring and Evaluation tools for project/campaign Successes	5	TOTAL	30
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TOTAL	30														
2.24	<p>Award of tender</p> <p>a) Award KoTDA will award the contract to the successful tenderer whose tender has been determined to be substantially responsive and has been determined to be the lowest evaluated tender, provided further that the tenderer is determined to be qualified to perform the contract satisfactorily.</p> <p>b) Post qualification KoTDA shall conduct post qualification due diligence to determine to its satisfaction whether the tenderer that is selected as having submitted the lowest evaluated responsive tender is qualified to perform the contract satisfactorily.</p> <p>c) Competitive negotiation KoTDA may conduct competitive negotiations where applicable in accordance with section 131 and Section 132 of the Public Procurement and Asset Disposal Act 2015.</p>														
2.27	<p>Particulars of performance security</p> <p>The amount of Performance Security shall be 10% of the estimated Contract Price in the format of the Performance Security Form provided in the tender document (Section VII – Standard Forms) in the form of a Bank Guarantee drawn by a bank licensed and operating in Kenya.</p>														

2.28	<p>In addition to clause 2.28, the ethics as described below will apply:</p> <p>Ethics</p> <p>It is a requirement that both KoTDA and prospective suppliers of goods, services and works observe the highest standards of ethics during the procurement and execution of contracts.</p> <p>In pursuance of this policy, KoTDA requires that all bidders concerned take measures to ensure that no transfer of gifts, payments or other benefits to officials of KoTDA and/or procurement/management staff with decision making responsibility or influence occurs. In this regard, KoTDA will require all tenderers to sign, as part of the tender documents, an Integrity Pact (Section VII – Standard forms). Non-delivery of the Bidders Declaration and Integrity Pact (Section VII – Standard forms) duly undersigned by the chief executive or legal representative of the tendering party will result in exclusion of the bid/ quotation from the procurement process.</p> <p>KoTDA reserves the right to suspend or cancel a tender/quotation if corrupt practices of any kind are discovered at any stage of the award process.</p>
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SECTION III – GENERAL CONDITIONS OF CONTRACT

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3.23 EXPIRATION OF CONTRACT 30

3.1 Definitions

In this contract the following terms shall be interpreted as indicated:

- a) “The contract” means the agreement entered into between the KoTDA and the tenderer as recorded in the Contract Form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.
- b) “The Contract Price” means the price payable to the tenderer under the Contract for the full and proper performance of its contractual obligations.
- c) “The services” means services to be provided by the contractor including materials and incidentals which the tenderer is required to provide to the KoTDA under the Contract.
- d) “The KoTDA” means the organization sourcing for the services under this Contract.
- e) “The contractor means the individual or firm providing the services under this Contract.
- f) “GCC” means general conditions of contract contained in this section
- g) “SCC” means the special conditions of contract
- h) “Day” means calendar day

3.2 Application

These General Conditions shall apply to the extent that they are not super ceded by provisions of other part of contract.

3.3 Joint drafting

The parties have participated jointly in the negotiation and drafting of this agreement. In the event an ambiguity or question of intent or interpretation arises, this agreement shall be construed as if drafted jointly by the parties and no presumption or burden of proof shall arise favouring or disfavouring any party by virtue of the authorship of any of the provisions of this agreement.

3.4 Effectiveness of contract

This Contract shall come into effect on2020.

3.5 Commencement of services

The Tenderer shall begin carrying out the Services immediately the Contract becomes effective or at such other date as may be specified.

3.6 Standards

The services provided under this Contract shall conform to the seven standards mentioned in the Schedule of requirements.

3.7 Patent right's

The tenderer shall indemnify the KoTDA against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the services under the contract or any part thereof.

3.8 Performance security

3.8.1 Within twenty-eight (28) days of receipt of the notification of Contract award, the successful tenderer shall furnish to the KoTDA the performance security where applicable in the amount specified in Special Conditions of Contract.

3.8.2 The proceeds of the performance security shall be payable to the KoTDA as compensation for any loss resulting from the Tenderer's failure to complete its obligations under the Contract.

3.8.3 The performance security shall be denominated in the currency of the Contract or in a freely convertible currency acceptable to the KoTDA and shall be in the form of a bank guarantee drawn by a bank licenced and operating in Kenya.

3.8.4 The performance security will be discharged by the KoTDA and returned to the candidate not later than thirty (30) days following the date of completion of the tenderer's performance of obligations under the contract, including any warranty obligations under the contract.

3.9 Inspections and tests

3.9.1 The KoTDA or its representative shall have the right to inspect and/or to test the services to confirm their conformity to the Contract specifications. The KoTDA shall notify the tenderer in writing, in a timely manner, of the identity of any representatives retained for these purposes.

3.9.2 The inspections and tests may be conducted on the premises of the tenderer or its subcontractor(s). If conducted on the premises of the tenderer or its subcontractor(s), all reasonable facilities and assistance, including access to drawings and production data, shall be furnished to the inspectors at no charge to the KoTDA.

3.9.3 Should any inspected or tested services fail to conform to the Specifications, the KoTDA may reject the services, and the tenderer shall either replace the rejected services or make alterations necessary to meet specification requirements free of cost to the KoTDA.

3.9.4 Nothing in clause 3.9 shall in any way release the tenderer from any warranty or other obligations under this Contract.

3.10 Payment

The method and conditions of payment to be made to the tenderer under this Contract shall be as specified in SCC.

3.11 Prices

Prices charged by the contractor for services performed under the Contract shall not, with the exception of any Price adjustments authorized in SCC, vary from the prices given by the tenderer in its tender or in the KoTDA's request for tender validity extension as the case may be. No variation in or modification to the terms of the contract shall be made except by written amendment signed by the parties.

3.12 Assignment

The tenderer shall not assign, in whole or in part, its obligations to perform under this contract, except with the KoTDA's prior written consent.

3.13 Termination for Default

The KoTDA may, without prejudice to any other remedy for breach of Contract, by written notice of default sent to the tenderer, terminate this Contract in whole or in part:

- a) If the tenderer fails to provide any or all of the services within the period(s) specified in the Contract, or within any extension thereof granted by the KoTDA.
- b) If the tenderer fails to perform any other obligation(s) under the Contract.
- c) If the tenderer, in the judgment of the KoTDA has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

In the event the KoTDA terminates the Contract in whole or in part, it may procure, upon such terms and in such manner as it deems appropriate, services similar to those undelivered, and the tenderer shall be liable to the KoTDA for any excess costs for such similar services.

3.14 Termination of insolvency

The KoTDA may at any time terminate the contract by giving written notice to the contractor if the contractor becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the contractor, provided that such termination will not produce or affect any right of action or remedy, which has accrued or will accrue thereafter to the KoTDA.

3.15 Termination for convenience

- 3.15.1** The KoTDA by written notice sent to the contractor may terminate the contract in whole or in part, at any time for its convenience. The notice of termination shall specify that the termination is for the KoTDA convenience, the extent to which performance of the contractor of the contract is terminated and the date on which such termination becomes effective.

3.15.2 For the remaining part of the contract after termination the KoTDA may elect to cancel the services and pay to the contractor on agreed amount for partially completed services.

3.16 Resolution of disputes

The KoTDA's and the contractor shall make every effort to resolve amicably by direct informal negotiations any disagreement or dispute arising between them under or in connection with the contract.

