



Government of India  
**NATIONAL DISASTER MANAGEMENT AUTHORITY**  
“NDMA Bhawan”, A-1 Safdarjung Enclave,  
New Delhi –110029  
Tel. No. 26701878, Fax 26701729



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**No. 11-32/2013- Awareness**

**Date: 07.02.14**

**Subject: Expression of Interest (EOI) for empanelment of Institutions to Conduct an Impact Assessment Study of the Awareness Generation Campaigns Implemented/Being Implemented by National Disaster Management Authority**

National Disaster Management Authority (NDMA) intends to empanel reputed Government Organisations/Semi-Government Institutions/Non-Government Organisations to undertake Impact Assessment Study of the Awareness Generation Campaigns Implemented/being implemented by NDMA so as to assess its reach, impact, quality and effectiveness of the various campaigns/initiatives, identify the gaps if any and suggest/recommend measures for corrective action.

The Expression of Interest Interested Institute/Organisation must send their Expression of Interest(as uploaded in the NDMA's Website) latest by **14.00 hrs. on 24.2.2014** Sealed EOIs with required documents clearly mentioning the relevant campaigns/initiatives and to undertake such impact assessment should be sent by post or by hand in the tender box kept in the reception hall of NDMA at the following address:-

Deputy Secretary (PR&AG),  
National Disaster Management Authority,  
NDMA Bhavan,  
A-1 Safdarjung Enclave,  
New Delhi-110029  
Tel.No.26701878

(Bhupinder Singh)  
Deputy Secretary (PR&AG)

**Expression of Interest (EOI) for empanelment of Institutions to Conduct an Impact Assessment Study of the Awareness Generation Campaigns Implemented/Being Implemented by National Disaster Management Authority**

**1. Objective**

National Disaster Management Authority (NDMA) intends to empanel reputed Government Organisations/Semi-Government Institutions/Non-Government Organisations to undertake Impact Assessment Study of the Awareness Generation Campaigns Implemented/being implemented by NDMA so as to assess its reach, impact, quality and effectiveness of the various campaigns/initiatives, identify the gaps if any and suggest/recommend measures for corrective action.

The broad objectives include the following:

- i. Evaluate the extent of reach/exposure and relevance for each target audiences specific to the campaign
- ii. Evaluate target audience(school children 6-12, 13-19 yrs, rural/urban population, college students, women, senior citizen, etc. as the case may be) recall, comprehension and appeal of the theme/ specific spots
- iii. Assess the impact , effectiveness and quality of the appropriate methodology adopted for awareness and communication campaigns and suggest/recommend measures for corrective action
- iv. Identify the communication gaps if any
- v. Suggest measures to NDMA to make the future campaigns more effective

**2. NDMA's Vision**

To build a safer and disaster resilient India by developing a holistic, pro-active, multi-disaster and technology-driven strategy for disaster management through collective efforts of all Government Agencies and Non-Governmental Organisations.

### **3. Campaigns/Initiatives of NDMA**

#### **3.1 Awareness Campaigns**

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 centred on spreading awareness among the masses with the two prime objectives:

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

So far the following campaigns have been carried out:

- ✓ Audio-Video spots on Natural Disasters
- ✓ Print material - Posters & leaflets
- ✓ Campaign through Railways by printing disaster awareness messages on Railway tickets
- ✓ Poster Campaign through Department of Post
- ✓ Print campaigns through newspapers & magazines
- ✓ Articles on various disasters published by NDMA in leading magazines
- ✓ Audio-Video campaigns through TV & Radio
- ✓ Participation in IITF and other exhibitions
- ✓ Participation of NDMA's Tableau in Republic Day Parade

A CD on the disaster management awareness spots prepared by NDMA is available on request.

**4. Documents to be submitted along with the bids**

<b>S.No.</b>	<b>Eligibility Criteria</b>	<b>Documents to be submitted</b>
1.	<p>The invitation is open to reputed Government/Semi-Government Institutions (like IITs,/IIMS/IMC/TIS/TERI/Colleges under UGC/Government /Semi- Govt. Organisations(like NIDM/ATIs/NIUA)/NGOs with credible background engaged in the field of impact assessment of awareness campaigns. They should have a team of experienced professionals or Interns for undertaking such an activity.</p>	<ol style="list-style-type: none"> <li>1. Service Tax Registration</li> <li>2. Documentary evidence that they have not been debarred/blacklisted by any of the Govt. Institution.</li> <li>3. Team composition details.</li> <li>4. Credentials</li> </ol>
2.	<p>The Institutes/Organisations must have experience of at least 2-5 years in undertaking such impact assessments. The Institutes should be capable of undertaking the study in any part of the country.</p>	<ol style="list-style-type: none"> <li>1. Details of the impact assessment study undertaken indicating the regions/States and the cost of the campaign.</li> <li>2. A current list of clients and brief description of the services performed by them.</li> <li>3. A write up of proposed plan for impact assessment considering the mission, vision, aims and programmes of NDMA.</li> </ol>

