



REQUEST FOR PROPOSAL NOTICE

REQUEST FOR PROPOSAL FOR PROVISION OF CONSULTANCY SERVICES TO DEVELOP A TWO- WAY SMS SYSTEM TO NACADA-NAC/RFP/04/2019-2020

1. Introduction

NACADA invites interested and eligible firms to submit their proposals both Technical and Financial for the provision of Consultancy services for the development of a Two-way SMS system for NACADA.

2. Background

The National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA) was established vide an Act of Parliament in July 2012 to coordinate a multi-sectoral effort aimed at preventing, controlling and mitigating the effects of alcohol and drug abuse in Kenya.

The functions of NACADA as provided in the National Authority for the Campaign Against Alcohol and Drug Abuse Act, 2012 are to:

- (a) Carry out public education on alcohol and drug abuse directly and in collaboration with other public or private bodies and institutions;
- (b) Coordinate and facilitate public participation in the control of alcohol and drug abuse;
- (c) Coordinate and facilitate inter-agency collaboration and liaison among lead agencies responsible for alcohol and drug-demand reduction;
- (d) In collaboration with other lead agencies, facilitate and promote the monitoring and surveillance of national and international emerging trends and patterns in the production, manufacture, sale, consumption, trafficking and promotion of alcohol and drugs prone to abuse;
- (e) In collaboration with other lead agencies, provide and facilitate the development and operation of rehabilitation facilities, programmes and standards for persons suffering from substance use disorders;
- (f) Subject to any other written law, license and regulate operations of rehabilitation facilities for persons suffering from substance use disorders;
- (g) Coordinate and facilitate, in collaboration with other lead agencies and non-State actors, the formulation of national policies, laws and plans of action on control of alcohol and drug

- abuse and facilitate their implementation, enforcement, continuous review, monitoring and evaluation;
- (h) Develop and maintain proactive co-operation with regional and, international institutions in areas relevant to achieving the Authority's objectives;
 - (i) In collaboration with other public and private agencies, facilitate, conduct, promote and coordinate research and dissemination of findings on data on alcohol and drug abuse and serve as the repository of such data;
 - (j) In collaboration with other lead agencies, prepare, publish and submit an alcohol and drug abuse control status report bi-annually to both Houses of Parliament through the Cabinet Secretary;
 - (k) Assist and support County governments in developing and implementing policies, laws and plans of action on control of drug abuse; and
 - (1) Carry out such other roles necessary for the implementation of the objects and purpose of this Act and perform such other functions as may, from time to time, be assigned by the Cabinet Secretary.

Towards fulfilling the above mandate, NACADA coordinates a multi-pronged public education and awareness campaign against alcohol and drug abuse by packaging and disseminating targeted behavior and attitude change information to various target populations through electronic, print and other media.

3. Details of Assignment

Core function

The Authority seeks to contract consultancy services from suitably qualified firms to develop a Two-way SMS system for NACADA as per FY 2019/20 Performance Contracting guidelines.

Overall objective of the consultancy

The overall objective of the assignment is to develop a Two-way SMS system for NACADA.

Specific Objectives of Consultancy

To fulfill the above objective, NACADA is seeking to engage a consultancy firm to work with the Authority's Corporate Communications Department to develop a 2-way SMS system for the Authority.

The consulting firm's duties and responsibilities will include but will not necessarily be limited to the following;

- Technical/Financial Proposal Development
- Participation in consultation meetings with the Authority management to process indicators and consensus building;
- Development of an inception report and data collection tools
- Training of selected NACADA staff
- Presentation of findings to the Authority for validation.

Specific Deliverables of the Consultancy

- a) **Provision of 2 WAY SMS and USSD services:** Development of a software application/applications that can send the right messages at the right time to select recipients.
- b) Schedule important reminders and alerts for specific time in the future and to make sure staff, consultants, the general public and the customers never miss important updates or vital information.
- c) **History (Sent SMS):** The application should be able to indicate on the screen the total number of recipients, message body, status of the SMS (if the message is successfully delivered or not) sent time and action taken, edit and resend vital details, delete sessions and unsubscribe contacts
- d) **Received SMS-** Indicating the origin of the message, the body of the message, time received and action taken including sent, reply, view details, delete message and unsubscribe.
- e) **Periods:** Select time period for display, export messages, search for specific messages and switch view.
- f) **Templates-**Develop pre-defined templates for faster SMS communication with the contacts which can be exported and contents viewed conspicuously on the server, last dates modified, and action taken like send SMS using the template, edit template and delete template.
- g) **Sender settings-** It must have local and international settings indicating destinations sent from and type. It must create or generate sender ID, status and ability to create more senders.
- h) **Emails to SMS-** All emails and addresses in the list must be able to send SMS messages using email to SMS service e.g. country code mobile number@yahoo.com sending email messages to people's phones.

