

REQUEST FOR EXPRESSIONS OF INTEREST FOR PROVISION OF MARKETING AND COMMUNICATION CONSULTANCY SERVICES FOR INCLUSIVE GREEN GROWTH (IGG) CONCEPT UNDER PRIVATE AGRICULTURAL SECTOR SUPPORT (PASS)

Reference No. PASS/2022/HQ/C/02.

Date: 21 December 2022

This assignment will enable PASS to market and communicate the significance and need of inclusive and greener agricultural sector in Tanzania, scaling up implementation of PASS Inclusive Green Growth (IGG) Strategy commitments, and consequently achieving the envisaged development impact on reduced poverty levels. Assignment is expected to start early January 2023 and be carried out for Six (6) months. The assignment will start at PASS TRUST HEAD OFFICE in Dar es salaam including other five (5) PASS TRUST zones. Furthermore, the assignment is divided into 4 packages as shown in the table below.

No.	Package Number	Description
1	Package One	Design and Development of Inclusive Green Growth (IGG) Marketing and Communication Strategies
2	Package Two	Consultation and Media Mapping/Media Buying
3	Package Three	Designing and Productions of Promotions Materials
4	Package Four	PASS Marketing Campaigns and Coordination of Stakeholder Engagements Meetings/Exhibition to increase PASS IGG initiative visibility

NOTE: When expressing their interest Consultant are required to choose the specific package and indicate the applied package in their Expression of Interest. The consultant may quote for one or more and maximum of two packages. For those who will quote for 2 packages are encouraged to quote package 2&4.

The **PASS TRUST** 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. The shortlisting criteria are: **consultant's profile, core business and years in business, description of relevant experience, technical and managerial capability of the firm, availability of appropriate skills among staff and experience in similar condition.**

Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. A Consultant will be selected in accordance with the **Quality and Cost Based Selection (QCBS) method.**

Further information can be obtained at the address below during office hours 9:00AM to 4:00PM. Expressions of interest must be delivered in a written form to the following emails: tenders@pass.or.tz by/before **10:00AM on 30th December, 2022.** Late Submission of the documents, portion of documents, and documents not received, document not opened at the opening ceremony shall not be accepted for evaluation irrespective of the circumstances.

Managing Director,
PASS TRUST,
Head Office, Patel Building,
4th Floor, Kisutu Street,
P.O. Box 9490,
Dar es salaam,
TANZANIA

Attn: Doreen Mangesho
Email: doreen.mangesho@pass.or.tz
Tel: 0753956599