## **5. Scope of Work.**

The scope of work of the agency would be as follows:

- i) Impact Assessment of NDMA's Awareness Generation through sample data collection in the respective target areas of the NDMA's campaigns/initiatives.
- ii) Interact with the target population samples for assessment of a media campaign chosen for evaluation.
- iii) Sample size should be representative enough of each medium.
- iv) Organize logistics for evaluating campaigns of NDMA
- v) Record, analyze responses through field visits to meet the sample target group in consultation with NDMA including review of inputs from the States and submit a consolidated report for each chosen campaign/initiative. The report would, inter alia, include the following:
  - a) Comprehension of the message disseminated through the campaign, by the people and retention of the messages in their memory of each medium.
  - b) Ability to cut through clutter
  - c) Recall: Story, Tagline and likeability
  - d) Interpretation - Message comprehension
  - e) Engagement/ Involvement – Recall of specific elements of the advertisement/audiovisual input
  - f) Impact- Is the message effective enough to influence attitude and activities

- vi) Process evaluation and assessment of gaps (if any) between the achievements and expectations based on data collected through surveys conducted in general public for impact assessment
- vii) To assess the relevance and impact/influence of the campaign in the context of various mediums of communication
- viii) Suggest the need to reform / modify the conduct of the campaign/initiative if any in order to make it more effective.

## **6. Preliminary Report**

The Preliminary Report should include:

- List of location and the demography of the sample size of .01% of the total population chosen for the survey
- Survey Pattern and likely date for conduct of survey
- Sample details of target population for assessment of campaign/initiatives chosen for evaluation.
- Develop a questionnaire to evaluate the impact and reach of campaigns/initiatives

## **7. Final Report**

The report should clearly contain suggestions if any on reforming/modifying the campaigns (both in terms of content and medium used) so as to help NDMA to attain its objective of spreading awareness on disaster management.

## **8. Selection Criteria**

A Committee of NDMA shall evaluate the responses based on the following evaluation criteria.

<b>S.No.</b>	<b>Criteria</b>	<b>Marks</b>
1.	Company Profile	20
2.	Project Team	20
3.	Experience credentials	40
4.	Proposed Plan	20
	<b>Total</b>	<b>100</b>

The Institutes/Organisations scoring 80% marks shall be invited at a notified time and date to make presentations to the Committee of NDMA. NDMA will empanel any number of agencies. Thereafter, quotations would be invited amongst those agencies for specific campaigns/activities/projects of NDMA.

9. **Fee for submission of bids**

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. Timeline**

The proposed study should be submitted with recommendations in a time frame of 3 months from the date of award of work.

Interested Institute/Organisation must send their Expression of Interest(as per Annexure-I) latest **by 14.00 hrs. on 28.2.2014** Sealed EOIs with required documents clearly mentioning the relevant campaigns/initiatives and to undertake such impact assessment should be sent to Deputy Secretary (PR&AG).

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**ANNEXURE-I**

**Format for submission of EOI**

1. Name of the Organization:\_\_\_\_\_.
2. Address, Phone/Fax, e-mail
3. Year of establishment
4. Registration Details:
5. PAN No.
4. Company Profile (Detailed Profile).
5. Self- Certification that they have not been debarred/blacklisted by any of the Govt. Institution and the information given by the agency is true.(In case the information is found to be false, the agency will be debarred and also forfeiture of any payment due to it.
6. 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	5

7. Details of the impact assessment study undertaken indicating the regions/States and the cost of the campaign.
8. Experience of at least 2-5 years in conducting of impact assessment study with documentary proof (self certified) of having undertaken such assignments for Ministries/Departments of Central/State Government.

Name of the Client	Name of the Project	Sponsoring authority of the Project and the contact details	Cost of study	Date of awarding	Duration as per work order	Date of Completion	Remarks
1	2	3	4	5	6	7	8

9. 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 study	Date of awarding	Remarks
1	2	3	4	5	6

10. A brief write up of 200 words and a detailed write up of 1000 words with sub-headings of proposed strategy for impact assessment keeping in view the Mission, Vision, Objectives and Aims and Programmes of NDMA.

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