



REQUEST FOR PROPOSAL

ISSUED BY: Assam State Disaster Management Authority

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Contact Person: Chief Executive Officer
Assam State Disaster Management Authority
Ancillary Block, Opp SBI, Secretariat Branch
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Summary of Proposal:

This Request for Proposal is issued by the Assam State Disaster Management Authority to obtain proposal from Agencies/ Firms for conducting Drama Competition on any Disaster Management Theme with an aim to generate awareness on Disaster Risk Reduction.

Sohini

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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.



1. EXECUTIVE SUMMARY

(A) Background

The State Disaster Management Authority in Assam was notified by the Government in the year 2007 and it has become functional with its Secretariat in 2009. Assam State Disaster Management Authority has adopted a shift in approach to the concept of Disaster management. The government is now committed to a holistic approach to disaster management encompassing all phases – Prevention, mitigation and preparedness as well as Response, Relief and rehabilitation.

The Assam State Disaster Management Authority has carried out various creative campaign/events/activities in order to generate awareness among people. These helped in impacting the minds of the people on various DRR preparedness measures. ASDMA now plans to conduct a Drama Competition among the local groups through an external agency

Plays and Theatre is a primordial aesthetic practice in India and around the world. It is a form of communication, which does not use technology as the primary channel. The primary role of such a medium is to inform, entertain, persuade, and provide a means for connecting. In Assam, Plays and Theatres have an integral part of the lives of the people. The common people here not only enjoy watching the plays but also take active part in the plays. Hence, it is envisaged that the Drama Competition will give an opportunity to the people to know and learn about the various hazards, its impacts and preparedness measures in one hand and on the other hand it will help disseminate the messages to the audience who would come to view it.

(B) Vision and Basic requirement

The task ahead is:

- To conduct Drama Competitions on Any Disaster Management theme on behalf of ASDMA.
- To carry out the branding and publicity for the event so that it reaches out to maximum number of people

(C) Scope of work

The intention of Authority is to select Agency/ Firm who can effectively work with the Authority to organise the Drama Competition

Scope Elements

- The Drama will be a State Level Competition
- The Drama Competition should be carried out in two levels. First the Zonal & Second State level Finale
- The Drama Competition should be branded and publicized well through various media. The content of the publicity materials has to be approved by ASDMA
- The proposal should also include the approach adopted for the execution of the plan.
- The Competition should be completed within four months of the issue of the work order.