If after thirty (30) days from the commencement of such informal negotiations both parties have been unable to resolve amicably a contract dispute either party may require that the dispute be referred for resolution to the formal mechanisms specified in the SCC.

3.17 Governing language

The contract shall be written in the English language. All correspondence and other documents pertaining to the contract, which are exchanged by the parties, shall be written in the same language.

3.18 Force Majeure

The contractor shall not be liable for forfeiture of its performance security, or termination for default if and to the extent that it's delays in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

3.19 Applicable law

The contract shall be interpreted in accordance with the laws of Kenya unless otherwise specified in the SCC.

3.20 Notices

Any notices given by one party to the other pursuant to this contract shall be sent to the other party by post or by fax or E-mail and confirmed in writing to the other party's address specified in the SCC

A notice shall be effective when delivered or on the notices effective date, whichever is later.

3.21 Confidentiality

- i) "Confidential Information" shall, for the purposes of this Agreement, include without limitation any financial, strategic, technical, commercial, geological and scientific information, know-how, trade secrets and data in whatever form, communicated to the Tenderer or acquired by the Ministry of Energy or KoTDA during the course of the tenderer carrying out his duties as contemplated in this Agreement.
- ii) The Tenderer agrees that he will not, during the course of carrying out his duties as contemplated in this Agreement or thereafter into perpetuity, disclose the Confidential Information to any third party for any reason or purpose whatsoever without the prior

written consent of the Ministry of ICT or Konza Technopolis Development Authority save in accordance with the provisions of this Agreement.

- iii) The Tenderer agrees not to utilize, exploit or in any other manner whatsoever use the Confidential Information disclosed pursuant to the provisions of this Agreement and the terms of any subsequent Agreement made by parties, for any purpose whatsoever without the prior written consent of the Ministry of ICT or Konza Technopolis Development Authority.
- iv) The Tenderer undertakes not to use the Confidential Information for any purpose other than that for which it is disclosed; and in accordance with the provisions of this Agreement and any subsequent Agreement made by parties.
- v) The Tenderer shall be held liable for disclosing confidential information unless he proves that:
 - a) Such information and data were in the public domain prior to such disclosure.
 - b) Such information and data have become part of the public domain through no fault of the Tenderer, or
 - c) Such disclosure was required by any written Kenyan law.

3.22 Corrupt gifts and payments of commission

- i) The Client is an institution that fosters zero tolerance to fraud and corruption. The Tenderer hereby agrees to avoid fraud and corruption and to report any suspected fraud, corruption, or any activity that jeopardizes the integrity of the Client and its staff to its – Corruption Prevention and Integrity Committee (COPIC).
- ii) The Tenderer shall not.
 - a) Offer or give or agree to give to any person in the service of the Client any gift or consideration of any kind as an inducement or reward for doing or forbearing to do or for having done or forborne to do any act in relation to the obtaining or execution of this or any other Contract with the Client or for showing or forbearing to show favour or disfavour to any person in relation to this or any other contract with the Client.
 - b) Enter into this or any other contract with the Client in connection with which commission or consideration has been paid or agreed to be paid by it or on his behalf or to his knowledge, unless before the Contract is made particulars of any such commission or consideration and of the terms and conditions of any agreement for the payment thereof have been disclosed in writing by the Client.

3.23 Expiration of contract

Unless terminated earlier pursuant to Clause, this Contract shall terminate on after satisfactory completion of services and submission of a report by the Tenderer as required by this contract.

SECTION IV – SPECIAL CONDITIONS OF CONTRACT

Notes on Special Conditions of Contract

The clauses in this section are intended to assist the KoTDA in providing contract specific information in relation to corresponding clauses in the general conditions of contract.

The provisions of Section IV complement the general conditions of contract included in section III, specifying contractual requirements linked to the special circumstances of the KoTDA and the procurement of services required. In preparing section IV, the following aspects should be taken into consideration.

- a) Information that complements provisions of section III must be incorporated.
- b) Amendments and/or supplements to provision of section III, as necessitated by the circumstances of the specific service required must also be incorporated.

Where there is a conflict between the provisions of the special conditions of contract and the provisions of the general conditions of contract the provisions of the special conditions of contract herein shall prevail over the provisions of the general conditions of contract.

4.1 Special Conditions of Contract (SCC) shall supplement the general conditions of contract, wherever there is a conflict between the General Conditions of Contract (GCC) and the SCC, the provisions of the SCC herein shall prevail over those in the GCC.

4.2 Special conditions of contract with reference to the general conditions of contract.

General conditions of contract Reference	Special conditions of contract
3.8	<i>Performance Security</i> <i>10% of estimated Contract Sum in the Form of Bank Guarantee drawn by a bank licensed and operating in Kenya</i>
3.10	<i>Payment</i> <i>The payment terms are for a credit period of thirty (30) days from the date when the monthly invoices are received at KoTDA; and upon confirmation of satisfactory receipt of services.</i>
3.16	<i>Resolution of Disputes</i> <i>The provisions of the arbitration act of the laws of Kenya shall apply.</i>

SECTION V – SCHEDULE OF REQUIREMENTS

Notes for preparing the schedule of requirements

The schedule of requirements for the services shall be included in the tender documents by the KoTDA and shall cover at the minimum a description of the goods and services to be supplied and the delivery schedule.

The objectives of schedule of requirements is to provide sufficient information to enable tenderers prepare their tenders efficiently and accurately, in particular, the price schedule, for which information is provided.

In addition, the schedule of requirements, together with the price schedule, should serve as a base in the event of quantity variations at the time of award of contract pursuant to instructions to tenderers clause 2.24.

The date or period of delivery should be carefully specified, taking into account the date prescribed herein from which the KoTDA's delivery obligations start (notice of award).

This part will include any deliverables under the service contract

Number	Description	Quantity	Delivery Time Start _____ End _____
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SECTION VI – DESCRIPTION OF SERVICES

Notes for preparing technical specifications

A set of precise and clear description of the services required is a prerequisite for tenderers to respond realistically and competitively to requirements of the KoTDA without qualifying their tenders, the specifications should require that all goods and services to be incorporated be new, and of the most recent improvements – in design and materials unless otherwise provided for in the contract.

Samples of specifications from previous similar procurement are useful in their respect.

Care must be taken in describing the services to ensure that they are not restrictive. In the description of services, describing the services recognized national or international standards should be used as much as possible. Where other particular standards are used, the description should state the services that meet other authoritative standards, and which ensure at least a substantially equal quality than other standards mentioned will also be acceptable.

This part will include any deliverables under the service contract.

TERMS OF REFERENCE FOR ENGAGEMENT OF A PUBLIC RELATIONS, COMMUNICATION, ADVERTISING AND EVENTS MANAGEMENT AGENCY

BACKGROUND AND JUSTIFICATION

Konza Technopolis Development Authority is keen to enhance its image and reputation through establishing and maintaining strategic relationships with the public, current and prospective investors, partners, employees and other stakeholders so as to enhance a positive image of the authority.

It is against this background that KoTDA is looking for a Public Relations, Communication, Advertising and Events Management Agency to support the internal team with Public Relations strategy and planning, content development and management, media engagement, measurement and evaluation of Public Relations initiatives and reputation management.

The agency will support and enable Konza to develop and implement Public Relations strategies as well as brand assets and strategies events to grow brand love and attract investors and investment to Konza Technopolis.