Additional tasks

- i. Provide free downloads to Macs and PC
- ii. View all contacts instantly
- iii. Listing of recipients
- iv. Recently sent texts
- v. Inserting of tags
- vi. Scheduling of messages
- vii. Creation of groups and addresses
- viii. Sending and receiving both single and bulk SMSs
- ix. Provision of call center services with the possibility of compatibility with Pcs AND Mac computers
- x. Viewership of incoming calls and messages, instant response mechanism through immediate response.
- xi. Ability to receive calls on a desk top or on a MAC computer

Compatibility: Integration with the currently existing NACADA Coded text services and ability to provide defined personal and customized sender.

Interaction with other data bases: Automatic development of contacts from the public
Possibility of working with all mobile service providers in Kenya and beyond.

Provision of USSD application- NACADA sub offices: Provision of communication centers through NACADA offices and generation of reports to all users.

Security: Ability to be protected through user name and password
Web based Application with friendly user interface and access rights.

Help and support: Provide instant feedback in-case of any immediacy and Training and support of technical staff.

Any other that may be identified by the Authority from time to time.

4. Management and Execution of Assignment

NACADA, as the Client, shall have overall responsibility for managing this assignment. The Consultant will work closely with the Authority.

The Consultant will be expected to demonstrate that he/she subscribes to the ideal of working towards a drug-free nation. The Consultant will be expected to demonstrate that he/she DOES NOT in any way support, work for or partner with parties engaged in the production, manufacture, sale, marketing and/or promotion of alcoholic beverages, narcotic drugs and other intoxicating substances.

5. Methodology

The methodology on the development of a two-way SMS system should be participatory both with the Management, specific operation team and consultancy firm to enhance consensus.

6. Quotation Requirements

The consulting firm shall provide a technical and financial proposal separately for the assignment as below:

- (a) Technical proposal that shall include:
- Experience of the Consultant/Consultancy firm in developing two-way SMS systems. {attach completion or recommendation letters of similar works conducted in the past two years}
 - Capacity statement of the key personnel – their qualifications and competence in undertaking the assignment. Such personnel should include the lead manager and any complementary staff indicating their technical and educational backgrounds including past experience in undertaking related assignment. {attach Curriculum Vitae, copies of academic certificates and testimonials}

- A brief outline of the proposed technical approach and methodology to carry out the media monitoring.
 - A clear and elaborate work plan and timeframes.
 - Statutory obligations: Note that bids without valid documents will not be evaluated
 - (i) Copy of incorporation or registration
 - (ii) Copy of PIN, VAT registration and Tax Compliance Certificate
- (b) Financial proposal that should include:
- (i) An itemized line by line budget proposal for consultancy fees as well as administrative costs if any.
 - (ii) Terms and schedule of payment.

7. Submission, Receipt and Opening of Proposals

Interested bidders can download the request for proposal documents from NACADA website www.nacada.go.ke or www.tenders.go.ke The original proposal (Technical and Financial Proposals) shall be printed in indelible ink and shall contain no interlineations or overwriting. The original Proposal shall be placed in a sealed envelope clearly marked “**TECHNICAL PROPOSAL**”, and the original of the Financial Proposal in a sealed envelope clearly marked “**FINANCIAL PROPOSAL**” and warning: “**DO NOT OPEN WITH THE TECHNICAL PROPOSAL**”.

Both envelopes shall be placed into an outer envelope and sealed. This outer envelope shall bear the **Proposal Reference Number** and **submission address** and be clearly marked, “**DO NOT OPEN, EXCEPT IN THE PRESENCE OF THE OPENING COMMITTEE.**” The Financial Proposal envelopes will be sealed in a tamper proof box in the presence of the Opening Committee members.

The completed technical and Financial Proposals must be delivered at the submission address

The Chief Executive Officer,

National Authority for the Campaign Against Alcohol and Drug Abuse,

P.O Box 10774-00100, Nairobi

on or before **3rd January 2020 at 10.00am**. Any proposal received after the closing time for submission of proposals shall be returned to the respective consultant unopened.

After the deadline for submission of proposals, the Technical Proposal shall be opened immediately in the presence of bidders or their representatives who choose to attend.