



Government of India
NATIONAL DISASTER MANAGEMENT AUTHORITY
NDMA Bhawan, A-1, Safdarjung Enclave
New Delhi -110029



No.11-26/2022-Awareness

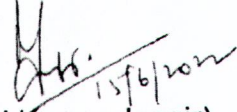
Dated: 15th June, 2022

**Sub: Expression of Interest (Eoi) for the empanelment of Multi-Media.
Agencies/Producers/Organizations to design and prepare different types of IEC materials.**

NDMA intends to empanel the reputed Multi-Media Agencies/Producers/Organizations already empanelled with Bureau of Outreach and Communication (BOC) (erstwhile DAVP) to design and prepare different types of IEC materials for Awareness Generation Campaigns being run by NDMA.

Interested agencies/producers/organizations already empanelled with BOC (erstwhile DAVP) may send their Expression of Interest (Eoi) (as uploaded on NDMA's website i.e. www.ndma.gov.in) latest by 15.00 hrs on 22.07.2022 in sealed envelope with required documents clearly mentioning the relevant field i.e. 'Multi-Media' and be sent by post or by hand in the tender box kept at the reception of NDMA at the following address:

Joint Advisor (PR&AG)
National Disaster Management Authority
NDMA Bhawan, A-1, Safdarjung Enclave,
New Delhi – 110029


(Manoj Kumar Jangir)
Under Secretary (PR&AG)

National Disaster Management Authority
(PR&AG Division)

Expression of Interest (EOI) for the Empanelment of Multi-Media Agencies/Organizations 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 the reputed agencies for preparing audio-video visual 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 manmade disasters. 58.6 percent of the landmass is prone to earthquake of moderate to very high intensity; over 40 million hectares (12 percent 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 percent 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 Authority (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 NDMA are being implemented through various modes of advertisement like TV, Radio, Print, Exhibition, Social Media etc. NDMA's awareness campaigns have centered on spreading awareness among the masses with two prime objectives:

- Preparing the citizens of the country for any impending disasters (earthquakes, cyclone, floods, urban flooding, landslides, 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 and leaflets;

- iii. Campaign through metro by printing disaster awareness messages in and out of metro stations;
- iv. Print campaign through newspapers;
- v. Audio-video campaigns through TV, Radio and Social Media;
- vi. Participation in exhibitions;
- vii. Organizing Formation Day of NDMA and workshops/seminars on various disaster related topics.

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, animation films 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, animation films/TVCs etc.)
- ii. The IEC material shall initially be produced in Hindi/English and get dubbed/translated into regional languages depending on the requirement of NDMA.
- iii. The IEC material should have a universal appeal so that it can be used at different platforms.
- iv. Detailed inputs shall be provided by NDMA on the disasters. This would include messages, background materials, write-ups, etc. The focus of the campaigns shall 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 shall be provided by the NDMA. The agency shall incorporate it in the creatives as required.
- vi. The agency would finalize the films, audio-video spots, radio jingles, animation films/TVCs, etc. based on suggestions from NDMA. The creatives so produced shall be the property of NDMA. The agency shall hand over the finalized and approved films/TVCs in the desired format and media.
- vii. The agency shall ensure that any material used for preparation of films, audio-video spots, radio jingles, animation films/TVCs, etc. do not infringe any Intellectual Property Right (IPR). In case infringement of IPR of any third party(s) takes place, the agency that prepared the IEC material shall be liable for payment of the 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 the reputed agencies/organizations empanelled with Bureau of Outreach and Communication (BOC) (erstwhile 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 & Conditions

- i. Payments shall be made to the agency/organization on BOC (erstwhile DAVP) rates, subject to approval of NDMA and after completion of the work to the satisfaction of NDMA.
- ii. The agency should not have been debarred/blacklisted by any of the Govt. Institutions. The agency shall submit a certificate to this effect by the authorized signatory of the agency/company/firm.
- iii. The agency shall submit its application as per the format given in Annexure-I along with requisite documents failing which the application shall be deemed rejected.
- iv. The agency shall be addressed to the Joint Advisor (Public Relations & Awareness Generation) (PR&AG), 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:

S. No.	Criteria	Maximum Marks
1.	Infrastructure (Human Resource, Minimum manpower required is 10 persons) (One mark for each person)	20
2.	Experience in handling Govt. Projects in the last 10 years (One mark for each year)	10
3.	Past work done by the agency for preparation of communication materials such as films, audio-video spots, radio jingles, animation films/TVCs, etc. (One work order and satisfactory work completion certification shall carry Five marks)	25
4.	Experience in producing DM related audio visuals (One mark for each year)	05
5.	Presentation	40
	Total	100

9.2 Evaluations will be based on documentary evidence submitted by the agency with respect to evaluation/selection criteria. The agencies 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 Delivery Period: The agency(ies) shall be issued work order for production of audio-video visuals, as and when required and within the period allowed by NDMA in the work order. NDMA reserves the right for penalty for delayed delivery, including cancellation of work order, as per General Financial Rules 2017, as amended from time to time.

9.4 Performance Security: In terms of the provisions of Rule 171 of General Financial Rules 2017, as amended from time to time, the agency(ies) may be asked to deposit performance security (to be decided as per rules) for each work order for ensuring performance by the agency(ies).

9.5 The payment shall be made as per BOC (erstwhile DAVP) approved rates on satisfactory completion of the work. The agency(ies) shall be engaged initially for a period of two years, which shall be extendable up to two years annually, based on the performance.

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 empanelled agency(ies)/Institute/Organization with BOC (erstwhile DAVP) must send their Expression of Interest (as per Annexure-I) latest by 15.00 Hrs. on 22.07.2022. Sealed EOIs with required documents should be sent to Joint Advisor (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 BOC (erstwhile DAVP)
5. Registration Details:
6. GST No.
7. Proof (Documentary evidence) for the following to be submitted:

S. No.	Criteria
1.	Infrastructure (Human Resource, Minimum manpower required is 10 persons) (One mark for each person)
2.	Experience in handling Govt. Projects in the last 10 years (One mark for each year)
3.	Past work done by the agency for preparation of communication materials such as films, audio-video spots, radio jingles, animation films/TVCs, etc. (One work order and satisfactory work completion certification shall carry Five marks)
4.	Experience in producing DM related audio visuals (One mark for each year)

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
1	2	3	4	5	6

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.