



## Call for Bids: Provision of FM Radio Services for Aflatoxin Awareness Campaign in Eastern Uganda

### 1. About Kilimo Trust:

Kilimo Trust (KT) is an independent Regional agricultural development organization - working on agriculture for development across the EAC Region. It is registered in the Republic of Uganda, and it implements projects across all EAC Partner States. The core business of KT is to support the transformation of food and nutrition security in the EAC Region away from high-risk subsistence farming into lower risk trade-based systems.

With a grant from Alliance for a Green Revolution in Africa (AGRA), Kilimo Trust is implementing a Three-year project titled Enhancing Access to Market for Inclusive Agricultural Transformation (EAMIAT). This project focuses on strengthening the Maize, Beans, and Rice value chains by reducing post-harvest losses and improving quality and standards. The project is being implemented in Eastern Uganda in Busoga, Bugishu and Sebei sub-Regions. The goal of EAMIAT is to improve income, food and nutrition security of MSMEs and Farmers by fostering inclusive and sustainable trade opportunities.

### 2. The Assignment

Kilimo Trust invites bids from eligible and qualified FM radio service providers to support an awareness campaign on aflatoxin management in the Busoga, Bugisu, and Sebei sub-regions of Eastern Uganda.

The assignment aims to sensitize farming communities and the public on:

- The significant effects of aflatoxins on the grain value chain, including crop quality, market access, and farmer incomes.
- The health risks associated with aflatoxin consumption and exposure.
- Best practices for aflatoxin prevention, control, and management during harvesting, post-harvest handling, storage, and marketing.

### 3. Scope of Work:

Qualified radio service providers will be required to produce and broadcast a series of radio spot messages and facilitate interactive radio talk shows, delivered in local languages appropriate to the target regions.

Key deliverables include:

- Development of aflatoxin awareness messages (in collaboration with technical experts).
- Production and airing of a minimum number of spot messages per station.
- Coordination and airing of interactive radio talk shows with participation from technical experts, community representatives, and stakeholders.
- Reporting on reach and listener feedback (where applicable).

The service provider will be expected to deliver the following, as outlined in the table below:

S/N	ITEM DESCRIPTION	QUANTITY
<b>Lot 1</b>	Produce radio advert/spot message in Lusoga	1
	Run radio Advert/Spot messages of not more than 2min for 11 days	22 (2 per day)
	Host talk shows of at least 1 hour	2
<b>Lot 2 (strictly based in Bugiri)</b>	Produce radio advert/spot message in Lusoga	1
	Run radio Advert/Spot messages of not more than 2min for 11 days	22 (2 per day)

	Host a talk show of at least 1 hour	1
<b>Lot 3 (strictly based in Mbale)</b>	Produce radio advert/spot message in Lugisu.	1
	Run radio Advert/Spot messages of not more than 2min for 11 days	22 (2 per day)
	Host talk shows of at least 1 hour	2
<b>Lot 4 (with reach in Sironko and Bulambuli)</b>	Produce radio advert/spot message in Lugisu.	1
	Run radio Advert/Spot messages of not more than 2min for 11 days	22 (2 per day)
	Host talk shows of at least 1 hour	1
<b>Lot 4 (strictly based in Bukwo)</b>	Produce radio advert/spot message in Kupsabiny.	1
	Run radio Advert/Spot messages of not more than 2min for 11 days	22 (2 per day)
	Host a talk show of at least 1 hour	1
<b>Lot 5 (Strictly based in Kween or Kapchorwa)</b>	Produce radio advert/spot message in Kupsabiny.	1
	Run radio Advert/Spot messages of not more than 2min for 11days	22 (2 per day)
	Host talk shows of at least 1 hour	2

#### 4. Eligibility Requirements:

Bidders must demonstrate:

- Experience in producing and airing Agricultural radio content.
- Capacity to reach target audiences in the Busoga, Bugisu, and Sebei sub-regions.
- Availability of airtime and scheduling flexibility.
- Registration and licensing by relevant Ugandan broadcasting authorities.

#### 4. Mode of Application:

All Interested Vendors must submit online via email to [procurement@kilimotrust.org](mailto:procurement@kilimotrust.org) their Expression of Interest (Eoi) in one folder. Financial Proposal, three reference letters from their clients, Copy of the Trading License, and a Valid URA Certificate and Company Profile by **Friday 27<sup>th</sup> June 2025 at 11:59 PM EAT**. The Prospective vendor MUST clearly indicate what they are applying for in the email subject.

For any further clarification, please email: [admin@kilimotrust.org](mailto:admin@kilimotrust.org) Attn to **Procurement**.

“Only successful bidders shall be contacted. If you do not hear from us within one (1) month after the bid submission deadline, consider your bid unsuccessful. “