INTRODUCTION

Konza Technopolis (KT) is a key flagship project of Kenya's Vision 2030 economic development portfolio. Konza will be a world-class city, powered by a thriving information, communications and technology (ICT) sector, superior reliable infrastructure and business friendly governance systems.

The Government of Kenya established the Konza Technopolis Development Authority (KoTDA) as a special purpose entity to facilitate the development of Konza Technopolis. The mission of KoTDA is to ensure that Konza grows into a sustainable, world-class technology hub and a major economic driver for the nation, with a vibrant mix of businesses, workers, residents, and urban amenities. KoTDA is responsible for overseeing the development and management of Konza, and for establishing a strong value proposition for businesses to locate and expand in Konza.

In order to implement its mandate of development of KT and attracting investors and investments, the authority intends to hire the services of a consultant to offer Public Relations & Communications and events creative services

THE ASSIGNMENT

The authority seeks to hire the serves of a consultant that will develop and implement strategic PR & Communication plans, content development and curation, investigate the media landscape that the authority can leverage to create positive image and awareness of the project among the stakeholders

OBJECTIVES OF THE CONSULTANCY

The overall objective of this assignment is to ensure the overall reputation management of the authority. This will be done through the cultivation of favourable relations for the authority and investment products with key publics through the use of variety of communications channels and tools

Vision: To be a leading global technology and innovation hub

Mission: To develop a sustainable smart city and an innovation ecosystem, contributing to Kenya's knowledge-based economy

SCOPE OF THE WORK ACROSS THE CONSULTANCY PERIOD

Konza Technopolis Development Authority is looking for the services of a professional Public Relations & Communications and Events firm across the consultancy period to undertake the below assignment.

- a) Build awareness and favorable image of the authority
- b) Media monitory
- c) Crisis management
- d) Build Konza product awareness
- e) Create interest of the authority's investment opportunities
- f) Inform the publics about the product and opportunities
- g) Stimulate demand to increase uptake of investment opportunities
- h) Brand reinforcement by maintaining positive relationships with key audiences, and supporting the establishment if a strong image
- i) Support KoTDA a positive, consistent and clear image of the project, and initiatives ensuring that it relates with the stakeholders needs and priorities
- j) Foster effective flow of information to clarify the Konza project
- k) Address the perception challenges facing the project among Kenyans, Partners, stakeholders and investors
- l) Generate and project positive perception and image of the project among the key stakeholders

INITIAL SCOPE OF WORK

The services to be provided shall include.

- PR& Communication strategy planning and implementation
- Marketing communication strategy development and execution
- Media Relations support and engagements
- Stakeholder engagement
- Media management and content development, curation and dissemination
- Branding and design of communication tools including development of advertising content
- Issues management

The specific scope of work will include.

Item	Description
Communication, marketing and stakeholder engagement strategy	<ul style="list-style-type: none"> • Develop a perception index and perception audit of the public sentiments to build a benchmark • Develop a strategy on perception, reputation and identity building • Develop an engagement and execution plan for the identified stakeholders • Produce regular publicity materials • Identify and produce suitable targeted publicity materials • Identify suitable marketing communications channels • Develop a calendar of events and activities relevant to the authority • Develop a monitoring and evaluation framework to measure impact
<i>Media management and positive publicity generation</i>	<ul style="list-style-type: none"> • Pitch compelling story to position the Konza project • Secure media opportunities both local and international media • Organize and manage successful media events to • Development of press releases, opinion editorials, talking points, speeches, website content and other internal and external communications collateral to seed messaging to the target audience Provide media training services for KoTDA • <u>Daily media monitoring and monthly analysis</u>
Branding/ design of communication tools and publicity materials	<ul style="list-style-type: none"> • Design branding materials such as logos and other brand identity requirements for the authority • Create infographics

LOT I: PUBLIC RELATIONS, COMMUNICATIONS & EVENTS

	Description	Marks
I.	Firm Suitability (25 marks)	
1.	Company profile	2
2.	Reference letter from the bank	2
3.	<p><u>Specific experience of the firm related to the assignment:</u></p> <ul style="list-style-type: none"> i. Branding & Communication Strategy (2 marks) (Submit profiles of at least two (2) projects executed that include development of a Branding & Communication strategy) ii. Creative Services (2 marks) (Submit Profile and Sample in DVD format of at least two (2) audio visual production works for new and digital medium e.g. promotional videos/TV/Radio/Digital Commercials developed). iii. Media Management Services (2 marks) (Attach copy of LPO/LSO/ Invoice/ project completion certificate/ Signed Contract from client mentioning the work done for media management services) iv. Digital Services (2 marks) (Attach copy of LPO/LSO/ Invoice/ project completion 	10

	<p>certificate/ Signed Contract from client mentioning the work done for Digital services)</p> <p>v. Handling an Advertising campaign covering Branding & Communication strategy/designing/production of Creatives/commercials for various media including print, TV, radio, online, outdoor, etc., and digital media for at least 2 distinct clients. (2 marks)</p> <p>(For each campaign attach any one or more of the following: letters of recommendations, client or public satisfaction survey reports, impact reports, projects completion reports etc.)</p>	
4.	<p><u>Organizational Experience</u></p> <p>Written and certified three (3) references complete with telephone and email addresses. These should include a brief explanation of the kind of work undertaken and results realized within the last five years (2 marks for each reference).</p>	6
5.	<p><u>Awards</u></p> <p>Award Winning advertising campaigns: Bidder should have won recognized awards for their creative work. Attach Copy of Award Certificates from the body responsible for the award ceremony.</p> <ul style="list-style-type: none"> • Awards for >3 citations = 5 Marks • Awards for 2 citations = 3 Marks • Awards for 1 citation = 2 Marks • No Awards = 0 Marks 	5
II.	<p>CV of the proposed staff (25 marks)</p> <p>Qualification and Competence of Staff: Bidder must provide CVs of key personnel who will be involved in the project;</p>	
	<p>1. Account Director.</p> <p>i. Bachelor's Degree in strategy, marketing, communication or any other relevant fields. (Attach copy of the certificate) (2 marks)</p> <p>ii. At least 5 years of managing similar clients (Attach detailed and signed Curriculum Vitae) (5 years or more- 2marks, less than 5 years- 0 marks)</p> <p>iii. Membership to relevant professional bodies e.g. MSK and PRSK. (1 mark)</p>	5
	<p>2. Strategy Director.</p> <p>i. Bachelor's Degree in strategy, marketing, communication or any other relevant fields. Attach copy of certificate (2 marks)</p> <p>ii. Specific experience in 360-degree campaign strategies successfully implemented in the last five (5) years. Attach signed detailed Curriculum Vitae (5 years or more- 2 marks, less than 5 years- 0 marks)</p> <p>iii. Membership to relevant professional bodies e.g. MSK and PRSK. (1 mark)</p>	5
	<p>3. Media Director:</p> <p>i. Bachelor's Degree in strategy, marketing, communication or any other relevant fields (Attach copy of the original) (2 mark)</p>	5

