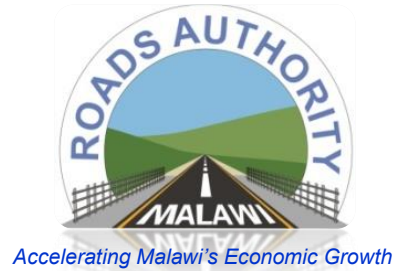


ROADS AUTHORITY



REQUEST FOR QUOTATIONS (Services)

PUBLIC SENSITIZATION ON ROAD SAFETY, ROAD USAGE, AND INFRASTRUCTURE PROTECTION IN MALAWI

Subject of Procurement	Public Sensitization on Road Safety, Road Usage, And Infrastructure Protection in Malawi
Procurement Reference Number	RA/ADM/OF/2024-25/13
Procurement Method	Request for Quotation
Date of Issue	13 th March 2025
Closing Date	20 th March 2025 at 10.00 Hours

Roads Authority
Functional Building, Paul Kagame Road, Private Bag B346, Lilongwe 3, Malawi

To:

.....

.....

Date:.....

The Procuring Entity named above invites you to submit your quotation for carrying out the whole of the services as described herein. Any resulting order shall be subject to the Government of Malawi General Conditions of Contract for Local Purchase Orders (available on request) except where modified by this Request for Quotations.

Section A: Quotation Requirements

1) Description of Services and Location

Roads Authority (RA) of Malawi seeks to engage a qualified Media Service Provider to develop and broadcast sensitization materials on key road issues affecting Malawi's road network.

- 2) Services are to commence by: **2weeks** from the date of order.
- 3) Services are to be completed by **180days** from the date of order.
- 4) Quotations must be valid for **sixty (60) days** from the date for receipt given below.
- 5) Quotations and supporting documents as specified in Section B must be marked with the Procurement Number given above and indicate acceptance of the stated terms and conditions.
- 6) Quotations must be received, in sealed envelopes no later than: [time] on [date].
- 7) Quotations must be returned to:

The IPDC Chairman

Roads Authority Headquarters , Functional Building, Room No. 40, Off Paul Kagame Road , Private Bag B346, Lilongwe

Attention: Procurement Manager

- 8) The attached Schedule of Rates and Prices at Section C together with any Terms of Reference or other documentation mentioned in Section C and appended, detail the services to be performed. You are requested to quote by completing Sections B and C. Quotations shall cover all costs of labour, materials, equipment, overheads, profits and all associated costs for performing the services including all taxes and duties. The total cost of performing the services shall be included in the items stated and the cost of any incidental services or materials shall be deemed to be included in the prices quoted.
- 9) Quotations that are responsive, qualified and technically compliant will be ranked according to price. Award of contract will be made to the lowest priced quotation by the issue of a Local Purchase Order.



Signed:

Name: **Eng. Ammiel Champiti**

Title/Position: **Chief Executive Officer**

For and on behalf of the Purchaser

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Your quotation is to be returned on this Form by completing and returning Sections B and C including any other information and certification as stated within this RFQ.

Section B: Quotation Submission Sheet

- 1) Currency of Quotation: Malawi Kwacha
- 2) Services will commence withindays/weeks/months from date of Purchase Order.
- 3) Services to be completed bydays/weeks/months from date of Purchase Order
- 4) Validity period of this quotation isdays from the date for receipt of Quotations.
- 5) We enclose the following documents:
 - (i) Section C of the Request for Quotations completed and signed;
 - (ii) A copy of our Trading Licence
 - (iii) A copy of our Annual Tax Clearance Certificate (for the last financial year)
 - (iv) A list of recent Government contracts performed
 - (v) [Insert any other documentation required by the Procuring Entity]
- 6) We confirm that our quotation is subject to the terms and conditions stated in your Request for Quotations referenced above, and that any resulting contract will be subject to the Government of Malawi General Conditions of Contract for Local Purchase Orders.
- 7) We confirm that the prices quoted are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____

(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Registered Address:

.....
.....

