

**REQUEST FOR PROPOSAL**

**ISSUED BY:** Assam State Disaster Management Authority

**ISSUE DATE:** 1<sup>st</sup> January 2011

**Closing Time:** 28<sup>th</sup> January 2011 (4.00 PM)

**Contact Person:** Chief Executive Officer  
Assam State Disaster Management Authority  
Block C – 2<sup>nd</sup> Floor  
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 empanelled Creative Agencies for providing Print Advertisement Creatives for various Hazards/Disasters which the State is vulnerable to.

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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

### Background

The State Disaster Management Authority in Assam was notified by the Government in the year 2007 and it has become fully functional with its Secretariat in 2009.

The Assam State Disaster Management Authority has formulated its Media Plan for 2011 which would use Print Advertisements as one of the major tool for awareness generation throughout the year

### Basic requirement from the Print Advertisement

The Print advertisements would be a useful communication tool for generating awareness among the masses on key messages to be given for disaster preparedness and mitigation. The advertisements should contain the Dos and Don'ts for each disasters/hazards which would inform the people and at the same time educate them.

The task ahead is:

- To find visual representations of the key messages
- To pen vocabulary comprising of the Body and punch line that will convey the messages in a direct and interesting way
- To create visual graphic representations which is informative and capable of leaving an imprint on the minds of the general public
- To make the presentation visually attractive and motivational so that the public can easily relate to it and at the same time internalize the message
- To create **five** print advertisements each for two different Hazards viz; Earthquake and Flood, which makes a total of **10** creatives for print advertisements
- The language for the Advertisement should be in English and Assamese
- To assign a particular colour for each hazard for each advertisement

## 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](mailto: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	1 <sup>st</sup> January 2011
Deadline for Proposal submission	28 <sup>th</sup> January 2011

### **C. Submission of RFP**

- 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.
- Applicant will submit their proposal in two parts. The first part will contain the Technical Proposal. The second part will contain the Financial Proposal.
- The two sealed envelopes should then be submitted in one sealed envelope super scribed with the wordings “**Confidential RFP Document - Do not open RFP: Print Advertisement Creatives**”
- 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 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.
- The sealed envelope containing the proposal must be received in the office of the Chief Executive Officer by **4.00 PM** on any working day up to **28<sup>th</sup> January 2011**. Envelopes /documents received after the stated time and date will be rejected.

### **D PREPARATION AND SUBMISSION OF RFP Document**

- Applicant will submit their proposals in two parts. The first part contain the Technical proposal. The second part will contain the Financial Proposal
- The Technical Proposal should be submitted in a sealed envelope marked "Technical Proposal". The Financial Proposal should be submitted in a separate, sealed envelope marked "Financial Proposal"
- It is the responsibility of the applicant to obtain for themselves, at their own expense any additional information necessary for the preparation of their proposal

- Only proposals submitted strictly in accordance with the RFP Document or as may be required by the Authority will be considered as valid proposals by the Authority
- The two sealed envelopes should then be submitted in one envelope bearing on the address information as outlined above
- The technical proposal will have the print advertisement designs and a note on the concept
- The authority will first open the Technical Proposals and will assess the merit on the basis of technical competence and capabilities which will be evaluated in terms of:
  - Conformance with RFP requirements
  - Creativity and Innovation
  - The Authority reserves the right to modify the evaluation process at any time during the Tenderer process, without assigning any reason, whatsoever, and without any requirement of intimating the Tenderer of any such change. At any point of time during the process of evaluation the Authority may seek specific clarification from any or all Tenderer

**Form for Technical Bid is given at Annexure B.**

#### **Financial Bid**

- i) The Financial bid will be the Overall Cost of the Print Advertisement only as per the Scope of Work
- ii) All the prices are to be entered in Indian Rupees INR (%age values are not allowed).
- iii) It is mandatory to provide breakup of all Taxes, Duties and Levies wherever applicable and/or payable.
- iv) The final Financial Bid of the Tenderer shall be inclusive of all Taxes, Duties and Levies including Service Tax, etc.
- v) Authority shall take into account all Taxes, Duties & Levies for the purpose of Evaluation.

**The Financial Bid Summary Form is given at Annexure c.**

#### **E) Period of Validity**

Proposals must remain open for acceptance for a minimum of 90 days.

### **5. EVALUATION OF PROPOSAL**

- 1) Evaluation criteria proposed to be adopted will be based on the Quality and superiority of the Technical Bid of the Tenderer. The evaluation would consist of following phases

***Phase I: Evaluation of Technical Bids***

***Phase II: Evaluation of Financial Bids***

***Phase III: Combined Evaluation of Technical and Financial Bids***

- 2) It is mandatory for the Tenderer to obtain minimum Technical marks in each competency as decided by the Technical Evaluation Committee to be technically qualified and for being considered for opening of their Commercial Bid and evaluation thereof.