	<ul style="list-style-type: none"> ii. At least 6 years' experience in media planning and managing advertising (Attach signed detailed Curriculum Vitae) (2 marks) iii. Membership to relevant professional bodies e.g. MSK and PRSK. (1 mark) <p>4. Creative Head/Director.</p> <ul style="list-style-type: none"> i. Diploma in Design, Production, filming, communication or any other relevant fields. Attach copy of certificate (2marks) ii. At least 5 years' experience as creative head/director. Attach a detailed and signed Curriculum Vitae (5 years or more-2 marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. MSK and PRSK. (1 mark) <p>5. Copywriting Expert</p> <ul style="list-style-type: none"> i. Diploma in Design, Production, filming, communication or any other relevant fields. Attach copy of certificate (2marks) ii. Should have at least five (5) years' experience in English copywriting - Attach detailed and signed Curriculum Vitae (5 years or more-2 marks, less than 5 years- 0marks) iii. Should have done copywriting for at least three (3) national campaigns: (1 mark each) 	<p>5</p> <p>5</p>
	<p>Adequacy of the proposed Methodology and Work Plan in responding to the Terms of Reference will be evaluated on how the consultant proposes to address the areas listed below (30 marks).</p> <p>(1 mark for each point unless specified);</p>	
	<p>Creative and Advertising Services</p> <ul style="list-style-type: none"> i. Develop a brand architecture and framework that aligns to Konza Technopolis Development Authority (KoTDA) strategy (2 marks) ii. Develop and implement Advertising/Communication strategies for the authority (2 marks) iii. Conceptualisation, development and execution of effective and impactful advertising. (2 marks) iv. Monitoring and evaluation of Advertising/Communication strategies and advertising campaigns. (2 marks) v. Create and enhance awareness of the existing programmes that KoTDA has developed. (2 marks) vi. Conceptualisation and production of audio-visual materials such as documentaries, TVCs, infomercials, radio adverts, animated videos for digital media platforms, etc. (4 marks) vii. Design and layout of advertisements for print media (for 	

newspapers, magazines etc.), electronic and interactive media. (2 marks)

- viii. Conceptualizing, designing and ensuring quality control on production of all branded collateral materials including indoor and outdoor branding and promotional materials; brochures, leaflets/fliers, various banners, folders, pens, notebooks, gift bags, stationery for the Authority. (4 marks)

NB: The Agency must always use fresh ideas for creating advertisements. It must neither use old tactics nor copy the campaigns of other products or corporate entities.

Digital Services

- i. Develop a digital strategy for the brand in alignment with the KoTDA's communication strategy. (4 marks)
- ii. Promote sustained awareness and recognition for the Authority's corporate brand in the digital space. (2 marks)
- iii. Provide digital media buying in appropriate platforms for all advertising campaigns for KoTDA (2 marks)
- iv. Creative adaptation of advertisements for digital media placement. (2 marks)
- v. Develop and execute a social media strategy to ensure that KoTDA leverages on all social media channels for enhanced brand presence and positive user experience. (2 marks)
- vi. Liaise with the internal team to enhance KoTDA's brands social media presence. Communicate and engage with the audience on the social networks – Facebook, Twitter, and YouTube and other emerging online channels. (2 marks)
- vii. Listen & monitor the online buzz about KoTDA and the related projects, events & talks. (2 marks)
- viii. Evaluate and strategize the growth of the online communities. (2 marks)
- ix. Support the website team in enhancing external communication. (2 marks)

Media Management Services

- i. Provide media strategy, planning and media buying services in support of KoTDA advertising campaigns when required. (4 marks)
- ii. Propose appropriate media platforms for effective running of KoTDA's advertising campaigns. (2 marks)
- iii. Keep the Authority abreast with any changes related to

	<p>the media landscape to enable the Authority to make informed decisions on platforms to consider for advertising campaigns. (2 marks)</p> <p>iv. Propose strategies that will enhance the Authority’s media presence. (2 marks)</p> <p>v. Hold media engagement and brown bag meetings with key editors from mainstream media</p> <p>vi. Ensure management of negative publicity across all media platforms</p> <p>vii. Manage media publicity by writing and circulating third party opinion pieces, press releases and preparing press conferences and site media tours</p>	
	Total (Pass mark 60 marks)	80

Those bidders who will meet the pass mark score of the technical evaluation will be invited to pitch. The pitching will carry a maximum score of 30 and a pass mark score of 20 marks.

LOT II: INVESTOR EXPERIENTIAL MARKETING

	Description	Marks
I.	Firm Suitability (25 marks)	
1.	Company profile	2
2.	Reference letter from the bank	2
3.	<p><u>Specific experience of the firm related to the assignment:</u></p> <p>Events management at the national level (2 marks for each)</p> <p>i. Provide a list of three (3) Events successfully executed whose scope was countrywide. (Attach copies of signed contracts/ events profiles/ event completion reports) (2 marks per event)</p> <p>ii. Proof of success in implementation of Events above (For each project attach any one or more of the following: client or public satisfaction survey reports, impact reports, etc. (2 marks per proof/evidence submitted)</p>	12
4.	<p><u>Organizational Experience</u></p> <p>Written and certified three (3) references complete with telephone and email addresses. These should include a brief explanation of the kind of work undertaken and results realized within the last five years (2 marks for each reference).</p>	6
5.	<p><u>Awards</u></p> <p>Award Winning on ground activation campaigns: Bidder should have won recognized awards for their activation campaigns. Attach Copy of Award Certificates from the body responsible for the award ceremony.</p> <ul style="list-style-type: none"> • Awards for >3 citations = 3 Marks • Awards for 2 citations = 2 Marks 	5

	<ul style="list-style-type: none"> • Awards for 1 citation = 1 Marks • No Awards = 0 Marks 	
II.	<p>CV of the proposed staff (25 marks)</p> <p>Qualification and Competence of Staff: Bidder must provide CVs of key personnel who will be involved in the project;</p>	
	<p>1. Events Director:</p> <ul style="list-style-type: none"> i. Bachelor’s Degree in strategy, marketing, communication or any other relevant fields. (Attach copy of the certificate) (5 marks) ii. At least 5 years’ experience in managing nationwide events for similar clients (Attach detailed and signed Curriculum Vitae) (5 years or more-4 marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. MSK and PRSK. (2 mark) 	9
	<p>2. Strategy Resource:</p> <ul style="list-style-type: none"> i. Bachelor’s Degree in strategy, marketing, communication or any other relevant fields. (Attach copy of the certificate) (3 marks) ii. At least 5 years’ experience in developing marketing communications and PR strategies for nationwide integrated communication drive (Attach detailed and signed Curriculum Vitae) (5 years or more-3 marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. MSK and PRSK. (2 mark) 	8
	<p>3. Events Manager:</p> <ul style="list-style-type: none"> i. Bachelor’s Degree in a relevant field. (Attach copy of the certificate) (3 marks) ii. At least 5 years’ experience in events planning and management. (Attach detailed and signed Curriculum Vitae) (5 years or more-3 marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. MSK and PRSK. (2 mark) 	8
	<p>Adequacy of the proposed Methodology and Work Plan in responding to the Terms of Reference will be evaluated on how the consultant proposes to address the areas listed below (30 marks).</p> <p>(3 mark for each point unless specified);</p>	
	<ul style="list-style-type: none"> i. Demonstrate strong ability to manage experiential marketing strategies which must integrate seamlessly across all media, digital technology, investors engagements and experiences. (4 marks) ii. Provide strategic and creative services related to all KoTDA’s experiential marketing campaigns. (4 marks) 	

	<ul style="list-style-type: none"> iii. A high inclination towards data driven decision-making, using both research and analytics for measuring effectiveness of all activations. (2 marks) iv. Develop and execute a brand activation strategy to drive Kenyans to invest in Konza Technopolis. (4 marks) v. Develop and formulate proposals, work plan and budgets for the planned activities, and also provide a breakdown of costs to achieve the proposed concept. (4 marks) vi. Itemize the resources required for the activations. (2 marks) vii. Demonstrate an understanding of the filing season and use the insights to execute the experiential campaign effectively. (4 marks) viii. Clearly outline a monitoring and evaluation mechanism that will help determine the success of on-ground activations. (2 marks) 	
	Total Pass Mark 60 marks)	80

Those bidders who will meet the pass mark score of the technical evaluation will be invited to pitch. The pitching will carry a maximum score of 30 and a pass mark score of 20 marks.