If any additional documentation is attached to your quotation, a signature and authorisation at Section B and Section C is still required as confirmation that the terms and conditions of this RFQ prevail over any attachments. If the Quotation is not authorised in Section B and Section C, the quotation may be rejected.

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Section C: Schedule of Rates and Prices (to be priced by Bidder)

Item No.	Description of Services (Append detailed specifications, requirements, explanations and/or Terms of Reference as necessary)	Unit of Measure	Quantity	Unit Price Kwacha	Total Price Kwacha
1	Content development and production.				
2	Broadcasting fees for the agreed duration.				
3	Stakeholder engagement and research.				
4	Monitoring and evaluation costs.				
5	Airing of products				
TOTAL					

The following attachments are appended to clarify the Description of Services:

[List each attachment e.g. detailed schedule of services, or terms of reference]

Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____

(DD/MM/YY)

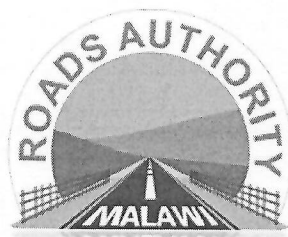
Authorised for and on behalf of:

Company: _____



TERMS OF REFERENCE

TERMS OF REFERENCE (ToR)



PUBLIC SENSITIZATION ON ROAD SAFETY, ROAD USAGE, AND INFRASTRUCTURE PROTECTION IN MALAWI

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1. INTRODUCTION

1.1. Background

The Roads Authority (RA) of Malawi seeks to engage a qualified Media Service Provider to develop and broadcast sensitization materials on key road issues affecting Malawi's road network. The campaign will be conducted through various media formats, including video clips, short drama, cartoons, jingles, and radio/TV programs. The campaign aims to educate the public on road safety, proper road usage, and the impact of vandalism on road infrastructure.

1.2. Rationale and current status

Encroachment of road reserves has increased significantly, posing challenges to road maintenance, expansion, and safety. Unauthorized structures and activities within road reserves obstruct visibility, contribute to accidents, and hinder future infrastructure development. Public sensitization is essential to educate communities on the legal and safety implications of encroaching on road reserves and to encourage compliance with road regulations.

The Roads Authority recognizes the urgent need for this sensitization campaign as newly constructed roads, including the first six-lane road and semi-clover interchange in Lilongwe, will soon be fully operational. It is crucial to ensure that road users understand how to properly navigate these roads to prevent confusion, reduce accidents, and improve traffic efficiency. The intersections of focus include the Oval-about at the Mzimba Street/M001 CrossRoads Junction, the KCH Interchange, and various junctions on the newly rehabilitated M001 CrossRoads to Kanengo, Mzimba Street, and Kenyatta Drive.

Additionally, there has been an increasing rate of vandalism of road furniture, including road signs, road studs, steel culverts, and guardrails. This damages critical road infrastructure, compromises road safety, and increases maintenance costs. Public awareness is essential to curb these destructive activities and foster a sense of responsibility among road users. to develop and broadcast sensitization materials on key road issues affecting Malawi's road network. The campaign will be conducted through various media formats, including video clips, short drama, cartoons, jingles, and radio/TV programs. The campaign aims to educate the public on road safety, proper road usage, and the impact of vandalism on road infrastructure.

1.3. Objectives Of The Sensitization Campaign

The main objectives of this sensitization campaign are:

- To raise awareness on the encroachment of road reserves and its consequences.
- To educate road users on road safety measures, including proper lane usage on multi-lane roads.
- To highlight the dangers and consequences of vandalizing road furniture such as road signs, road studs, steel culverts, and guardrails.
- To demonstrate the correct usage of dual carriageways and newly constructed six-lane road and semi-clover interchange in Lilongwe.
- To instruct road users on vehicle behavior at intersections, lane discipline on dual carriageways (2-lane and 3-lane roads), and the function of inner and outer lanes.
- To emphasize the importance of road markings and their role in ensuring smooth traffic flow and safety.

