



Terms of Reference

Still photography Assignment for the Inuka Enterprise Program



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About Kenya Bankers Association (KBA)

Kenya Bankers Association (KBA) was registered as an Industry Association on 16th July 1962 by the Registrar of Trade Unions. In its formative years, the main aim of the Association was to cater for the interests of the member banks in negotiating terms and conditions of service of its unionisable employees and as far as possible standardize management practices so as to ensure harmony in the industry.

Over time, the ambition of the Association evolved to include promoting industry development and economic growth by engaging the government and sector regulator, Central Bank of Kenya (CBK). This KBA ambition was reinforced in 2012 when the Association launched its new brand and ambition statement: One Industry. Transforming Kenya.

As the umbrella body of the institutions licensed and regulated by CBK with a current membership of 44 financial institutions, KBA continues to reinforce a reputable and professional banking sector in a bid to best support Kenyans, who entrust their ambitions and hard-earned resources with its member banks.

Overview of the Inuka Enterprise Development Program:

The banking industry umbrella body, Kenya Bankers Association (KBA) is sponsoring a capacity building program, targeting micro, small and medium-sized enterprises (MSMEs). The program has objectives under five (5) broad themes, namely:

1. Moving businesses and entrepreneurs from Informal to Formal Businesses.
2. Promoting Job Creation through enterprise development
3. Enhancing Access to Finance / Capital
4. Promoting Value Addition towards enhancing local, regional and international competitiveness
5. Creating Equitable Opportunities for MSMEs across the country

KBA will be developing a curriculum based capacity building program which will be deployed via online and face to face/classroom learning. This learning will be augmented via online support services including virtual coaching and networking.

To this end, KBA would like to invite proposals from an experienced photographer to take photos that will be displayed in the e-learning site. The photographer should be based in Nairobi, Kenya.

Scope of the Assignment

1. Still images of the Nairobi Skyline with prominently known buildings featured
2. Still images of a subject in a tea plantation e.g in Limuru
3. Still images of a subject in the textile industry
4. Still images of a bustling market e.g Kangemi or City Market

5. Still images of subjects in a construction site

Deliverables

The successful vendor will be expected to:

1. Provide captivating and descriptive photos of the various aforementioned locations.
2. Ensure that permission has been granted to the vendor by the subject or owner of the locations the images are to be taken.
3. Provide raw images from which selections can be made for the purpose of editing.
4. Provide 20 edited images without a watermark which are clearly labelled with captions.
5. Images should be shared through a designated hard drive or a flash drive.
6. All photographs must have an absolute minimum of 100dpi but should be 300dpi or higher.

Submission Details

Closing time and date for all submitted proposals will be Noon (12:00 PM), **4th October 2017**. Include your previous work done that showcases your professional experience. Also submit your quotation for carrying out this task.

Timeline for the Assignment

1. Circulation of the RFP document: 29th September 2017
2. Proposal submission deadline 4th October 2017
3. Review of proposals and meetings with shortlisted photographers: 6th October 2017
4. Award of the contract: 10th October 2017
5. Completion of the project: 17th October 2017

Payment Terms

Fees and payment terms are negotiable.

Contact Information

Proposals and correspondence should be addressed to:

Roselyne Njino

KBA, Senior Communications Officer

rnjino@kba.co.ke and smeprogram@kba.co.ke