



Kenya Power

Central Office – P.O. Box 30099, Nairobi, Kenya
Telephone – 254-02-3201000
Fax No. 254-02-3514485
Stima Plaza, Kolobot Road
Nairobi, Kenya

Our Ref: KPI/9A.2/OT/34/CC/23-24-/JN/mn

17th November 2023

TO: ALL PROSPECTIVE BIDDERS

Dear Sirs/ Madams:

RE: ADDENDUM NO. 2 TENDER NO. KP1/9A.2/OT/034/CC/23-24 FOR PROVISION OF PUBLIC RELATIONS (PR) AGENCY

Following clarification arising from prospective bidders, we have found it necessary to make amendment and clarifications to the Principal Tender Document (hereinafter abbreviated as the PTD) Provision of public relations Agency (PR) dated 27.10.2023 . The Tender already uploaded on the KPLC portal.

1. RELATIONSHIP WITH THE PRINCIPAL DOCUMENT

Save where expressly amended by the terms of this Addendum, the Principal Tender Document shall continue to be in full force and effect. The provisions of this Addendum shall be deemed to have been incorporated in and shall be read and construed as part of the Principal Tender Document.

2. SECTION III - EVALUATION AND QUALIFICATION CRITERIA

- a). The evaluation criteria has been revised as per attached **appendix No.1**
- b). The specific details of service appearing on pages 28-30 of the evaluation criteria has been expunged. It is also appearing **on section v** –Schedules of service requirements.

3. FURTHER CLARIFICATIONS

Request for clarification	Our response
<ul style="list-style-type: none">• Page 19 - Under ITT 12.2 (c) and ITT 16.1, kindly clarify whether we are required to submit both the Company Resolution and Power of Attorney considering we are not foreign bidders.	You are required to submit Power of Attorney

<ul style="list-style-type: none"> Page 82 - Under clause 2.3 (Period of Contract), the period indicated is six months. However, during the pre-bid meeting the team mentioned that this would be a two-year contract. Kindly clarify? 	<p>The contract period is has been amended to read Two (2) years.</p>
<ul style="list-style-type: none"> Pages 22 - 30 - Please clarify on the evaluation criteria for the 'Specific Details of Service' and 'Notes to Specific Details of Service' sections seeing as all 100 marks are already accounted for on pages 23-27. 	<p>Bidders are required to fully comply with Specific Details of Service. It has been expunged from the evaluation criteria as it appears on Section V.</p>

5. CHANGE OF CLOSING DATE

The tender closing date has been extended to Wednesday **29th November 2023 at 11.00 Am** and opening on the same day at **11.30am at the Auditorium Stima ,Plaza kolobot road.**

All other terms and conditions remain as per the Principal Tender Document (PTD)

Yours faithfully,

For: **THE KENYA POWER & LIGHTING CO.PLC**



JANE MUIGAI
SUPPLY CHAIN MANAGER, PROCUREMENT

APPENDIX NO. 1

SECTION III - EVALUATION AND QUALIFICATION CRITERIA

1. General Provision (the numbering from this section should be reviewed to be consistent in the entire document)

Wherever a Tenderer is required to state a monetary amount, Tenderers should indicate the Kenya Shilling equivalent using the rate of exchange determined as follows:

- (a) For construction turnover or financial data required for each year-Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year is to be converted) was originally established.
- b) Value of single contract-Exchange rate prevailing on the date of the contract signature.
- c) Exchange rates shall be taken from the publicly available source identified in the ITT 37.1. Any error in determining the exchange rates in the Tender may be corrected by the Procuring Entity.

This section contains the criteria that the Employer shall use to evaluate tender and qualify tenderers. No other factors, methods or criteria shall be used other than specified in this tender document. The Tenderer shall provide all the information requested in the forms included in Section IV, Tendering Forms..

2. Evaluation and contract award Criteria

Use only criteria in this Section- KPLC shall use the criteria and methodologies listed in this Section to evaluate tenders and arrive at the Lowest Evaluated Tender. The tender that (i) meets the qualification criteria, (ii) has been determined to be substantially responsive to the Tender Documents, and (iii) is determined to have the Lowest Evaluated Tender price shall be selected for award of contract.

Preliminary examination for Determination of Responsiveness-

KPLC will start by examining all tenders to ensure they meet in all respects the eligibility criteria and other mandatory requirements in the ITT, and that the tender is complete in all aspects in meeting the requirements provided for in the preliminary evaluation criteria outlined below. The Standard Tender Evaluation Report Document for Goods and Works for evaluating Tenders provides very clear guide on how to deal with review of these requirements. Tenders that do not pass the Preliminary Examination will be considered non- responsive and will not be considered further.

