



National Oil Corporation of Kenya Limited

“Mwananchi Gas Project”

Expression of Interest for Brand Ambassadors

The Corporation is working on the roll-out of the National LPG enhancement project dubbed Mwananchi Gas Project. Under this project, 6Kg cylinders filled with gas, complete with accessories, will be distributed at subsidized price equivalent to 65% of cost to households which would otherwise not afford. Besides the subsidy program, the government has also developed a robust distribution model that will enable Kenyan citizens in all the counties access LPG at the nearest shopping center through retailers and distributors. The projects targets 1.2 million households annually for next 5 years.

The main Objective of this project is to increase LPG penetration by getting rid of the entry barriers which include:

- High cost of the hardware (Cylinder, burner and Grill)
- Limited access to LPG
- Limited Knowledge on safe use of LPG

The project will also help in the reduction of mortality rates associated with household air pollution by 50 per cent, reduce deforestation as residents move away from the use of Biomass (Charcoal & firewood) and promote entrepreneurship in the country.

As part of socio-economic empowerment program, a great opportunity awaits duly registered youth groups to participate in transforming communities through championing LPG gas.

For the success of this project the Government of Kenya through National Oil is partnering with several stakeholders. In this regard, National Oil is seeking partnership with youth groups to participate as Gas Yetu Brand Ambassadors.

The Brand Ambassadors will carry out:

1. Door to door awareness campaigns on Gas Yetu
2. Creating consumer awareness on LPG and demystify myths around use of LPG
3. Training consumers on safety and use of LPG
4. Linking the consumer to appointed retailers & distributors



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As advertised in local dailies, for an opportunity to become a Gas Yetu Distributor or Retailer, interested applicants should submit their applications to the address below as provided in the advert:

If interested please address your application indicating Sub-County of choice to:

Chief Executive Officer
National Oil Corporation of Kenya,
P.O Box 58567 – 00200, NAIROBI

Or deposit it in the Tender Box at
National Oil Corporation of Kenya – Ground floor Kawi House Complex, South C, behind Boma Hotel off Popo Road

Or Email it to: gasyetu@nockenya.co.ke

In the application, applicants should clearly indicate their Sub-County of choice and attach the required documentations as listed below:

BRAND AMBASSADOR	
NO.	MANDATORY DOCUMENTS
1.	Certificate of Registration / Incorporation
2.	PIN Certificate and/or Business Permit from County
3.	Proof of related work experience
4.	Structure of the company
6.	Implementation plan
7.	References
8.	Letter from Bank
9.	AGPO certificate