LOT III: PUBLIC RELATIONS AND STAKEHOLDER MANAGEMENT

	Description	Marks
I.	Firm Suitability (25 marks)	
1.	Company profile	2
2.	Reference letter from the bank	2
3.	<p><u>Specific experience of the firm related to the assignment:</u></p> <p>The bidder should have proven experience working as PR and Public Affairs Advisory Agency in the services sector.</p> <ul style="list-style-type: none"> i. Provide a list of three (3) PR strategies executed for clients with national reach/scope (Attach copies of signed contracts/PR Value reports / project completion reports) (2 marks per project) ii. Proof of success in implementation of the above PR strategies. (For each project attach any one or more of the following: client or public satisfaction survey reports, impact reports, PR monitoring reports etc. (2 marks per project) 	12
4.	<p><u>Organizational Experience</u></p> <p>Written and certified two (2) references complete with telephone and email addresses. These should include a brief explanation of the kind of work undertaken and results realized within the last three years (2 marks for each reference).</p>	4

5.	<u>Awards</u>	3
<p>Award Winning on ground activation campaigns: Bidder should have won recognized awards for their PR campaigns. Attach Copy of Award Certificates from the body responsible for the award ceremony.</p> <ul style="list-style-type: none"> • Awards for >3 citations = 3 Marks • Awards for 2 citations = 2 Marks • Awards for 1 citation = 1 Marks • No Awards = 0 Marks 		
6.	<u>Staff</u>	2
<p>The firm must have at least 10 regular and experienced manpower including the qualified and experienced supervisor to handle PR and Stakeholder Management assignments. (documented proof should be attached) (2 marks)</p>		
II.	CV of the proposed staff (25 marks)	
<p>Qualification and Competence of Staff: Bidder must provide CVs of key personnel who will be involved in the project;</p>		
	1. PR Director:	9
	<ul style="list-style-type: none"> i. Bachelor's Degree in PR or any other relevant fields. (Attach copy of the certificate) (3 marks) ii. At least 5 years' experience in managing complex Crisis PR projects for similar clients (Attach detailed and signed Curriculum Vitae) (5 years or more-4 marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. PRSK. (2 mark) 	
	2. Strategy Resource:	8
	<ul style="list-style-type: none"> i. Bachelor's Degree in PR or any other relevant fields. (Attach copy of the certificate) (3 marks) ii. At least 5 years' experience in PR and Public Affairs Advisory (Attach detailed and signed Curriculum Vitae) (5 years or more-3 marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. PRSK. (2 mark) 	
	3. Account Manager	8
	<ul style="list-style-type: none"> i. Bachelor's Degree in PR or any other relevant fields. (Attach copy of the certificate) (3 marks) ii. At least 3 years' experience in PR and Public Affairs Advisory (Attach detailed and signed Curriculum Vitae) (5 years or more-3 marks, less than 5 years- 0 marks) iii. Membership to relevant professional bodies e.g. PRSK. (2 marks) 	
<p>Adequacy of the proposed Methodology and Work Plan in responding to the Terms of Reference will be evaluated on how the consultant proposes to address the areas listed below (30 marks). (1 mark for each point unless specified);</p>		

	<ul style="list-style-type: none"> i. Constantly monitor information affecting KoTDA and develop strategies to mitigate them. (2 marks) ii. Write and distribute information/ news releases and respond to media inquiries. (2 marks) iii. Build relationships with investors and respond to inquiries from the public. (2 mark) iv. Organize events and press conferences that will inform the public of the organization’s agenda. (2 marks) v. Ensure that KoTDA’s presence in the media and the PR value of internally solicited coverage is communicated constantly. (2 marks) vi. Provide advisory services on crisis communication arising from time to time. (2 marks) vii. Provide media training for key staff authorized to speak to the media. (2 marks) viii. Provide Public Relations services that will ensure high and positive visibility of KoTDA and reduced negative publicity in the media. (1 mark) ix. Communicate KoTDA’s achievements through opinion pieces written through print media platforms. (1 mark) x. Ensure positive publicity across media platforms and ensure reduced negative publicity for the organization across media platforms. (1 mark) xi. Respond to public policy threats and opportunities that affect KoTDA’s brand. (1 mark) xii. Research, forecast and evaluate the effects of public policy on KoTDA using public sources, political intelligence and personal contacts. (1 mark) xiii. Monitor all KoTDA’s news and editorial coverage in all media and give a content analysis that informs the business on way forward. (1 mark) xiv. Organize events that will ensure KoTDA’s image is positively represented. (1 mark) xv. Provide on real time basis information on how issues and stories related to KoTDA are reported in the media. (1 mark) xvi. Prepare summaries, clippings and links of all media publicity on KoTDA and provide the same on real time basis. (1 mark) 	
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xvii.	Prepare reports on nature of media content reporting and state what media is reporting on KoTDA (1 mark)	
xviii.	Provide KoTDA with value of all its media content in terms of audience reach and image enhancement. (1 mark)	
xix.	Proactive engagement with social media, which includes blogs, wikis, micro blogs, social networks, video, photo showing sites and real time alerts on behalf of KoTDA. (1 mark)	
xx.	Maintain relationships with KoTDA's existing stakeholders and develop new investment opportunities. (1 mark)	
xxi.	Provide media management and other publicity activities. (1 mark)	
xxii.	Review the effectiveness of previous activities and how KoTDA is viewed by diverse stakeholders. (1 mark)	
xxiii.	Publicize Corporate Social Responsibility Initiatives to enhance KoTDA's reputation. (1 mark)	
Total (Pass Mark 60 marks)		80

Those bidders who will meet the pass mark score of the technical evaluation will be invited to pitch. The pitching will carry a maximum score of 30 and a pass mark score of 20 marks.

- Distribute positive news and feature releases, newsletters, print, electronic, media alerts, social media blogs etc. for the various Taxpayers' Month activities to key media for publication.
- Provide timely and effective responses to all KoTDA's reputational risk matters that may affect the authority's activities.

The scope of work under the monthly retainer include the below:

SCOPE OF WORK FOR PUBLIC RELATIONS SERVICES	DESCRIPTION
Brand/Product Strategy Development	Facilitate the process of the development of brand strategies - in line with the Authority's strategic plan.
Corporate Communication strategy	Development of an annual corporate communications strategy for both internal and external communication to drive the Corporate strategy
Strategic Brand Management	<ul style="list-style-type: none"> a. Enhancement of the stakeholder engagement process. b. Identification and capitalization of strategic partnerships; within and beyond the tourism/travel sector.