3. Evaluation of duly submitted tenders will be conducted along the following stages: -

3.1 Part 1 - Preliminary Evaluation under Paragraph 32 of the ITT.

These are mandatory requirements. They shall include confirmation of the following: -

- 3.1.1 Submission of Tender Security - Checking its validity, whether it is Original; whether it is authentic, whether it is sufficient, whether it is issued by a local bank or Microfinance; Institution, whether it is strictly in the format required in accordance with the sample Tender Security Form(s).
- 3.1.2 Submission of Self-Declaration Form(s) (SD1&SD2) duly completed, signed and stamped.
- 3.1.3 Submission and considering Tender Forms (Technical & Financial) duly completed, signed and stamped accompanied by the following duly completed, signed and stamped:
 - a) Certificate of Independent Tender Determination
 - b) Declaration and Commitment to the code of Ethics
- 3.1.4 Submission and considering the following: -
 - a) Company or Firm's Registration Certificate
 - b) PIN Certificate.
 - c) Valid Tax Compliance Certificate.
- 3.1.5 That the Tender is valid for the period required.
- 3.1.6 Submission and considering the Confidential Business Questionnaire: -
 - a) Is fully filled.
 - b) That details correspond to the related information in the bid.
 - c) That the Tenderer is not ineligible as per ITT 3.
- 3.1.7 Submission of Valid Business permits in areas of operation.
- 3.1.8 Submission of Tendering Forms as per Section IV of this tender.
- 3.1.9 Submission of accreditation or recognition certificate
- 3.1.10 Submission of at least five (5) Reference letters from previous large corporate clients of the same service confirming satisfactory performance. (Letters should have full names, address and location of the client, and not more than four (4) years old)
- 3.1.11 Checking submission of duly filled Financial Situation and Historical Financial Performance Form (Form FIN 3.3) and Audited Financial Statements for the last financial year (not more than 18 months old) and a copy of the **Auditor's/Audit's firm ICPAK practicing license.**
- 3.1.12 Record of unsatisfactory or default in performance obligations in any contract shall be considered. This shall include any tenderer with unresolved case(s) in its performance obligations for more than two (2) months in any contract.
- 3.1.13. Notwithstanding the above, considering any outstanding orders where applicable and the performance capacity indicated by the Tenderer.

Tenders will proceed to the Technical Evaluation Stage only if they are found to be compliant with Part 1 above, Preliminary Evaluation.

4. Preliminary Technical Evaluation Criteria.

4.2.1 Part I - Technical Evaluation (Compliance to Details of service attached

4.2.1.1 Tenderers shall be expected to indicate full compliance to Details of Service.

4.2.1.2 Evaluation of Demonstration of ability of the offered service, to comply with the Details of Service (where required).

4.2.1.3 Identifying and determining any deviation(s) from the requirements; errors and oversights.

4.2.1.4 Confirmation of compliance of previous contract(s) in accordance with its/ their terms and conditions where applicable.

4.2.1.5 Considering Audited financial statements are those that are reported within eighteen (18) calendar months of the date of the tender document and confirming the auditors practicing license number (NB: Bidders must clearly indicate the Auditor's ICPAK practicing license registration number in the audited financial statements report.)

Tenders will proceed to the Technical Evaluation Part ii only if they qualify in compliance with Part i above of the Preliminary Technical Evaluation under Paragraph 4.2.1

**4.2.2 Part ii - Detailed Technical Evaluation (Scoring Criteria)
Firm qualification.**

4.2.2 This is based on a score of 100% as outlined below. Only bidders who score 70% and above shall proceed to the next stage.

No.	EVALUATION ATTRIBUTE	Maximum score
	Company Profile and Suitability of Service Provider. Items under this section will be subject to inspection visits and verification by the Kenya Power's evaluation team if necessary	
a.	Proof of a minimum of four (4) years' experience in the provision of communications, public relations and event management services	10

b.	<p>Recommendations from five (5) large corporate clients to whom the bidder has offered similar services in the last twenty-four (24) months. These shall be accompanied by a letter from each of them confirming completion of the contracts on schedule. At least three of the large corporate clients should have an annual turnover of more than Shs.50 billion.</p> <p><i>*6 points for each recommendation with a letter</i></p>	30
c.	<p>Resumes of key agency employees who will be involved in the implementation of the contract.</p> <p><i>*Points awarded as per table 4.2.3 below</i></p>	20
d.	<p>(A) Five (5) samples of diverse successful Communications and Public Relations and Event Management programmes undertaken in the last two years. They should include each of the following:</p> <ol style="list-style-type: none"> 1. Effective crisis management strategy (one sample) 2. Amplification of key products and services (one sample) 3. Thought leaderships and stakeholder engagements programmes (one sample) 4. Brand positioning as a sustainability leader (one sample) 5. Internal communication campaigns (one sample) <p><i>*Each sample will carry a total of 8 points assessed based on the following:</i></p> <ol style="list-style-type: none"> i. the problem statement – 2 points ii. strategic approach with clear objectives (1 point) and action points (1 point) – Total of 2 points iii. Outputs (2 point), and outcomes (2 points) as a result of actions taken by the agency - Total of 4 points 	40
	Total Score	100

