

**REQUEST FOR PROPOSAL**

RFP No : ASDMA/21/2015/ 64  
RFP on : Production of Conversation Modules on Disaster Management Issues in Audio-Video Medium.  
ISSUED BY: : Assam State Disaster Management Authority.  
ISSUE DATE: : 1<sup>st</sup> October 2015  
Closing Time: : 28<sup>th</sup> October 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 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.

*Sushmita Litter*

---

**Contents**

1. REQUEST FOR PROPOSAL TERMINOLOGY	3
2. EXECUTIVE SUMMARY	4
3. SCOPE OF WORK	5
4. RFP PROCESS	76
5. INSTRUCTIONS TO APPLICANT	7
6. SUBMISSION OF RFP DOCUMENT	8
7. PREPARATION OF RFP DOCUMENT	9-9
8. EVALUATION OF PROPOSAL	10
9. GENERAL	13
10. Annexure A -- UNDERTAKING	15
11. Annexure B -- Technical bid	16
12. Annexure C -- Financial bid	17

## 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.

*Sushmita Dutta*

## 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 PCs to be given to Lot Mandals, who will be carrying them to the villages and display the Modules in meetings with villagers. In addition to sharing knowledge with the community at large, Conversation Modules are also 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 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 coherence 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 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.

*Sushmita 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 have the following segments:
  - a. Before the Disaster strikes
  - b. When the disaster has struck
  - c. After the disaster has struck
- VI. Each segment will focus on the role community can play in coping with the challenges.
- VII. The Module on Management of Natural Resources shall focus on four major resources: Wetlands, Hills, Green cover, and Village Common Lands including grazing lands and highlight steps community can take to protect them.
- VIII. 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 issues that will be covered in each of the Modules, number of segments in which they will be divided and the way the issues will be presented. The concept note should outlines of the setting/background, characters, visual effect, music etc.
- IX. The bidders must have a close look at the Power point presentation prepared by ASDMA for the training of the members of VLMCCs before submitting the bids. This is available on ASDMA website.
- X. 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 – 2<sup>nd</sup> Month of the issue of Work order.
  - c. Second cut of the modules – 15 days after the appraisal of the first cut.
  - d. Submission of Final Cuts of the Modules – 15 days after the appraisal of the second cut.
- XI. Successful bidders shall be bound to abide by the modifications suggested by the Project Evaluation Committee.
- XII. 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.
- XIII. Deliverables:

Sushmita Dutta

