



**MINISTRY OF HEALTH  
STATE DEPARTMENT OF MEDICAL SERVICES**

**Country: KENYA**

**Covid 19 Health Emergency Response Project(CHERP)**

Loan No./Credit No./ Grant No.: IDA 659870

**Assignment Title: Procurement of Consultancy service to develop and implement a communication strategy for National Blood Transfusion service**

**Reference No.** (as per Procurement Plan): KE-MOH-330741-CS-CQS

The Ministry of Health has received financing from the World Bank toward the cost of the Covid 19 Health Emergency Response Project (CHERP) and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include:

1. Creative concept development,
2. Media buying and:
3. Public relations and Media Engagement.

The assignment will be implemented over a period is seven [7] months and may be extended if need be based on the mutual agreement of both parties. The expected commencement date is: **May 2024**

The detailed Terms of Reference (TOR) for the assignment can be found at the following websites: Ministry’s website **www.health.go.ke** and the Public Procurement Information Portal **www.tenders.go.ke**. Tender validity period is 90 days.

The Ministry of Health now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. To be shortlisted, the Consultants must meet the following requirements:

- 1) **Core Business:** Be registered/incorporated as a consulting firm with a core business in the field of communications, marketing or related field for a minimum period of five years.
- 2) **Relevant Experience:** The firm shall demonstrate a successful track record by having executed and completed a minimum of a minimum of three assignments of a similar nature and complexity in a comparable operating environment. Details of similar assignments must be provided, including the name and address of the client, scope of work, contract value and the duration of the assignment. The expression of interest should enumerate these similar past assignments.

- 3) **Technical and Managerial Capability of the Firm:** The firm should showcase the technical and managerial capacity to effectively undertake the assignment. This will be demonstrated through the submitted company profile(s) detailing the firm's capabilities, resources and relevant expertise. **Do not provide the CV of staff.**

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" September 2023 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. neither a Consultant (including personnel and sub-consultants), nor an affiliate (that directly or indirectly controls, is controlled by, or is under common control with that Consultant), shall be hired for any assignment that, by its nature, creates a conflict of interest with another assignment of the Consultant;

In addition, please refer to the following specific information on conflict of interest related to this assignment: Consultants (including their experts and other personnel, and sub-consultants), that have a close business or family relationship with a professional staff of the Borrower, or of the project implementing agency, or of a recipient of a part of the Bank's financing, or any other party representing or acting on behalf of the Borrower, that is directly or indirectly involved in any part of:

- i. the preparation of the TOR for the assignment;
- ii. the selection process for the contract; or
- iii. the supervision of the contract;

may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract as per paragraph 3.17(d) of the Procurement Regulations.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the **Consultant Qualification Selection (CQS)** method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours *0900 to 1700 hours*].

Expressions of interest "including the Technical and Managerial capability of the firm (provide company profile, firm's capability e.g. general qualifications and number of key staff, not CV of staff must be delivered in a written form to the address below and be deposited in the tender box situated at First Floor, Afya House lobby area by **20<sup>th</sup> February 2024 at 11a.m EAT. The Tender will be opened at Afya House at the GTZ Boardroom.**

The Principal Secretary  
The Ministry of Health, State Department of Medical Services, Afya House  
P.O Box 30016-00100 Nairobi  
Attn: Head Supply Chain Management Service:  
**E-mail:procurement@health.go.ke**