



### REQUEST FOR PROPOSAL

RFP No : ASDMA/21/2015/1  
RFP on : Production of Conversation Modules on Disaster Management Issues in Audio-Video Medium.  
ISSUED BY: : Assam State Disaster Management Authority.  
ISSUE DATE: : 20<sup>th</sup> April 2015  
Closing Time: : 19<sup>th</sup> May 2015 (3:00 pm)  
Contact Person: : Chief Executive Officer  
Assam State Disaster Management Authority  
Ancillary Block, Opp SBI, Secretariat Branch  
Assam State Secretariat  
Dispur, Guwahati

#### Summary of Proposal:

This Request for Proposal is issued by the Assam State Disaster Management Authority to obtain proposals for the production of four Conversation Modules on Disaster Management issues in audio-visual Medium from Professionals/Firms having expertise and experience in the field of producing films, documentaries or publicity and IEC materials in Audio-Visual Medium.

*Sahinika Datta*

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## 1. REQUEST FOR PROPOSAL TERMINOLOGY

Throughout this document, the following definitions apply:

- a) "Applicant" means a party that submits, or intends to submit, a Proposal;
- b) "Work Order" means the written order resulting from this RFP issued by the Authority ;
- c) "The Authority" means the Assam State Disaster Management Authority;
- d) "Must", or "mandatory" means a requirement that must be met in order for a Proposal to receive consideration;
- e) "Proposal" means a proposal submitted in response to this RFP;
- f) "RFP" means this Request for Proposal; and
- g) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of RFP.

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## 1. EXECUTIVE SUMMARY

### (A) Background

The State Disaster Management Authority in Assam was notified by the Government in the year 2007 under the Disaster Management Act, 2005 and has the responsibility inter alia to take steps to build a disaster resilient community in the state. Citizen Engagement is, therefore, an important activity of ASDMA.

One of the challenges in the way of effective way of engagement with citizens at a large scale is to devise strategies to ensure that critical messages and information travel to them without losing their force and intensity as they pass through various layers of message-carriers. Production of Conversational Modules on important themes of Disaster Management is one of the strategies conceived by ASDMA to address this challenge effectively.

### (B) Conversation Module

Conversation Module is visualised as an audio-visual presentation of thought-provoking, animated and educative conversation between two or more persons on selected themes of Disaster Management, interspersed with video clips of relevant events either in between the conversation or in the background, aimed at engaging the audiences in discussion over various dimensions of the theme being discussed and helping them arrive at appropriate decisions regarding the role of an informed community in Disaster Management. It is supposed to be creative, subtle, engaging and stimulating without losing the focus on the messages to be conveyed.

Idea is to upload the Conversation Modules on Tablets to be given to Lot Mandals, who will be carrying them to the villages with prior intimation to the villagers through the Gaon Buras and display the Modules in meetings with villagers. In addition to sharing knowledge with the community at large, Conversation Modules will also be intended to be used in the capacity-building programmes for government functionaries, particularly those at the cutting edge level, members of PRI bodies and village level committees and Non-Governmental Organisations working in the field of Disaster Management.

### (C) Themes and Components of Conversation Modules

Conversation modules shall deal with following Themes:

- a. Management of Earthquake;
- b. Flood Management;
- c. Management of Landslides;
- d. Natural Resource Management.

Each of the four Modules shall be of 45 minute duration and be divided into segments of 4-5 segments, each segment focusing on a particular dimension of the Theme. This is required to ensure that the display of Module does not get boring and also to give space to the audience to have a brainstorming on the issues discussed in the Module before moving over to the next set of issues. It is essential, therefore, that the Module is so designed that relatedness of the issues is maintained in proper sequence and conversation flows in a logical fashion.

As has already been mentioned, an important attribute of the Module shall be its ability to arouse interest in the issues under taken up and trigger discussion. It is of central importance, therefore, that the messages are conveyed by creating real life situations and snippets of disaster-related challenges faced in the past are used to lend force to the messages.

To sum up, each Conversation Module shall be a Work of Art.

*Shanta Dutta*



**(C) Scope of work**

- I. ASDMA invites proposals from Professionals/Firms with experience and expertise in producing films/ documentaries/ audio visual documentations for producing Conversation Modules
- II. Four Conversation Modules, each of 45 minute duration, are to be produced, one on each of the following Topics:
  - a. Management of Earthquake;
  - b. Flood Management;
  - c. Management of Natural Resources;
  - d. Management of Landslides.
- III. The Conversation modules should be in Assamese Language with English Sub-titles and there should be provision of dubbing them in at least 4 other languages.
- IV. Each of the Modules shall be divided into four-five segments, each segment addressing one critical component of the topic.
- V. The Modules on Earthquake, Flood, and Landslide shall necessarily deal with factors that cause or aggravate the threat, likely consequences if those factors are not handled properly, the role community can play in preventing or mitigating the threats, and its role as a pressure group to bring about required changes.  
The Module on Management of Natural Resources shall focus on four major resources: Wetlands, Hills, Green cover, and Village Common Lands.
- VI. The bidders shall have to submit a detailed Concept Note for the Module on each of the topics. The Concept note shall clearly spell out the themes and issues that will be covered in each of the Modules, the segment-wise allocation of issues/themes and time, and the way each of issues/themes are proposed to be presented.
- VII. There shall be a Project Evaluation committee constituted by ASDMA. The successful bidder shall have to share the following with the committee as per timelines given below:
  - a. Script for each of the Modules and Treatment Plan – First month of the issue of Work Order.
  - b. First cut of the Modules – 3<sup>rd</sup> Month of the issue of Work order.
  - c. Second cut of the modules – 5<sup>th</sup> Month of the Issue of Work order.
  - d. Submission of Final Cuts of the Modules – 6<sup>th</sup> month of the Issue of Work order.
- VIII. Successful bidders shall be bound to abide by the modifications suggested by the Project Evaluation Committee.
- IX. Other requirements:
  - The Conversation Modules shall be of the BCC Broadcast standards.
  - The video shall include music, creative graphics and a voice over (as necessary).
  - The Modules shall be of Full High Definition (1920X1080 interlaced or progressive)
  - 4:2:2 Colour sampling is a must.
  - There should be 50 mbps minimum data transfer rate.
- X. Deliverables:
  - One hard disc for each of the Conversation Modules.
  - 10 DVDs of each of the Modules (to be used by local channels).
  - 5 DVCAM cassettes containing the final project (to be used by Doordarshan).
  - Separate tracks for Voice over, Music, Effect Sound etc.
  - Films in Web-compatible formats.



