

National Disaster Management Authority

Expression of Interest (EOI) for Empanelment of Print-media Creative Agencies to design and prepare IEC materials for Awareness Generation Campaigns being implemented by National Disaster Management Authority.

Objective

National Disaster Management Authority (NDMA) intends to empanel reputed agencies for preparing IEC materials for its Awareness Generation Campaigns.

2. Background

2.1 India is vulnerable, varying degrees, to a large number of natural as well as man-made disasters. 58.6 per cent of the landmass is prone to earthquake of moderate to very high intensity; over 40 million hectares (12 per cent of landmass) is prone to floods and river erosions; of the 7,516 km long coastline, close to 5,700 km is prone to cyclones and tsunamis; 68 per cent of the cultivable area is vulnerable to drought and hilly areas are at risk from landslides and avalanches. Vulnerability to disasters /emergencies of Chemicals, biological, Radiological and Nuclear (CBRN) origin also exists.

2.2 On 23rd December 2005, the Government of India (GOI) took a defining step by enacting the Disaster Management Act,2005, which envisaged the creation of the National Disaster Management Authority (NDMA), headed by the Prime Minister, State Disaster Management Authorities (SDMAs) headed by the Chief Ministers, and District Disaster Management Authority (DDMAs) headed by the District Collector or District Magistrate or Deputy Commissioner as the case may be, to spearhead and adopt a holistic and integrated approach to DM. Since then, there has been a paradigm Shift, from the erstwhile

relief-centric response to a proactive prevention, mitigation and preparedness-driven approach for conserving development gains and to minimize loss of life, livelihood and property.

3. NDMA's Vision

"To build a safer and disaster resilient India by a holistic, pro-active, technology driven and sustainable development strategy that involves all stakeholders and fosters a culture of prevention, preparedness and mitigation.

4. NDMA's Mandate

NDMA as the apex body is mandated to lay down the policies, plans and guidelines for Disaster Management to ensure timely and effective response to disasters. Towards this, it has the following responsibilities:-

- ✓ Lay down policies on disaster management;
- ✓ Approve the National Plan:
- ✓ Approve plans prepared by the Ministries or Departments of the Government of India in accordance with the National Plan:
- ✓ Lay down guideline to be followed by the State Authorities in drawing up the State Plan:
- ✓ Lay down guidelines to be followed by the different Ministries or Departments of the Government of India for the purpose of integrating the measures for prevention of disaster or the mitigation of its effects in their development plans and projects:
- ✓ Coordinate the enforcement and implementation of the policy and plan for disaster management:
- ✓ Recommend provision of funds for the purpose of mitigation:
- ✓ Provide such support to other countries affected by major disasters as may be determined by the Central Government:
- ✓ Take such other measures for the prevention of disaster, or the mitigation or preparedness and capacity building for dealing with the threatening disaster situation or disaster as it may consider necessary:

- ✓ Lay down broad policies and guidelines for the functioning of the National Institute of Disaster Management.

5. Awareness Campaign Objectives

5.1 In its endeavour to spread awareness amongst the masses, NDMA has launched various public awareness initiatives through electronic and print media. The focus was on building appropriate environment for disaster management by impacting the target audience. These awareness campaigns of National Disaster Management Authority are being implemented through various modes of advertisement like TV, Radio, Print, Exhibition etc. NDMA's awareness campaigns have centered on spreading awareness among the masses with the two prime objectives:

- ✓ Preparing the citizens of the country for any impending disasters (earthquakes, cyclone, floods, landslide, etc.)
- ✓ Spreading awareness on various activities of NDMA

5.2 Campaigns being carried out by NDMA:-

1. Audio-Video spots on Natural Disasters.
2. Print material – Posters & leaflets
3. Campaign through Railways by printing disaster awareness messages on Railway tickets
4. Poster Campaign through Department of Posts
5. Print Campaign through newspapers & magazines
6. Articles on various disasters published by NDMA in leading magazines
7. Audio-Video campaigns through TV & Radio
8. Participation in IITF and other exhibitions
9. Participation of NDMA's Tableau in Republic Day Parade

5.3 To give a fillip to these awareness campaigns, it has been decided to create a full - fledged IEC Cell in NDMA, with the objective of preparing media plans and to launch campaigns both long term and short term. The IEC Cell will help conceptualize and prepare various IEC materials such as films, audio-video spots, radio jingles exhibition and print advertisements. To design and produce these communication materials agencies will be hired which will work in tandem with newly created IEC Cell under the overall supervision of PR & AG Division of NDMA.

