



REQUEST FOR PROPOSAL

ISSUED BY: Assam State Disaster Management Authority

ISSUE DATE: 18th September 2015

Closing Time: 5th October 2015 (4.00 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 proposal from Agencies/ Firms for Executing the Media Campaign for Guwahati Emergency Management Exercise (GEMEx) 2015 for ASDMA.

Sushmita Laha

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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 Assam State Disaster Management Authority had earlier conducted the Guwahati Emergency Management Exercise in 2012 with the aim of harnessing the strengths and capabilities of the State emergency responders, educational institutions, hospitals, humanitarian agencies etc. as they prepare to meet the urban catastrophes of the city of Guwahati. The exercise brought into focus the strengths, limitations and challenges of the various stakeholders in the wake of any emergency. In order to find out the present level of preparedness of the stakeholders and emergency responders, the **Guwahati Emergency Management Exercise (GEMEx 2015)** has been envisaged.

(B) The task ahead

- To develop a Plan of events/activities under the media Campaign for GEMEx 2015
- To execute the media campaign
- To Design the Brochures, Posters and other IEC and Merchandise items

(C) Scope of work

The Agency / Firm selected for Executing the Media Campaign for Guwahati Emergency Management Exercise (GEMEx) 2015 for ASDMA has to do the following work.

- Design and produce Advertisements
- Design, Produce, Distribute/Display various Branding Materials
- Social Media Coverage and publicity
- Events & Installations
- Photography & Videography of the entire event
- Design, Produce Training Materials & Merchandise items
- Any creative idea for generating awareness about the event among various target audience.

(D) Eligibility criteria

1. Agencies/ Firms should be registered under relevant Central Government/ State Government
2. Agencies/ Firms should have minimum 3 years of professional experience in designing and conducting Awareness Campaigns related to Disaster Management
3. Agencies/ Firms should not have been barred by any PSU/Government Department in doing business with them. (Please submit self-declaration).
4. Agencies/ Firms should have at least five person under your payroll

Sahinika Dutta

2. RFP Process:

- i) The Authority is the Work Order issuing authority as relates to this RFP.
- ii) This RFP is illustrative in nature and all narrations are intended to be used by the applicant as a preliminary background explanation. This RFP does not necessarily contain all relevant information and the Authority reserves the right to amend its requirements or the information contained in this document at any time during the RFP process.
- iii) The Authority offer no warranties in regard to the information contained in this RFP and shall not be liable for any loss or damage as relates to this RFP for any applicant, potential applicant or any other third party arising as a result of reliance on this RFP's information or any subsequent communication.
- iv) If the Authority decides to select an applicant for the services, at that time a detailed Work Order will be issued to the applicant selected. This Work Order will not be made available until the selection of a successful applicant.
- v) Neither the RFP document nor any other related document shall constitute a contract or agreement with Authority, except as where specifically referenced in **Annexure A**
- vi) The Authority reserves the right to disqualify any applicant who provides information which later proves to be incorrect, or which does not supply the information required by this RFP.
- vii) The Authority will not be liable for any costs of any applicant participating in this RFP.
- viii) The submission of a response to this RFP by any applicant or potential applicant confirms the applicant or potential applicant's acceptance of all terms and conditions of this RFP.
- ix) Respondents to this RFP or their agents may not make any contact with any party employed or directly associated with the Authority as relates to this RFP. Any clarifications and all information will be via e-mail only to asdmaghy@gmail.com

4. INSTRUCTIONS TO APPLICANT

A. General Requirements

- i) The response to RFP is required to address all technical requirements contained within this RFP.
- ii) The RFP is not a Work Order. A separate Work Order will be made available only after selection of the preferred applicant.
- iii) All information supplied by the Authority in connection with this RFP shall be treated as confidential.



B. Timetable

The RFP timetable is given below. The Authority retains the right to vary or discontinue the process or any part thereof at its absolute discretion.

<i>Activity</i>	<i>Date</i>
Issue of RFP Document	18 th September 2015
Deadline for Proposal submission	5 th October 2015 at 4:00 pm

C SUBMISSION OF RFP Document

- The Applicant is required to submit the proposal for providing Experience Details, Plan for Media Campaign, execution Plan and One sample design of the poster
- Potential Applicant must complete and sign the Undertaking at Annexure A.
- Only one original form of proposal signed by the authorised signatory in ink is required by the Authority. No typed or pencil signatures will be accepted.
- Applicants are required to submit one printed original hard copy of the proposal document and one electronic copy in Microsoft Word. The printed copy of the documents will be taken to be correct if there is any inconsistency between the versions.
- The proposal submitted must be without any overwriting, corrections, double typing, etc.
- The RFP should include the experience of similar work carried out by the Applicant in the form of either work order or completion reports.
- Applicant will submit their proposal of in three parts. The first part will contain the Design/Concept and the execution plan. The second part will contain the Financial Requirement and Third part will contain the Eligibility Criteria. These will be put in **Three separate sealed envelope** (i. Eligibility criteria ii. Technical & iii. Financial). The three sealed envelopes should then be put in one Envelope. The Envelope should then be sealed and super scribed with the wordings **"Confidential RFP Document - Do not open : Media Campaign for GEMEx 2015"**
- The cover thus prepared should also indicate clearly the name, address and telephone number of the Tenderer to enable the Bid to be returned unopened in case it is declared "Late".
- The sealed envelope containing the proposal must be received by **4.00 PM** on any working day up to **5th October 2015** in the office of the Chief Executive Officer. Envelopes /documents received after the stated time and date will be rejected.
- The Technical Bid and Financial Bid should be a complete document and should be bound as a volume separately. The document should be page numbered and appropriately flagged and contain the list of contents with page numbers. The deficiency in documentation may result in the rejection of the Bid.

Subintha Dutta

