

**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 Datta*

**(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.



**D. Timeline**

The project needs to be completed within 6 months from the date of issue of work order.

**(E) Eligibility criteria**

1. Professionals / Firms should have at least 3 years of professional experience in producing audio – visual productions like documentaries, films, ad films etc. and should have at least 5 productions to his credit (Documentary proof to be submitted).
2. Professionals / Firms should have submitted their IT returns of three years (Copies to be submitted).
3. Professionals / Firms should submit the proposal as per the specification mentioned in clause **4C & 4D** below.

**2. RFP Process:**

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 – 1.
- 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 query/ requests for clarifications on the RFP by the Applicant should be sent via e-mail (only) to asdmaghy@gmail.com .***



#### 4. INSTRUCTIONS TO APPLICANT

##### A. General Requirements

- a) The response to RFP is required to address all technical requirements contained within this RFP.
- b) Only proposals submitted strictly in accordance with the RFP Documents or as may be required by the Authority will be considered as valid proposals by the Authority.
- c) The RFP is not a Work Order. A separate Work Order will be made available only after selection of the preferred applicant.
- d) All information supplied by the Authority in connection with this RFP shall be treated as confidential.
- e) The Video Producer will be expected to produce all elements of the video, which may include, but are not limited to scripting, voicing, lighting, graphics, animation, editing, coding, and music.
- f) The Video Producer will be required to secure its own production facilities and equipment.
- g) Any assignment or subcontracting by the selected Video Producer for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this request for proposal, shall not be permitted without the express written consent of ASDMA.
- h) Pre-bid meeting on queries/requests for clarification shall be held in the Conference Hall of ASDMA State Office, Dispur on 2<sup>nd</sup> May at 4:00 pm
- i) The copyright of the productions shall rest with ASDMA and can be used by the successful bidder only with the prior approval of ASDMA.

##### 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. The summary of various activities with regard to this invitation of bids are listed in the table below:

<b>Activity</b>	<b>Date</b>
Issue of RFP Document	20 <sup>th</sup> April 2015
Deadline for Proposal submission	19 <sup>th</sup> May 2015 (3:00 pm)
Pre-bid Meeting and submission of queries/requests for clarification	2 <sup>nd</sup> May 2015 (4:00 pm)
Opening of Eligibility Criteria	Will be notified later
Opening of Technical Bid	Will be notified later
Opening of Financial Bid	Will be notified later

##### C. SUBMISSION OF RFP Document

1. Potential Applicant must complete and sign the Undertaking at **ANNEXURE - 1**
2. 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.

*Shankar Datta*

3. Applicants are required to submit one printed original hard copy of the proposal document and one electronic copy in Microsoft Word/PDF format. The printed copy of the documents will be taken to be correct if there is any inconsistency between the versions.
4. The proposal submitted must be without any overwriting, corrections, double typing, etc.
5. Applicant will submit their proposal in three parts. The first part will contain documents relating to **eligibility criteria** and the second part will contain the documents relating to **technical proposal**. The third part will contain the **financial proposal**.
6. The documents containing the Eligibility Criteria, Technical Proposal and Financial Proposal should be submitted in three separate sealed envelope marked "**Eligibility Criteria**", "**Technical Proposal**" & "**Financial Proposal**".
7. The three sealed envelopes should then be submitted in one sealed envelope super scribed with the wordings "**Confidential RFP Document - Do not open**" and this envelope should be clearly marked "**Request for Proposal for Production of Conversation Modules for Assam State Disaster Management Authority**".
8. The cover thus prepared should also indicate clearly the name, address, email id and telephone number of the Bidder to enable the Bid to be returned unopened in case it is declared "Late".
9. The Eligible Criteria, 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.
10. The sealed envelope containing the proposal must be received in the office of the Chief Executive Officer by **3.00 PM** on any working day up to **19<sup>th</sup> May 2015**. Envelopes /documents received after the stated time and date will be rejected.