4.2.3 Skills and Competency of Agency Employees

Minimum Numb	Responsibility	Minimum Qualifications	Minimum Experience	Total Score
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er Requir ed				
1	Executive Director	A bachelor's degree from a recognized university in any field and a member of the Public Relations Society of Kenya or its equivalent. {0.5 score for degree, 0.5 score for PRSK membership }	Minimum of 8 years' experienc e in Communic ations and Public Relations leading key accounts of large corporates with an annual turn-over of over KES.10 billion. {1 score for minimum experienc e}	2
1	Creative Director	Professional training qualification ; Member of a relevant professional body. {1.0 score for training qualification , 0.5 score for membership of a	Minimum of 8 years' experienc e in a communic ations agency with key accounts of large corporates with an annual turn-over of over	2.5

		professional body}	KES.10 billion with branding expertise. {1 score for minimum experience}	
1	Art Director	Professional training qualification ; Member of a relevant professional body. {0.5 score for membership of a professional body}	Minimum of 8 years' experience in a communications agency with key accounts of large corporates with an annual turn-over of over KES.10 billion with branding expertise. {0.5 score for minimum experience}	1
1	Account Director	A bachelor's degree from a recognized university in any field and a member of the Public	Minimum of 8 years' experience in a public relations agency with key accounts of large	2

		<p>Relations Society of Kenya or equivalent. {0.5 score for degree, 0.5 score for PRSK membership }</p>	<p>corporates with an annual turn-over of over KES.10 billion. Must demonstrate training in communication, and expertise in media and crisis management. {1 score for minimum experience}</p>	
2	Account Manager (Communication)	<p>A bachelor's degree from a recognized university in any field and a member of the Public Relations Society of Kenya or equivalent. {0.5 score for degree, 0.5 score for PRSK}</p>	<p>Minimum of 5 years' experience in a public relations agency with key accounts of large corporates with a local/regional/global footprint with an annual turn-over of over KES.10 billion.</p>	4

			{1 score for experience for each}	
1	Account Manager (Sustainability)	A bachelor's degree from a recognized university in any field and certification in sustainability {0.5 score for degree, 0.5 score for sustainability certification }	Minimum of 5 years' experience leading the sustainability agenda for large corporates with a local/regional/global footprint. {1.5 score for experience }	2.5
1	Events Manager	A bachelor's degree from a recognized university. {1 score}	Minimum of 5 years' experience organizing high profile events for large corporates with a local/regional/global footprint. {2 score for experience }	3
2	Accounts Executive	A bachelor's degree from a	Minimum of 4 years' experience in a	3

		recognized university. (0.5 scores for each AE)	public relations agency (1 scores for each AE)	
Total Score				20

* Bidders who do not score 70% and above shall not proceed to the next stage of Agency Pitch Assessment.

4.2.3 Agency Pitch Presentation

Bidders will be required to make a physical presentation of the pitch campaign during evaluation stage. The pitch total score is 100%. Bidders who do not score 70% and above shall not proceed for financial evaluation.

	Attribute	Score
1	Creativity- The creativity of the campaign concepts proposed will be considered in addition to the interpretation of the brief by the Agency. The Agency will demonstrate their unique approach to concept development and their creative input in a PR campaign.	30
2	PR campaign process – The approach on the PR campaign will demonstrate the agency's understanding of the Kenya Power business. The campaign plan, the goal setting; and alignment to objectives will be considered. The agency will suggest approaches to measuring outputs, measuring PR outcomes and business outcome.	30
3	Account management and metrics- The Agency in this case will describe their special approach to account management and how the agency will integrate metrics, research findings and media monitoring reports to various project inputs.	15

4	Internal communication, digital and social media integration – the way the whole campaign integrates internal communication, digital and social media strategies will determine its success. The PR agency will be expected to describe how this will be achieved.	25
	Total	100

4.3 Part III – Financial Evaluation Criteria under ITT 35. These are mandatory requirements.

4.3.1 This will include the following: -

- a) Confirmation of and considering rates Schedule duly completed and signed.
- b) Checking that the Tenderer has quoted prices based on all costs including insurances, duties, levies, Value Added Tax (V.A.T), Withholding Tax and other taxes payable and delivery to the premises of KPLC or designated site(s)
- c) Carry out a financial comparison
- d) Checking for any arithmetical errors
- e) Taking into account the cost of any deviation(s) from the tender requirements
- f) Considering information submitted in the Confidential Business Questionnaire against other information in the bid including: -
 - i) Declared maximum value of business
 - ii) Shareholding and citizenship for preferences where applicable.

Tender Award

Award of the tender shall be made to the bidder with the lowest evaluated price.