

**CALL FOR BIDS: PROVISION OF FM RADIO SERVICES TO ADVERTISE FOR AGRIPATH (FARMBETTER) IN NORTHERN 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, Kenya, Tanzania, and Rwanda, and it implements projects across all EAC Partner States. The core business of KT is to structure national and regional trade in agricultural products for enhanced wealth, food, and nutrition security for smallholder farmers and other Value Chain actors.

With a grant from Grameen Foundation, Kilimo Trust is implementing a project titled AGRIPATH in Northern and Eastern Uganda. This project focuses on male and female smallholder farmers accessing evidence-based based tailored advice to adopt sustainable land management practices. To promote Digital Advisory Services for effective and efficient delivery models to scale up gender sensitive for long-term behavioral change towards sustainable agriculture.

1. **The Assignment**

Kilimo Trust invites bids from eligible and qualified FM radio providers. We’re looking for partners to broadcast advertisements for our AgriPath project, specifically promoting the FarmBetter application, across Northern Uganda.

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

* FarmBetter application
* Promotion of Digital Advisory services

1. **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 the local language appropriate to the target district.

Key deliverables include:

* Development of awareness messages on Farmbetter and the Agripath project.
* Production and airing of a minimum number of spot messages on the Farmbetter application.
* Coordination and airing of interactive radio talk shows with participation from the technical team from Agripath, 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** |
| **1** | Produce a radio advert/spot message in Acholi | 1 |
| Run radio Advert/Spot messages of not more than 2 minutes for 14days | 14 (1 per day) |
| Host talk shows of at least 1 hour | 1 |

1. **Eligibility Requirements:**

Bidders must demonstrate:

1. Experience in producing and airing Agricultural radio content.
2. Capacity to reach target audiences in the Acholi sub-region.
3. Availability of airtime and scheduling flexibility.
4. Registration and licensing by the relevant Ugandan broadcasting authorities.
5. **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, a Copy of the Trading License, and a Valid URA Certificate and Company Profile by **Monday, 21st August 2025 at 11:59 PM EA****T.**

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. “