Corporate Annual PR Plan Corporate Social Responsibility	Development of an annual Public Relations strategy for the Authority as per the Authority's brief Development and implementation of a CSR & Sustainability policy, plan and strategy
Marketing Concept Development	Development and implementation of brand marketing plans for the Authority.
Review of Brand Manual	Periodic review of the brand standards manual that dictated the use and application of the brand (including brand colours, applications at different settings, tones, Typographical elements, reproduction guidelines for printers etc.)
Media Strategy including: Media Planning and Buying	a) Media planning for brand campaigns b) Media prices negotiation on behalf of the Authority c) Media buying
Planning of Experimental/ initial Marketing (Events Planning, Consumer/Trade Promotions)	a) Local road shows and ground activations b) Launches, Sponsorships etc. c) Local Exhibitions, Conferences, Activations, etc.
Media intelligence:	Proactively provide guide on adverse media coverage and futuristic outlook based on current industry and reporting trends.
Preparing editorial material	a) Prepare editorial material e.g. forewords for key platforms that the Authority participates in e.g. Industry Magazine b) Prepare material for local editorial/advertorial coverage for both print and electronic c) Show ability to generate industry related content for use on print and electronic media at least once a month.

	d) Develop Opinion editorial and media pitching content
Media Management	<p>Generate timely periodic press releases/statements for dissemination to the local and international media proactively and as guided by the Authority's Corporate Communications office.</p> <p>Prepare and send out media invitation for press conferences and corporate events</p> <p>Management and Coordination of media during corporate Events</p> <p>Prepare media packs and fact sheets for use by KoTDA in key media events (local and international)</p> <p>Develop speeches when called upon for the Authority's Management and Board</p>
Media monitoring/tracking	<p>Monitor and track</p> <ol style="list-style-type: none"> 1. KoTDA mentions, 2. Stories that affect ICT & Innovation sector 3. ICT & Innovation related coverage in print, social media and electronic media. <p>Capture any local international reporting that affects ICT & Innovation sector in Kenya & Africa</p> <p>Provide daily briefs on media coverage, both corporate and industry not later than 7. 00 a.m. daily.</p>
Crisis Management	<p>Facilitate the process of development and implementation of an incident and crisis Communication plan for the Authority</p> <p>Action briefs as per guidelines from the Crisis Communication teams.</p> <p>Disseminate on time updates during times of crisis</p>
Destination fact sheet and /media pack	Constantly update the Media fact sheet for use in KoTDA in activities in the source markets
Strategic Communication	Give strategic direction in the various key areas in Public Relations, advising the board through the CEO on insights that will lead to effective Public Relations at National and Corporate level.
Reputation management	Leverage on diverse Public Relations skills
Script translation	<p>Script translation from English to Kiswahili and vice versa as maybe required</p> <p>Proof reading of documents</p>
Digital communications Strategy	<p>Development of annual digital communication strategy for Authority</p> <p>Content development and management</p> <p>Website information update</p> <p>Engagement of influencers, bloggers, Vloggers etc. for specific projects as per the Authority's brief</p>
Creative and Advertising Services	<p>Development of brand architecture and framework that aligns with Authority's strategy</p> <p>Conceptualizing, designing and ensuring quality control on production of all branded collateral materials</p>
Investor Marketing	<p>Develop and formulate proposals, workplan and budgets for planned activities and proposed concept</p> <p>Develop and execute a brand activation strategy to drive Kenyans to invest in Konza Technopolis</p>

COMMUNICATION AND CONSUMER AWARENESS OBJECTIVES

Bearing in mind the multi-stakeholder environment the Authority operates in; its communication objectives include:

- a. Enhanced communication and interaction with the varied audiences
- b. High corporate brand equity and awareness
- c. Effective stakeholders, public, consumers and community engagement, education and awareness
- d. Positive corporate image and brand reputation
- e. Reputation risk management
- f. Ensure that KoTDA is visible, well understood and well regarded
- g. Value addition from relationships with stakeholders
- h. Value addition in products communication and marketing

EXPECTATIONS

The Authority would like to engage a dynamic agency that can carry out its public relations needs corporate communication (including issues and crisis management, and reputation management), internal and external communication, event management, digital and social media management, media monitoring, media relations management, consumer education and marketing, public awareness, corporate social investment and community relations and engagement.

The selected Public Relations agency will be expected to, from time to time, carry out reputation risk assessment/issues management and identify possible threats and challenges and propose appropriate communication strategies to address the identified challenges.

SECTION VII – STANDARD FORMS

Notes on standard forms

1. The tenderer shall complete and submit with its tender the form of tender and price schedules pursuant to Instructions to Tenderers in clause 2.9 and in accordance with the requirements included in the special conditions of contract.
2. When requested by the appendix to the Instructions to Tenderers, the tenderer should provide the tender security, either in the form included herein or in another form acceptable to the KoTDA pursuant to Instructions to Tenderers in clause 2.12.
3. The contract form, the price schedules and the schedule of requirements shall be deemed to form part of the contract and should be modified accordingly at the time of contract award to incorporate corrections or modifications agreed by the tenderer and the KoTDA in accordance with the instructions to tenderers or general conditions of contract.
4. The performance security and bank guarantee for advance payment forms should not be completed by the tenderers at the time of tender preparation. Only the successful tenderer will be required to provide performance/entity and bank guarantee for advance payment forms in accordance with the forms indicated herein or in another form acceptable to the KoTDA and pursuant to the – conditions of contract.

SECTION VII – STANDARD FORMS

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FORM OF TENDER

Date _____

Tender No. _____

To.....

.....

[Name and address of KoTDA]

Gentlemen and/or Ladies:

1. Having examined the tender documents including Addenda Nos [insert numbers], of which is hereby duly acknowledged, we, the undersigned, offer to provide [description of services] in conformity with the said tender documents for the sum of [total tender amount in words and figures] or such other sums as may be ascertained in accordance with the Schedule of Prices attached herewith and made part of this Tender.
2. We undertake, if our Tender is accepted, to provide the services in accordance with the services schedule specified in the Schedule of Requirements.
3. If our Tender is accepted, we will obtain the tender guarantee in a sum equivalent to _____ percent of the Contract Price for the due performance of the Contract, in the form prescribed by (KoTDA).
4. We agree to abide by this Tender for a period of [number] days from the date fixed for tender opening of the Instructions to tenderers, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.
5. Until a formal Contract is prepared and executed, this Tender, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.

Dated this _____ day of _____ 2018

.....
[signature]

.....
[In the capacity of]

duly authorized to sign tender for and on behalf of.....

PRICE SCHEDULE OF SERVICES

Name of Tenderer _____/

Tender Number _____ Page ____ of _____

Monthly Retainer

Description	Cost inclusive of VAT (KES)
Monthly Retainer fee	

Price Schedule

#	Item Description	Unit of measure (VAT inclusive)	Cost Inclusive VAT (KES)
1.	Media buying (electronic, print, digital, outdoor advertising, signage's)	Payment based on 3 rd party costing. No agency Mark up	
2.	Bulk SMS Marketing and Email Marketing	Payment based on 3 rd party costing. No agency Mark up	
3.	Event planning and Implementation (Events, Launches, Exhibitions, Conferences, Thought Leadership round tables, demonstration, CSR handover events, Press conference and events, sponsorships events)	Payment based on 3 rd party costing. Agency mark up. Bidders to provide % Agency Mark up of gross 3 rd party payment	
4.	Public Relations Campaigns (product marketing, infomercials production, documentaries, short videos, ground activations, roadshows, animation)	Payment based on 3 rd party costing. No agency Mark up	
5.	Daily media monitoring	Covered by the monthly retainer	
6.	Research and market intelligence	Payment based on 3 rd party costing. No agency Mark up	
7.	Design and production of Corporate	Payment based on 3 rd	

	Merchandise and give always including corporate newsletter and publications	party costing. No agency Mark up	
8.	Text translation	Covered by the monthly retainer	
9.	Development of Corporate communication strategies (Internal and External Communication, Products marketing, Incident and Crisis communication plan,	Covered by the monthly retainer	
10.	Lobbying and advocacy assignments	Covered by the monthly retainer	
11.	Stakeholder engagement	Covered by the monthly retainer	
12.	Media Management (press conferences, Media events, press release, speeches writing, opinion editorials, media pitches, media coverage of corporate events, media networking events)	Covered by the monthly retainer	

Note.