#### D) Preparation of RFP Document

##### 1. For Eligibility Criteria:

- a. Copies of IT return of three years of the firm/ professional.
- b. Details regarding the experience of similar work carried out by the Applicant in the form of completion reports.
- c. Self - declaration certificate that the Professional/ Firm was not barred by any PSU/Govt. Department in doing projects with them.
- d. Samples of similar works done.
- e. C. Vs of the people who would be actually engaged to carry out the production work

The technical bid of only those Agencies who qualifies the above eligibility criteria will be analyzed and evaluated.

**Note: Agency must provide necessary supporting documents as proof in respect of the eligibility criteria mentioned above**





**1) Technical Bid**

The technical bid will be submitted separately. The technical bid should contain:

- a. Concept Note as described in the Scope of Work;
- b. Script/ Scenario Script;
- c. 3 important sequences;
- d. Detailed Treatment to be adopted and its justification.
- e. Timeline.

**2) Financial Bid**

- a. The financial bid will be the Overall Cost of the Production of Conversation Module.
- b. Bidder should provide all prices as per the prescribed format under this Form. Bidder should not leave any field blank. In case the field is not applicable, Bidder must indicate "0" (Zero) in all such field.
- c. All the prices are to be entered in Indian Rupees INR (%age values are not allowed).
- d. It is mandatory to provide breakup of all Taxes, Duties and Levies wherever applicable and/or payable.
- e. The final Financial Bid of the Bidder shall be inclusive of all Taxes, Duties and Levies including Service Tax, etc.

11. Authority shall take into account all Taxes, Duties & Levies for the purpose of Evaluation.

**E) Period of Validity**

Proposals shall remain open for acceptance for a minimum of 180 days.

**5. EVALUATION OF PROPOSAL**

The evaluation would consist of following phases:

*Phase I: Evaluation of Eligibility Criteria.*

*Phase II: Evaluation of Technical Bids.*

*Phase III: Evaluation of Financial Bids.*

*Phase IV: Combined Evaluation of Technical and Financial Bids.*

**Phase I: Evaluation of Eligibility Criteria:**

In this part the Agency will be evaluated for the fulfillment of the conditions specified in the **Eligibility Criteria** under **Clause 1(D)**.

**Phase II: Evaluation of Technical Bids:**

1) In this part the technical bid of only those agencies who have qualified the Phase I i.e **Eligibility Criteria** shall be evaluated.

The technical bid will be analyzed and evaluated on:



- i. Concept Note;
- ii. Script/ Scenario Script;
- iii. 3 important sequence;
- iv. Detailed Treatment to be adopted and its justification;
- v. Professionals to be engaged for the project.

2) The technical bid will be analysed and evaluated and the technical bid marks shall be assigned to each bid on the basis of following evaluation matrix

Bid Component	Weightage in Technical Score 100 marks	Minimum Qualification Score: 60 marks
Concept Note	30	18
Script/ Scenario Script	20	12
Detailed Treatment to be adopted and its justification	20	12
3 important sequences	20	12
Professional to be engaged for the Project. Modules	10	6

Each element criterion will considered while evaluating the bids. Technical bids receiving marks greater than the minimum Qualification Score will qualify for the second phase.

### 3) Analysis of technical bid

- In this part, the technical bid will be analyzed and evaluated and the technical bid marks ( $S_{tm}$ ) shall be assigned to each bid on the basis of following above evaluation matrix
- Each competency group will have Minimum Qualification Score and only those Technical Bids receiving marks greater than or equal to cut-off marks in each competency group will be eligible for consideration in financial bids. If required, the Authority may seek specific clarifications from any or all Bidder(s) at this stage. The Authority shall determine the Bidder that qualify for the next phase after reviewing the clarifications provided by the Bidder(s).
- The bidder may be asked to make a presentation before the Purchase Committee to explain the points on the basis of which Technical bids will be evaluated.
- Technical Bid Score: The Technical Bid Score 'St' of the Bidder shall be derived as under

$$S_t = (S_{tm}/S_H), \text{ where}$$

$S_t$  is the Technical Bid Score

$S_{tm}$  = Total technical bid marks of the bid under consideration

$S_H$  = Highest total technical bid marks amongst all evaluated bids

- 4) The Authority reserves the right to modify the evaluation process at any time during the RFP process, without assigning any reason, whatsoever, and without any requirement of intimating the Bidder of any such change. At any time during the process of evaluation the Authority may seek specific clarifications from any or all Bidder.