6. Scope of Work /Deliverables

- 1.** Designing, preparation and production of IEC materials (Designs for hoardings, posters, handbills, newspaper advertisement and for metro-panels, etc.)
- 2.** The IEC materials will initially be made in Hindi/English and get dubbed/translated into regional languages depending on the requirement of NDMA.
- 3.** The IEC materials should have a universal appeal so that it can be used at different platforms.
- 4.** Detailed inputs will be provided by NDMA on the Disasters. This would include messages, background materials, write-ups. The focus of the Campaign will be to educate the rural as well as urban masses on the various techniques to save life and property.
- 5.** Printed version /DVD of the logo of NDMA would be provided by the NDMA. The agency shall incorporate it in the campaign as required.
- 6.** The agency would finalize the IEC materials based on comments from NDMA.
- 7.** The IEC material/creatives prepared by the Agency will be the property of NDMA.

8. The Agency will ensure that the photographs/materials used for preparation of creatives do not infringe any Intellectual Property Right.

7. Eligibility Criteria:

- The invitation is open to reputed agencies/organizations with credible background in production of IEC materials.
- The bidder must have experience of at least 5 years in production of IEC materials and executed minimum 10 projects to promote social cause out of which at least 5 projects should be of minimum Rs. 20 lakh.
- Experience in Government/Social sector and brand building will have advantage.
- The bidder should have Service Tax Registration.
- The bidder should have branch office in Delhi.
- The bidder should have a team of experienced professionals from the relevant field.

8. Terms and Conditions:-

- i) The agency should have been empanelled with the DAVP as on date.
- ii) The agency shall have PAN/VAT registration.
- iii) The agency has not been debarred/ blacklisted by any of the Govt. Institutions. The company may submit a certificate to this effect by the signatory authority through director/ proprietor.
- iv) The bids shall be submitted as per the format given in Annexure-I.
- v) The bids shall be addressed to the Deputy Secretary (Public Relations & Awareness Generation), National

Disaster Management Authority, NDMA Bhavan A-1,
Safdarjung Enclave, New Delhi-110029.

- vi) Bids not submitted in the prescribed formats shall be rejected straight away.

9. Selection Criteria

9.1 The Evaluation Committee of NDMA shall evaluate the Technical Bids on the basis of the responses to the scope of work applying the evaluate criteria, sub-criteria, and point system specified as under:

| S. No. | Criteria | Marks |
|---------------|---|--------------|
| 1. | Company Profile (No. of years in the business) | 10 |
| 2. | Infrastructure | 20 |
| a) | Facilities & Equipments available with the agency. | 10 |
| b) | Human Resource. Minimum manpower is required 25 persons | 10 |
| 3. | Experience in handling Govt. projects. | 10 |
| 4. | Experience in handling crisis communications) | 10 |
| 5. | Past work done by the agency for preparation of creatives | 25 |
| 6. | Presentations by the agency before panel | 25 |
| | Total | 100 |

9.2 Evaluations will be based on documentary evidence submitted by the agency with respect to evaluation/ selection criteria. The agencies scoring 35 out of 50 in the total of items 1, 2, 3 and 4 will be invited at a notified time and date to make presentations before the committee of NDMA. The agencies should also exhibit/show their past work to the committee. NDMA will empanel any number of agencies and NDMA will be free for taking work from any of the empanelled agencies.

9.3 The payment will be made as per DAVP approved rates. The agency/ agencies will be engaged initially for a period of one year. This can be extended upto further one year.

10. Fee for submission of EoPs

10.1 The agency will deposit an amount of Rs. 500/- (Rupees five hundred only) (non-refundable) in the form of account payee bank draft/ Banker's cheque from any nationalized / commercial bank drawn in favour of DDO, NDMA payable at New Delhi.

10.2 Interested Institute/ Organization must send their Expression of Interest (as per Annexure-I) latest by 15:00 hrs. on 30.06.2016. Sealed EOIs with required documents should be sent to Deputy Secretary (PR &AG).

ANNEXURE-I

Format for submission of EOI

1. Name of the Organization:
2. Address, Phone/Fax, e-mail
3. Year of establishment
4. Documentary proof of empanelment with DAVP
5. Registration Details:
6. PAN No./VAT No.
7. Documentary evidence (self certification) that they have not been debarred/blacklisted by any of the Govt. Institution

8. Team Composition:-

| Name of the Professional to be involved | Designation | Professional Qualification & Specialization | Number of years in Professional field | Experience in the area of the proposed strategy |
|---|-------------|---|---------------------------------------|---|
| 1 | 2 | 3 | 4 | 4 |

10. Experience of production of IEC Materials with documentary proof (self certified)

11. A current list of the clients and brief description of the services performed by them.

| Name of the Client | Name of the Project | Sponsoring authority of the project | Cost of Project | Date of awarding | Remarks |
|--------------------|---------------------|-------------------------------------|-----------------|------------------|---------|
| | | | | | |

12. A brief write up of 200 words about the agency.

13. Documents in support of all the above and other eligibility criteria mentioned in the EOI may be submitted along with EOI.