- Payments for 3rd Party costs with no Agency mark-up means that the service will be catered for under the monthly retainer fee
- Media Buying will be done through Government Advertising Agency (GAA) in compliance with GoK laws and Regulations.
- Videography & Photography to be included under monthly retainer.

Travel & per Diems Facilitation

#	Description	Cost	Unit of Measure	Quote VAT inclusive
1.	Travel (air and rail only)	Paid on actual invoice cost	Actual invoice cost	
2.	Per Diem (night out only out of Nairobi)	Firms to indicate the rates	Per person	

Note.

- for the travel (air and rail only), the Service provider MUST provide actual invoices/receipts from the transport provider when presenting their bill for reimbursement.

The prices given should be in the format above (but not limited to the format).

The prices given should be exhaustive and where the tenderer has additional proposals then these are to be put as a separate **attachment but will not form part of the tender evaluation.**

Prices quoted must be inclusive of all costs and applicable taxes.

(Clearly indicate the percentage of the taxes chargeable)

Signature of tenderer _____

Note: In case of discrepancy between unit price and total, the unit price shall prevail.

CONTRACT FORM

THIS AGREEMENT made the ___ day of ___ 2020
between..... [name of
procurement entity] of [country of Procurement entity] (hereinafter called
“the
KoTDA”) of the one part and [name of tenderer] of [city
and country of tenderer] (hereinafter called “the tenderer”) of the other part.

WHEREAS the KoTDA invited tenders for *valuation of all KoTDA’s Assets*
Viz..... [brief description of the services]
and has accepted a tender by the tenderer for the provision of the services in the sum of
..... [contract price in words and figures]

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
2. The following documents shall be deemed to form and be read and construed as part of this Agreement, viz.:
 - (a) the Tender Form and the Price Schedule submitted by the tenderer.
 - (b) the Schedule of Requirements.
 - (c) the Technical Specifications.
 - (d) the General Conditions of Contract.
 - (e) the Special Conditions of Contract; and
 - (f) the KoTDA’s Notification of Award.
3. In consideration of the payments to be made by the KoTDA to the tenderer as hereinafter mentioned, the tenderer hereby covenants with the KoTDA to provide the materials and spares and to remedy defects therein in conformity in all respects with the provisions of the Contract
4. The KoTDA hereby covenants to pay the tenderer in consideration of the provision of the materials and spares and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the contract at the times and in the manner prescribed by the contract.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with their respective laws the day and year first above written.

Signed, sealed, delivered by _____ the _____ (for the KoTDA)

Signed, sealed, delivered by _____ the _____ (for the tenderer)

in the presence of _____.

CONFIDENTIAL BUSINESS QUESTIONNAIRE

You are requested to give the particulars indicated in Part 1 and either Part 2 (a), 2(b) or 2(c) whichever applied to your type of business.

You are advised that it is a serious offence to give false information on this form.

<p>Part 1 General</p> <p>Business Name</p> <p>Location of Business Premises</p> <p>Plot No, Street/Road</p> <p>Postal address Tel No. Fax Email</p> <p>.....</p> <p>Nature of Business</p> <p>Registration Certificate No.</p> <p>Maximum value of business which you can handle at any one time – Kshs.</p> <p>Name of your bankers.....</p> <p>.....</p> <p>Branch</p>
--

<p>Part 2 (a) – Sole Proprietor</p> <p>Your name in full..... Age.....</p> <p>Nationality.....Country of Origin.....</p> <p>Citizenship details</p> <p>.....</p>																				
<p>Part 2 (b) – Partnership</p> <p>Given details of partners as follows</p> <table border="1"> <thead> <tr> <th>Name</th> <th>Nationality</th> <th>Citizenship Details</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>2.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>3.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>4.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> </tbody> </table>	Name	Nationality	Citizenship Details	Shares	1.	2.	3.	4.
Name	Nationality	Citizenship Details	Shares																	
1.																	
2.																	
3.																	
4.																	
<p>Part 2 (c) – Registered Company</p> <p>Private or Public</p> <p>State the nominal and issued capital of company</p> <p>Nominal Kshs.</p> <p>Issued Kshs.</p> <p>Given details of all directors as follows</p> <table border="1"> <thead> <tr> <th>Name</th> <th>Nationality</th> <th>Citizenship Details</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>2.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>3.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>4.</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> </tbody> </table>	Name	Nationality	Citizenship Details	Shares	1.	2.	3.	4.
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2.																	
3.																	
4.																	
<p>Date..... Signature of Candidate.....</p>																				

TENDER SECURITY FORM

Whereas [name of the tenderer]

(hereinafter called “the tenderer”) has submitted its tender dated..... [date of submission of tender] for the provision of [name and/or description of the services]

KNOW ALL PEOPLE by these presents that WE.....

Of.....having registered office at..... (hereinafter called “the Bank”) are bound unto..... [name of procuring entity] (hereinafter called “the KoTDA”) in the sum of for which payment well and truly to be made to the said KoTDA, the Bank binds itself, its successors, and assigns by these presents. Sealed with the Common Seal of the said Bank this_____ day of _____ 2018.

THE CONDITIONS of this obligation are:

- 1. If the tenderer withdraws its Tender during the period of tender validity specified by the tenderer on the Tender Form; or
- 2. If the tenderer, having been notified of the acceptance of its Tender by the KoTDA during the period of tender validity:
 - (a) fails or refuses to execute the Contract Form, if required; or
 - (b) fails or refuses to furnish the performance security, in accordance with the instructions to tenderers.

we undertake to pay to the KoTDA up to the above amount upon receipt of its first written demand, without the KoTDA having to substantiate its demand, provided that in its demand the KoTDA will note that the amount claimed by it is due to it, owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to and including thirty (30) days after the period of tender validity, and any demand in respect thereof should reach the Bank not later than the above date.

[signature of the bank]

PERFORMANCE SECURITY FORM

To:

[name of the KoTDA]

WHEREAS..... [name of tenderer]

(hereinafter called “the tenderer”) has undertaken, in pursuance of Contract No. _____
[reference number of the contract] dated _____ 20 ____ to

supply.....

[Description services] (Hereinafter called “the contract”)

AND WHEREAS it has been stipulated by you in the said Contract that the tenderer shall furnish you with a bank guarantee by a reputable bank for the sum specified therein as security for compliance with the Tenderer’s performance obligations in accordance with the Contract.

AND WHEREAS we have agreed to give the tenderer a guarantee:

THEREFORE, WE hereby affirm that we are Guarantors and responsible to you, on behalf of the tenderer, up to a total of
[amount of the guarantee in words and figures],

and we undertake to pay you, upon your first written demand declaring the tenderer to be in default under the Contract and without cavil or argument, any sum or sums within the limits of
[amount of guarantee] as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

This guarantee is valid until the _____ day of 20

Signature and seal of the Guarantors

[name of bank or financial institution]

[address]

[date]

BANK GUARANTEE FOR ADVANCE PAYMENT

To.....