2. SCOPE OF WORK

The Media Service Provider shall also emphasize decisions at roundabouts and junctions, particularly the 'first-come, first-go' principle, ensuring that road users understand right-of-way rules and how to navigate these areas safely.

The Media Service Provider shall also emphasize decisions at roundabouts and junctions, specifically when and how road users should proceed to ensure safe and efficient traffic flow.

The Media Service Provider shall also consult the Public Roads Act regarding road reserves to ensure accurate and legally compliant messaging.

The service provider will be required to:

1. Develop a comprehensive sensitization campaign strategy.
2. Produce engaging educational materials including:
 - Short video clips for TV and social media.
 - Radio drama and jingles in both English and Chichewa.
 - Animated cartoons demonstrating road usage principles.
 - Live-action demonstrations of correct road usage on different road types and intersections.
3. Broadcast the materials on selected TV and radio stations for a minimum duration of Six (6) months.
4. Engage relevant stakeholders to obtain accurate and relevant information.

5. Work closely with assigned Roads Authority engineers for content review before publicizing.
6. Ensure high-quality production that aligns with Malawi's cultural context and language preferences.

3. EXPECTED DELIVERABLES

The expected deliverables of this project include:

- A well-structured media sensitization plan.
- High-quality video clips demonstrating proper road usage.
- Engaging short radio and TV dramas on road safety and infrastructure protection.
- Informative jingles promoting road safety awareness.
- Animations illustrating correct traffic behavior at intersections, roundabouts, and interchanges.
- A detailed report outlining the reach and impact of the campaign.

4. QUALIFICATIONS AND EXPERIENCE OF THE SERVICE PROVIDER

The service provider must meet the following requirements:

- Proven experience in media production, public awareness campaigns, and civic education.
- Expertise in video, radio, and animation production.
- Experience working on transport or road safety campaigns will be an added advantage.
- Ability to produce content in English and Chichewa.
- A team with professionals in scriptwriting, directing, editing, and broadcasting.

5. DURATION OF THE ENGAGEMENT

The entire project is expected to run for a period of at least **six** (6) months, with an additional period for planning and material development. The products may be delivered and tested as each piece is made ready. This is to allow for modifications and corrections in good time.

Further to this the entity may be given duties to modify and update the products as and when need arises depending on agreeable rates for the services.

6. REPORTING AND SUPERVISION

The selected service provider shall work under the direct supervision of the Roads Authority's assigned engineers and communication officers. Periodic progress reports shall be submitted to RA for review and approval before airing the materials.

7. BUDGET AND PAYMENT SCHEDULE

7.1 Cost summary

The consultant shall provide a detailed cost breakdown covering:

- Content development and production.
- Broadcasting fees for the agreed duration.
- Stakeholder engagement and research.
- Monitoring and evaluation costs.
- Airing of products

Payments shall be made based on agreed milestones and satisfactory completion of deliverables.

7.2 Payment Schedule

The services will be executed on a Lump Sum Contract basis and the payment schedule shall be as follows:-

- (a) 20% to be paid after production of acceptable inception report;
- (b) 30% of the Contract Price shall be paid upon acceptance of Draft initial content and products.
- (c) 50% of the Contract Price shall be paid on a monthly basis during product airing spread over the remaining duration of the assignment.

8. APPLICATION PROCESS

Interested and qualified service providers should submit their proposals including:

- A detailed technical proposal outlining the methodology and approach.
- A financial proposal with a detailed breakdown of costs.
- Samples of previous work related to media campaigns.
- A proposed work plan and timeline.

9. SUBMISSION DEADLINE

All proposals should be submitted to the CEO for review and commenting before final consideration. All proposals should be submitted by [insert deadline] to the Roads Authority, addressed to [insert contact details].