

## **National Disaster Management Authority**

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

### **Objective**

National Disaster Management Authority (NDMA) intends to empanel reputed agencies for preparing awareness audio –video IEC Materials for its Awareness Generation Campaigns on Electronic Mediums.

### **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 23<sup>rd</sup> 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, print and social 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, urban flooding, Landslide, heat wave, cold wave, etc.)
- ✓ Spreading awareness on various activities of NDMA

## **5.2 Campaigns being carried out by NDMA**

- i) Audio-Video spots on Natural Disasters
- ii) Print material – Posters & leaflets
- iii) Campaign through Railways by printing disaster awareness messages on Railway tickets
- iv) Campaign through metros by printing disaster awareness messages in and out of metro stations
- v) Poster Campaign through Department of Posts
- vi) Print Campaign through newspapers & magazines
- vii) Articles on various disasters published by NDMA in leading magazines
- viii) Audio-Video campaigns through TV & Radio
- ix) Participation in IITF and other exhibitions
- x) Participation of NDMA's Tableau in Republic Day Parade

**5.3** To give a fillip to these awareness campaigns, multi-media agencies will be hired to design and produce various communication materials (films, audio-video spots, radio jingles, etc.) for electronic media. These will work in tandem with the IEC Cell under the overall supervision of PR & AG Division of NDMA.

## **6. Scope of Work /Deliverables**

- i) Designing, preparation and production of audio visual IEC materials (such as films, audio-video spots, radio jingles, etc.).
- ii) The IEC materials will initially be made in Hindi/English and get dubbed/translated into regional languages depending on the requirement of NDMA.
- iii) The IEC materials should have a universal appeal so that it can be used at different platforms.
- iv) Detailed inputs will be provided by NDMA on the Disasters. This would include messages, background materials, write-ups, etc. The focus of the campaigns will be to educate the rural as well as urban masses on the Do's and Don'ts of disasters and various techniques to save life and property.
- v) The logo of NDMA would be provided by the NDMA. The agency shall incorporate it in the campaign as required.
- vi) The agency would finalize the films, audio-video spots, radio jingles, etc. based on comments from NDMA and they will be the property of NDMA. The agency would finalize the films/TVCs based on comments from NDMA. The agency will hand over the finalized and approved films/TVCs in DVC Pro, HD Format, etc. in a DVD and a pen drive.

- vii) The Agency will ensure that the any material used for preparation of films, audio-video spots, radio jingles, etc. do not infringe any Intellectual Property Right. In case infringement of Intellectual Property Rights (IPR) of any third Party(s) takes place, the Agency hired by NDMA for preparation of IEC Materials is liable for payment of compensation to the aggrieved third party. It shall be responsible to indemnify NDMA and shall be required to pay license fee and any other payment to the third/other party required for settling the matter.

**7. Eligibility Criteria**

- i) The invitation is open to reputed agencies/organizations empanelled with DAVP and with credible background in production of films/TVCs.
- ii) Experience in Government/Social sector and brand building will have advantage.
- iii) The agency should have GST Registration.
- iv) The agency should have a team of experienced professionals from the relevant field.

**8. Terms and Conditions**

- i) Payments will be made to the agency/organization on DAVP rates, subject to approval of NDMA.
- ii) The agency should not have 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.
- iii) The agency shall be submitted as per the format given in Annexure-I along with documentary evidence failing which the application will be deemed rejected.
- iv) The agency shall be addressed to the Director (Public Relations & Awareness Generation), National Disaster Management Authority, NDMA Bhawan A-1, Safdarjung Enclave, New Delhi-110029.

**9. Selection Criteria**

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

<b>S. No.</b>	<b>Criteria</b>	<b>Marks</b>
1.	Infrastructure (Human Resource. Minimum manpower is required 20 persons)	20
2.	Experience in handling Govt. projects in the last 10 years	15
3.	Past work done by the agency for preparation of communication materials such as films, audio-video spots, radio jingles, etc.	20

4.	Experience in producing DM related audio visuals	05
5.	Presentation	40
	<b>Total</b>	100

**9.2** Evaluations will be based on documentary evidence submitted by the agency with respect to evaluation/ selection criteria. The agencies/ producers scoring 45 out of 60 for criteria mentioned at Serial No. 1 to 4 will be invited at a notified time and date to make presentations before the committee of NDMA on how and on which themes they will prepare innovative and creative films/TVCs on various aspects of awareness generation for disaster mitigation and preparedness for various target groups. NDMA will empanel any number of agencies and 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 two years. This can be extended up to further one year.

## **10. Fee for submission of applications**

**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 1500 hrs. on 25.06.2019. Sealed EOIs with required documents should be sent to Director (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. GST No.
7. Proof (Documentary evidence) for the following to be submitted:

S. No.	Criteria
i.	Infrastructure (Human Resource. Minimum manpower is required 20 persons)
ii.	Experience in handling Govt. projects in the last 10 years
iii.	Past work done by the agency for preparation of communication materials such as films, audio-video spots, radio jingles, etc.
iv.	Experience in producing DM related audio visuals

8. Documentary evidence (self certification) that they have not been debarred/blacklisted by any of the Govt. Institution

**9. 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

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.