



NAPSA/CA/03/19: PRE-QUALIFICATION FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE NATIONAL PENSION SCHEME AUTHORITY (NAPSA)

1.0 BACKGROUND

The National Pension Scheme Authority (NAPSA) was established through an Act of Parliament, the National Pension Scheme (NPS) Act number 40 of 1996 to provide income security to the members when they reach retirement age or become incapacitated, or to their spouses and children (biological and legally adopted) in the event of death.

To execute this mandate, NAPSA receives funds and invests the money to generate profitable returns to pay members or beneficiaries reasonable benefits when they become eligible. One of the core activities is to engage with various stakeholders to sensitize them on its operations.

The Authority is undertaking various communication and marketing activities both in the mainstream and social media platforms. It is imperative that the Authority puts an ear to the ground to hear what people are saying about the Institution. Accordingly, NAPSA intends to engage a firm for the provision of media monitoring services.

2.0 TERMS OF REFERENCE

2.1 The terms of reference will include the following:

- i. Search and monitor online and social media platforms, print and electronic media for news/stories on NAPSA and that relating to social security and pension administration in general in Zambia and abroad
- ii. Provide instant/real-time online alerts on breaking news items relating to NAPSA and the pension industry via email and instant messaging.
- iii. Create detailed monthly reports and dashboards that help to analyse and understand the impact of coverage with the following metrics
 - a. Media exposure
 - b. Key messages
 - c. Tonality

- d. Share of voice
- e. Top influencers
- iv. Segment positive, neutral and negative coverage and recommend on how to enhance positive coverage and address negative coverage
- v. Benchmark results with local and international “competitors”
- vi. Boost social media platforms for increased following
- vii. Other relevant parameters not stated.

3.0 PRE-QUALIFICATION REQUIREMENTS

Interested firms should provide information demonstrating their possession of the required documentary evidence and relevant experience to undertake the works. Interested bidders are required to provide the following information;

- a) Valid 2019 NAPSA Compliance Certificate;
- b) Valid 2019 ZRA Tax Clearance Certificate;
- c) Certificate of Incorporation/Registration;
- d) Information on the firm(s) i.e. name, address, telephone, Facsimile and Email;
- e) Evidence of experience in undertaking similar assignments including names and contact numbers of Consultants and Clients’ Representatives who may be contacted for confirmation;

Further information may be obtained from the office of the Head Purchasing & Stores, National Pension Scheme Authority, 3rd Floor, Levy Business Park, Corner of Church and Kabelenga Roads, Lusaka, Zambia.

4.0 DETAILS FOR SUBMISSION

Interested bidders must submit their sealed and bound Pre-Qualification documents clearly marked “**PRE-QUALIFICATION FOR THE PROVISION OF MEDIA MONITORING SERVICES TO THE NATIONAL PENSION SCHEME AUTHORITY (NAPSA)**”.

The Pre-Qualification documents must be deposited in the tender box situated on the Ground Floor, Office Park, National Pension Scheme Authority, Corner of Church and Kabelenga Roads, Lusaka, Zambia before **Friday, 13th September, 2019 at 10:30 hours**

NOTE: No other Solicitation Document will be issued for pre-qualification. Bidders are expected to prepare their pre-qualification documents based on the information outlined above. Bidders to submit One (01) original and two (02) copies of the prequalification documents.

Closing date for submission is; Friday, 13th September, 2019 at 10.30 hours.

Secretary

**MANAGEMENT PROCUREMENT COMMITTEE
FOR/DIRECTOR GENERAL
NATIONAL PENSION SCHEME AUTHORITY**