[name of tender]

Gentlemen and/or Ladies:

In accordance with the payment provision included in the special conditions of contract, which amends the general conditions of contract to provide for advance payment, [name and address of tenderer][hereinafter called “the tenderer”] shall deposit with the KoTDA a bank guarantee to guarantee its proper and faithful performance under the said clause of the contract in the amount of [amount of guarantee in figures and words].

We, the [bank or financial institution], as instructed by the tenderer, agree unconditionally and irrevocably to guarantee as primary obligator and not as surety merely, the payment to the KoTDA on its first demand without whatsoever right of objection on our part and without its first claim to the tenderer, in the amount not exceeding [amount of guarantee in figures and words].

We further agree that no change or addition to or other modification of the terms of the Contract to be performed there under or of any of the Contract documents which may be made between the KoTDA and the tenderer, shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition, or modification.

This guarantee shall remain valid and in full effect from the date of the advance payment received by the tenderer under the Contract until [date].

Yours truly,

Signature and seal of the Guarantors

[name of bank or financial institution]

[address]

[date]

BIDDER'S DECLARATION AND INTEGRITY PACT

BIDDER'S DECLARATION

We/I the undersigned, in the capacity of
for [name of the company/firm/individual]
certify that the **bidder is not in any of the following situations:**

- 1 Bankruptcy; are the subject of proceedings for a declaration of bankruptcy, or of an order for compulsory winding up or administration by court, or of any other similar proceedings.
- 2 Payments to us have been suspended in accordance with the judgment of a court other than a judgment declaring bankruptcy and resulting, in accordance with our national laws, in the total or partial loss of the right to administer and dispose of our property.
- 3 Legal proceedings have been instituted against us involving an order suspending payments and which may result, in accordance with our national laws, in a declaration of bankruptcy or in any other situation entailing the total or partial loss of the right to administer and dispose of our property;
- 4 Are being wound up, or our affairs are being administered by court, or have entered into an arrangement with creditors, or have suspended business activities or are subject to an injunction against running business by a court of law.
- 5 Have been convicted by a final judgment of any crime or offence concerning our/my professional conduct.
- 6 Are guilty of serious misrepresentation with regard to information required for participation in an invitation to tender or execution of a tender already awarded; and
- 7 Are in breach of contract on another contract with the Government of Kenya or other local or international contracting authority or foreign government.
- 8 Have been convicted of an offence concerning our/my professional conduct by a court of law or found guilty of grave professional misconduct.
- 9 Have not fulfilled obligations relating to payments of taxes or statutory contributions.

If the bidder is in any of the above listed situations, kindly attach documents giving details of the situation.

Names in full: [.....]

Duly authorized to sign this bid on behalf of (bidder's name):

[.....]

Signature [.....]

Place and date: [.....]

Stamp of the firm/company:

INTEGRITY PACT

Bidder's Oath to fulfil the Integrity Pact

Accepting that transparent business management and fair public administration are key to social development and national competitiveness, and in an effort to purge corruption and apply sanctions to corrupt businesses, and in full support of the worthy goals of this Integrity Pact, concerning the present tender for: _____,

all personnel of _____ and its sub-contractors and agents hereby agree that:

1. We shall not conduct any unethical business practices, such as bid rigging for the sake of a particular bidder to win the bid, or price-fixing. If proven as a fact that we have engaged in bid-rigging for the sake of a particular bidder to win the bid, we shall accept to be prohibited from submitting bids placed by Konza Technopolis Development Authority (herein referred to as KoTDA) for a period of two (2) years. If proven that we have discussed with other bidders in a bid to fix a price, or rigged a bid for a particular bidder to win the bid, we shall accept the prohibition from submitting bids placed by KoTDA for a period of two (2) years. If any unethical behaviour is tantamount to a fraudulent practice, we accept that such a case may be handed over to the authorities for investigation and possible prosecution.
2. In the process of bidding, or concluding or execution of a contract, we shall not offer any bribe, gifts, entertainment or any other undue benefits directly or indirectly to related officials, and in case it is proved that we have violated any terms of this Integrity Pact in relation with a bid, or concluding or execution of a contract, or offered bribes for favours in a contract, to win a contract, or facilitate payment which should not have been forthcoming, we shall accept the prohibition from submitting a bid placed by KoTDA for a period of two (2) years. If proven as a fact that we have offered bribes to KoTDA or related officials for favours regarding a bid or contract to a bidder or a winning bidder, or for the purpose of faulty execution of the objectives of a contract, we shall accept the prohibition from submitting bids placed by KoTDA for a period of two (2) years. If proven that we have offered bribes to KoTDA or related officials in relation to bidding, or concluding or execution of a contract, we shall accept the prohibition from submitting bids placed by KoTDA for a period of two (2) years.
3. In case it is proven that we have offered bribes to a related official or a KoTDA official regarding a bid, or concluding or execution of a contract, we shall accept the cancellation of the contract, and shall not file any civil, administrative or criminal appeals.
4. We shall make our best effort to institute a Company Code of Conduct that prohibits bribery, bid rigging/fixing or any other corrupt practices in business relations with officials and KoTDA, and a company regulation that prohibits any retaliatory acts toward anyone reporting inside corruption.
5. In addition, I confirm on behalf of the bidder that the details included in the bidder's profile and experience sheet and our quotation are correct to the best of my knowledge and belief. In addition, we authorize, KoTDA to seek information from any source to confirm our compliance with the requirements of this Integrity Pact.

6 The bidder authorizes KoTDA, to seek information from any source, including publication of the name of the bidder to confirm that the bidder is compliant with the requirements of this Integrity Pact.

We shall fulfil this Integrity Pact as a solemn oath made on the basis of mutual trust, and, if and when we win a bid, we shall sign and fulfil the above as a “Special Condition of Contract,” and not file any civil, administrative or criminal appeals regarding any of the above terms.

Dated: _____

Signed by: _____
(Chief Executive Officer)

Full Name printed: _____

FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED STAFF

Proposed Position: _____

Name of Firm: _____

Name of Staff: _____

Profession: _____

Date of Birth: _____

Years with Firm: _____ Nationality: _____

Membership in Professional Societies:

Detailed Tasks Assigned: _____

Key Qualifications:

[Give an outline of staff member’s experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations].

Education:

[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended and degree[s] obtained.] Employment Record:

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments.] Certification:

I, the undersigned, certify that these data correctly describe me, my qualifications, and my experience.

_____ Date: _____

[Signature of staff member]

_____ Date: _____

[Signature of authorized representative of the firm]

Full name of staff member: _____

Full name of authorized representative: _____

LETTER OF NOTIFICATION OF AWARD

Address of KoTDA

To: _____

RE: Tender No. _____

Tender Name _____

This is to notify that the contract/s stated below under the above-mentioned tender have been awarded to you.

1. Please acknowledge receipt of this letter of notification signifying your acceptance.
2. The contract/contracts shall be signed by the parties within 30 days of the date of this letter but not earlier than 14 days from the date of the letter.
3. You may contact the officer(s) whose appear below on the subject matter of this letter of notification of award.

(FULL PARTICULARS) _____

SIGNED FOR ACCOUNTING OFFICER