



MICRO AND SMALL ENTERPRISES AUTHORITY

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES –FIRM SELECTION)

COUNTRY: KENYA

NAME OF PROJECT: NATIONAL YOUTH OPPORTUNITIES TOWARDS
ADVANCEMENT (NYOTA)

Loan No./Credit No./ Grant No.: IDA-7355-KE

REFERENCE NO: MSEA/NYOTA/09/2024-2025

ASSIGNMENT TITLE: COMMUNICATION FIRM TO SUPPORT DELIVERY OF THE
NYOTA PROJECT COMPONENT 2

The Government of Kenya has received financing from the World Bank toward the cost of the National Youth Opportunities Towards Advancement, and intends to apply part of the proceeds for consulting services.

The Consulting services (“the Services”) include Communication firm to develop a comprehensive integrated communication strategy, develop and implement an interactive and harmonized platform that engages all stakeholders and in particular the targeted youth and public at large. The firm will be expected from time to time carry out impact surveys on communication for NYOTA component 2 project implementation and identify appropriate communication strategies to address any identified gaps among youth in all 47 counties.

The targeted beneficiaries of the project are Kenyan youth aged 18 to 29 who are unemployed, have experienced extended periods of unemployment, or are currently engaged in vulnerable jobs. For persons living with disabilities (PWDs), the upper age limit is extended to 35 years. The educational level of the targeted beneficiaries ranges from Form 4 and below.

The shortlisting criteria is:

1. Cover letter for EOI indicating Lots applied for;

2. Proven experience of minimum 8 years in successfully delivering similar tasks with Government Agencies and private sector organisations;
3. Established experience working with Government (National /County), development organisations, NGOs and/or non-profit entities handling similar large-scale projects;
4. Proven experience in designing and implementing awareness-raising, public affairs and communication campaigns in the region;
5. Undertaken a minimum of two assignments of similar nature in the past five years including one in Kenya;

Key Experts will not be evaluated at the shortlisting stage.

The Micro and Small Enterprises Authority 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 under Framework Agreement.

The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the World Bank’s “*Procurement Regulation for IPF Borrowers*” dated July 2016 and revised September 2023 (5th Edition) setting forth the World Bank’s policy on conflict of interest.

Consultants may submit their REOI as an individual firm or in association in the form of a joint venture or sub-consultancy. All the members of the joint venture shall be jointly and severally liable for the entire assignment. However, the experience of sub-consultant will not be considered while short-listing.

Consultants will be selected in accordance with the Quality Cost Based Selection method set out in the procurement guidelines.

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

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **Thursday 16th January, 2025** at 1100 hours.

Chief Executive Officer

Micro and Small Enterprises Authority

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