



## **EXPRESSION OF INTEREST**

### **PROVISION OF PUBLIC SENSITISATION SERVICE ON THE MALAWI CURRENCY FOR THE RESERVE BANK OF MALAWI**

#### **1.0 Introduction**

The Reserve Bank of Malawi (the Bank) wishes to invite Expression of Interest (EOI) from established firms or advertising agencies to provide currency public sensitisation service throughout the country on its behalf.

#### **2.0 Background Information**

The Bank, as a sole issuer of currency in Malawi, strives to promote an efficient banking, payments and currency management system in the country in order to facilitate financial transactions for the promotion of the country's economic development. One of the key result areas for achieving the above Strategic Objectives is to safeguard the integrity of the Malawi currency. This is partly achieved through public sensitisation of the security features on the Malawi Kwacha.

#### **3.0 Objective of the Assignment**

The main objective of the assignment is for the successful applicant to assist the Bank with effective and efficient dissemination of currency information to all parts of the country through various modes of communication. Specifically, to educate the general public on how to recognise security features on the Malawi Kwacha

banknotes and how to take care of banknotes to ensure circulation of clean notes and their increased longevity.

The target group referred to as the general public in this Expression of Interest shall be split into:

- i. Professional cash handlers (banks, foreign exchange bureaux and Government revenue collectors),
- ii. Retailers (supermarkets/small shops, including market vendors),
- iii. General Public (incl. niche groups, Chiefs, Members of Parliament, Church leaders, Reporters, Civil Society Organizations, Master of ceremonies for weddings and other cultural activities etc.),

#### **4.0 Scope of the Assignment**

The successful applicant will be expected to perform the following tasks:

1. Propose the most efficient and effective strategies of disseminating currency information to the general public,
2. Draw up a comprehensive program of public awareness activities in liaison with the Bank,
3. Design various forms of public awareness campaign material for the Bank's consideration,
4. Reproduce various awareness campaign material that will be supplied by the Bank,
5. Ensure continuous monitoring and evaluation of the implementation of the activities.

## **5.0 Approach and Methodology**

The successful applicant shall use the most cost effective and efficient methodology in implementing the exercise and in liaison with the Bank shall put in place a mechanism for periodic presentations and discussions on progress of the assignment.

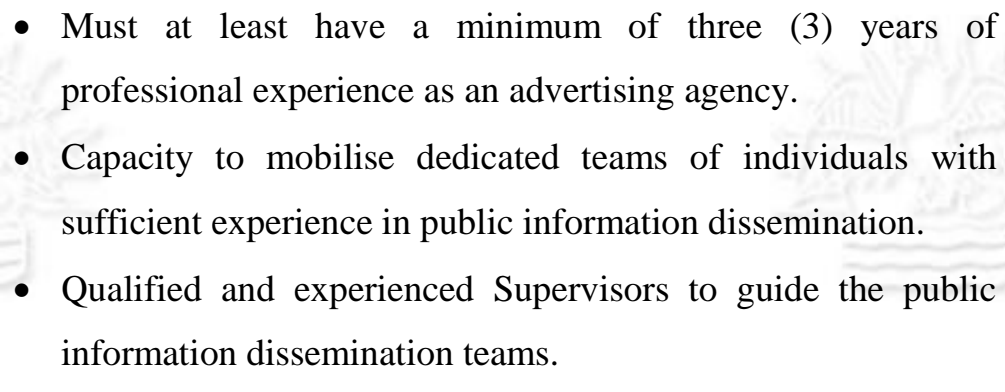
## **6.0 Expected Output (Deliverables)**

At the end of the assignment, the firm or advertising agency is expected to have achieved the following:

1. Disseminated currency information to all parts of the country through all the communication modes agreed with the Bank,
2. Disseminated currency information in the most cost effective and efficient manner satisfactory to the Bank,
3. Timely delivery of the public awareness service as per agreed deadlines,
4. Reproduced awareness campaign material submitted by the Bank to the highest quality expected,
5. Presented comprehensive periodic reports on progress of the assignment and final report to the Bank,
6. Preserved the reputation of the Reserve Bank of Malawi through proper conduct of staff of the firm or advertising agency.

## **7.0 ELIGIBILITY**

The interested firm or advertising agency must meet the following conditions:

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- Must at least have a minimum of three (3) years of professional experience as an advertising agency.
  - Capacity to mobilise dedicated teams of individuals with sufficient experience in public information dissemination.
  - Qualified and experienced Supervisors to guide the public information dissemination teams.
  - Capacity to organise and coordinate transportation logistics for the timely delivery of campaign materials to all parts of the country including Likoma and Chizumulu islands.
  - Should have established physical and postal addresses as well as bank accounts
  - Should provide evidence of large scale campaign activities/ materials performed / designed in the last three years with details of traceable referees.

## **8.0 Duration**

The assignment will tentatively run for a period of twelve (12) months from the engagement date.

Expression of Interest in sealed envelopes and properly marked, **“EOI FOR CURRENCY DISSEMINATION SERVICES”** should be sent to following address:

**The Chairperson,  
RBM Internal Procurement Committee,  
Convention Drive; Plot No. 16/1  
P. O. Box 30063,  
Capital City  
Lilongwe 3,**

**Malawi.**

Or

Should be deposited in a Tender Box marked; **‘EOI FOR CURRENCY DISSEMINATION SERVICES’** placed at the Bank’s reception at Head Office, **Lilongwe**

The deadline for submission of EOI is 17<sup>th</sup> November, 2011 at 15:00 hours and shall coincide with the time of opening of the EOIs in the Bank’s Auditorium in Lilongwe. Late submissions will not be accepted. The Bank is not bound to accept any EOI. Interested bidders are invited to attend the opening ceremony.