**Phase III: Evaluation of Financial Bids:**

In this phase, the Financial Bids of the Bidder, who are technically qualified in Phase II, shall be opened. Formula to determine the scores for the Financial Bids shall be as follows

$$S_f = (F_L / F),$$

**Where**

$S_f$  is the Financial Score

$F_L$  is the value of lowest Commercial Bid

F is the price quoted in the bid under consideration

**Phase IV: Combined Evaluation of Technical & Financial Bid**

- The Total score of the Bidder will be determined as under

$$\text{Total Score } (T_s) = (70 \times S_t) + (30 \times S_f)$$

- The Bid of the Bidder, who obtains the highest  $T_s$  value, will be rated as the best Bid. In the event of a tie, the bid with the highest technical score ( $S_t$ ) will be rated as the best bid. Beyond that, Authority will decide the matter in its full discretion.
- The Authority will award the Contract to the successful Bidder whose bid has been determined to be substantially responsive and has been determined as the best bid, provided further that the Bidder is determined to be qualified to perform the Contract satisfactorily. The Authority shall however not bind itself to accept the best bid or any bid and reserves the right to accept any bid, wholly or in part.

**8. Right to Vary Scope of work at the time of Award:**

The Authority may at any time, by a written order given to the Bidder, make changes within the general scope of the Work. If any such change causes an increase or decrease in the cost of, or the time required for, the Bidder's performance of any part of the work, whether changed or not changed by the order, an equitable adjustment shall be made in the agreed Price or delivery schedule, or both, and the Work Order shall accordingly be amended. Any claims by the Bidder for adjustment under this Clause must be asserted within 15 days from the date of the Bidder's receipt of the Authority's changed order.

**9. Right to accept any Bid and to reject any or all Bids:**

The Authority reserves the right to accept any bid, and to annul the RFP process and reject any or all bids at any time prior to award of work, without thereby incurring any liability to the affected Bidder or Bidder or any obligation to inform the affected Bidder or Bidder of the grounds for the Authority's action.

**10. Notification of Award:**

Prior to the expiration of the period of bid validity, the Authority will notify the successful Bidder by e-mail or in writing, by registered letter that its bid has been accepted.

**11. Issuing the Work Order:**

At the same time as the Authority notifies the successful Bidder that its bid has been accepted, the Authority will send the Work Order, incorporating its requirements including the conditions laid down in the RFP. Within 7 days of receipt of the Work Order, the successful Bidder shall sign and date the Work Order and return a copy to the Authority as a token of acceptance of the requirements laid down.

**12. Performance Guarantee:**

The successful agency will execute a Performance Guarantee for 10 % of the total value of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Nationalized Commercial Bank in an acceptable form. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of the project.

**13. Confidentiality of the Document:**

This RFP is confidential and anything contained in this RFP shall not be disclosed in any manner, whatsoever.

**14. Rejection Criteria:**

Besides other conditions and terms highlighted in the RFP document, bids may be rejected under following circumstances:

- Incomplete bids that do not quote for the complete Scope of Work as indicated in the bidding documents, addendum (if any) and any subsequent information given to the Bidder
- Bids providing information that are found to be incorrect/ misleading at any stage / time during the RFP Process
- Technical Bid containing financial details
- Bids that reveal prices in any form or by any reason before opening the Financial Bid
- Bids not submitted in Two Bid systems in separate envelopes.



