



National Transport and Safety Authority

EXPRESSION OF INTEREST(EOI) FOR CONSULTANCY SERVICES FOR DEVELOPMENT OF INFORMERCIALS FOR THE NATIONAL TRANSPORT AND SAFETY AUTHORITY- REF NO. NTSA/EOI-018/2016-2017

1. The Government of Kenya has *received credit* from the *International Development Association (IDA)* and other Development Partners towards the cost of National Urban Transport Improvement Project, and it intends to apply part of the proceeds of this *credit* to towards procurement of goods and services intended in building the capacity of National Transport and Safety Authority in carrying out its functions and in particular for the Provision of Consultancy Services on “**Development of Infomercials for the National Transport and Safety Authority**” (hereinafter “NTSA”).
2. The main objective of the consultancy is to assist in the infomercial development for use in sensitization which is aimed at reducing the number of accidents and casualty problems in Kenya and to generally create awareness across all public on road safety. The consultancy service will entail the following:
 - a) Preparation of scripts and infomercials on the following segments;
 - i. Drunk Driving sensitization
 - ii. Safety of Children
 - iii. Passenger Sensitization
 - iv. Motor cyclist Sensitization
 - v. Pedestrians sensitization
 - vi. Infomercial on Drivers (Public Service Vehicles)
 - vii. Infomercial on Drivers (Private vehicle)
 - viii. Infomercial on road usage
 - ix. Infomercial on road carnage (To expose drivers on how road crashes occur and its impact)
 - b) The infomercials will be expected to have the following desired outcomes:
 - i. Effective communication with road users
 - ii. Educated road users
 - iii. Safe road user behavior
 - iv. Good road safety information and intelligence
 - v. Changed perception towards NTSA
 - c) The contracted film / media production firm shall undertake the following:
 - i. Undertake indepth research on safety issues around the different categories of the road users. In some instances, the storyline should include actual victims of road traffic crashes.
 - ii. Animation of storyboard in coordination with Authority
 - iii. Cinematography, actual shooting and production works
 - iv. Post production activities including, but not limited to:
 - o video editing of raw footage
 - o writing, recording and editing of audio track

- adding of 3D/2D motion effects, as applicable
 - transfer of film / video to desired media format
3. NTSA now invites eligible consultancy firms to indicate their interest in providing the consultancy services. Interested consultants should provide information/documents indicating that they are qualified to perform the services. The information shall include:
 4. The legal status and professional status of the organization – in form of certificate of incorporation/registration.
 5. Qualifications and relevant experience with details of similar assignments undertaken to demonstrate ability and capacity to carry out this assignment.
 6. The resources and resource persons to be deployed to undertake the assignment.
 7. This is not a request for proposals. After a review of the letters of interest, a shortlist will be prepared and those listed consultants will be invited to submit their proposals through a Letter of Invitation including Specific Terms of Reference.
 8. The Completed Expression of Interest and accompanying documents must be submitted in plain sealed envelopes and clearly marked “**EXPRESSION OF INTEREST(EOI) FOR CONSULTANCY SERVICES FOR DEVELOPMENT OF INFORMERCIALS FOR THE NATIONAL TRANSPORT AND SAFETY AUTHORITY- REF NO. NTSA/EOI-018/2016-2017** ” and addressed to:
Director General
National Transport and Safety Authority,
Hill Park Plaza, Upper Hill Road,
Nairobi Kenya ,
P.O Box 3206-00506, Nairobi
Email: procurement@ntsa.go.ke
Web Site: www.ntsa.go.ke
 9. The expression of interest and accompanying documents must be deposited in the Tender Box located on the **Ground Floor, Hill Park Plaza, Upper Hill Road, Nairobi** at or **before 10.00 a.m**; local time on **Wednesday 31st May, 2017** and the Expression of Interest proposals will be opened immediately thereafter in the presence of the Candidates or their representatives who choose to attend at the **Board Room on 3rd Floor, Hill Park Plaza.**
 10. Expression of Interest proposals not received and opened in the public opening ceremony shall not be accepted for evaluation irrespective of the circumstances.
 11. This EOI does not entail any commitment on the part of NTSA, either financial or otherwise. NTSA reserves the right to accept or reject any or all EOI without incurring any obligation to inform the affected applicant/s of the grounds.

Any canvassing or giving of false information will lead to automatic disqualification.