- Bids in which the total lump sum price quoted by the Bidder is not inclusive of all taxes, duties, fees, levies, works contract tax and other charges
- Bids made through Telex /Telegraphic / Fax/E. Mail
- Bids which do not confirm unconditional validity of the bid for 90 days from the date of opening of bid
- Bids where prices are not firm during the entire duration of the contract and / or with any qualifications
- Bids that do not confirm unconditional acceptance of full responsibility of executing the 'Scope of Work' of this RFP
- Bids in which the Bidder seeks to influence the Authority's bid evaluation, bid comparison or contract award decisions.

### 15. General

i) Bidder shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondences from Bidder will not be considered.

ii) If at any stage of RFP process or during the currency of the Work, any suppression / falsification of such information is brought to the knowledge of the Authority, the Authority shall have the right to reject the bid or cancel the Work Order, as the case may be, without any compensation to the Bidder.

iii) The Bidder shall deem to have complied with all clauses in the RFP under all the sections/chapters of the Bidding document, unless otherwise stated in the deviation statement. Evaluation will be carried out on the available information in the bid.

iv) Any other point, which may arise at the time of evaluation, will be decided by Authority for assessment of the bids.

#### v) Other important Information

- a) The ownership of the Web Portal and all its elements will at all times vest with Authority and the agency will have no proprietary or other rights or other rights in respect of the same
- b) The Authority is not bound to accept the lowest or any RFP or to assign any reason for non-acceptance. The Authority reserves its right to accept the RFP either in full or in part. Conditional Bids will be rejected outright.
- c) The Authority reserves the Right to place an order for the full or part quantities under any items of work under Scope of work
- d) After issue of the Work Order the Performance Guarantee will be forfeited in case of undue delays in performance by the agency.
- e) The Authority reserves the right to cancel the Work Order of any agency/ agencies in case of change in the procedures or unsatisfactory services.
- f) In the event of any dispute, the tribunals and courts in Guwahati will have the exclusive jurisdiction in respect of all matters pertaining to the agreement between the Consultant/Organization/Institute and the Authority.



**UNDERTAKING**

TO: The Chief Executive Officer  
Assam State Disaster Management Authority  
Assam State Secretariat  
Dispur, Guwahati

I/We \_\_\_\_\_

Of (insert business address)

\_\_\_\_\_  
\_\_\_\_\_

Hereby submit our proposal in response to the Request for Proposal (RFP) for production of Conversation Modules and undertake to execute and complete the services as we will be reasonably required to be performed, in accordance with our proposal, the RFP requirements and the final work order to be issued by the Authority.

This RFP shall remain valid to be accepted by the Authority and shall not be withdrawn for a period of 90 days from \_\_\_\_\_.

I/We understand that the Authority reserves the right to accept / reject any application and the selection is at their sole discretion.

Authorized Signature

Name in full:

Agency Name

Title

Date



## Annexure B

**TECHNICAL BID**  
**For Producing Conversation Modules**

- Detailed Script/ Scenario Script:
- One 60 words basic outline of the project:
- Synopsis:
- Detailed Treatment to be adopted and its justification:
- Particular aspect/ Dimensions of the dimensions of the subject which is going to be discussed:
- List of key issues:
- 3 important sequence :



## Annexure C

**Financial Bid  
For Producing Conversation Modules**

Concept 1: .....

Sl.No.	Description	Value in INR
1	Professional Fees / Conceptualization Cost	
2	Taxes on Professional Fee	
	a. _____ Tax @ __%	
	b. _____ Tax @ __%	
3	Execution Cost Expenses 1: Expenses 2: Expenses 3: Expenses ...	
4	Administrative Expenses	
5	Miscellaneous Expenses	
6	Taxes if any on Administrative & Miscellaneous Expenses _____ _____ Tax @ __% _____ Tax @ __%	
	<b>Total Financial Bid (In Figures)</b>	
	<b>Total Financial Bid (In Words)</b>	