**Phase I: Evaluation of Technical Bids**

- 1) The Authority will first open the Technical Proposal and will **assess** the merit on the basis of technical competence and capability which will be evaluated in terms of:
- a) Concept
  - b) Content (message and visuals)
  - c) Creativity and Innovation
  - d) Understanding of the requirements of the Authority
- 2) The technical bid will be analyzed 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	Minimum Qualification Score
Concept	100	60
Content	100	60
Creativity and Innovation	50	30
Understanding of the requirements of the Authority	50	30

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 Tenderer(s) at this stage. The Authority shall determine the Tenderer that qualify for the next phase after reviewing the clarifications provided by the Tenderer(s).
- Technical Bid Score: The Technical Bid Score 'St' of the Tenderer 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 Tender process, without assigning any reason, whatsoever, and without any requirement of intimating the Tenderer of any such change. At any time during the process of evaluation the Authority may seek specific clarifications from any or all Tenderer.

**Phase II: Evaluation of Financial Bids**

In this phase, the Financial Bids of the Tenderer, who are technically qualified in Phase I, 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 III: Combined Evaluation of Technical & Financial Bid**

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

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

- The Bid of the Tenderer, 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 Tenderer whose bid has been determined to be substantially responsive and has been determined as the best bid, provided further that the Tenderer 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

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

The Authority may at any time, by a written order given to the Tenderer, 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 Tenderer'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 Tenderer for adjustment under this Clause must be asserted within thirty (30) days from the date of the Tenderer's receipt of the Authority's changed order.

**7. 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 Tender process and reject any or all bids at any time prior to award of work, without thereby incurring any liability to the affected Tenderer or Tenderer or any obligation to inform the affected Tenderer or Tenderer of the grounds for the Authority's action.

**8. Notification of Award:**

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

**9. Issuing the Work Order:**

At the same time as the Authority notifies the successful Tenderer 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 Tenderer shall sign and date the Work Order and return a copy to the Authority as a token of acceptance of the requirements laid down.

**10. Confidentiality of the Document:**

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

**11. Rejection Criteria:**

Besides other conditions and terms highlighted in the Tender 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 Tenderer
- Bids providing information that are found to be incorrect/ misleading at any stage / time during the Tendering 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 that providing information that are found to be incorrect/misleading at any stage/time during the Tenderer Process
- Bids that do not confirm unconditional acceptance of full responsibility of executing the 'Scope of Work' of this Tender
- Bids in which the Tenderer seeks to influence the Authority's bid evaluation, bid comparison or contract award decisions

### **Scope of work**

The intention of the Authority is to select an Applicant who can effectively work with the Authority to translate the key messages into visual representation. These Print Ads would be used throughout the year in various Print Media and Online Media

### **Scope Elements**

- There should be a print ad on each of the following hazard. Information on the key messages on the following hazards is attached in Annexure D
  - Earthquake
  - Flood
- Each ad should be in two languages viz. English and Assamese
- Assign a particular colour scheme for each hazard for different ad
- Rationale of the colours used for each hazard
- It should convey the key message and information on dos and don'ts (safety tips) for each hazard
- To create five print advertisements for two different Hazards viz; Earthquake and Flood each, which makes a total of 10 creatives for print advertisements
- The size of the creative designs should be (13inch X 10inch) half the page of a newspaper.
- The print ad should have a good resolution output (after printing it in original size)

### **12. General**

- i) Tenderer shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondences from Tenderer will not be considered.
- ii) If at any stage of Tendering 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 Tenderer.
- iii) The Tenderer shall deemed to have complied with all clauses in the Tender 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 Creatives 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 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 Nationalised 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.
- c) The Authority is not bound to accept the lowest or any tender 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
- d) The Authority reserves the Right to place an order for the full or part quantities under any items of work under Scope of work
- e) After issue of the Work Order the Performance Guarantee will be forfeited in case of undue delays in performance by the agency
- f) The Authority reserves the right to cancel the Work Order of any agency/ agencies in case of change in the procedures or unsatisfactory services.
- g) 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/Organisation/Institute and the Authority.

## Annexure - A

**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 Preparation of Print Advertisements 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 \_\_\_\_\_ January 2011.

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 the preparation of Print Advertisement for ASDMA**

In this section the Tenderer is expected to showcase understanding of the requirements of the Authority

**FINANCIAL BID**  
**For the production of Print Advertisement for ASDMA**

**SAFETY TIPS****FLOODS**

This guide lists simple things you and your family can do to stay safe and protect your property from floods.

**Before flood occurs**

- All your family members should know the safe route to nearest shelter/ raised pucca house.
- If your area is flood-prone, consider alternative building materials. Mud walls are more likely to be damaged during floods. You may consider making houses where the walls are made of local bricks up to the highest known flood level with cement pointing.
- Have an emergency kit on hand which includes a:
  - A portable radio, torch and spare batteries;
  - Stocks of fresh water, dry food (chura, mudi, gur, biscuits), kerosene, candle and matchboxes
  - Waterproof or polythene bags for clothing and valuables, an umbrella and bamboo stick (to protect from snake), salt and sugar
  - A first aid kit, manual and strong ropes for tying things

**When you hear a flood warning or if flooding appears likely**

- Tune to your local radio/TV for warnings and advice.
- Keep vigil on flood warning given by local authorities
- Don't give any importance to rumours and don't panic
- Keep dry food, drinking water and clothes ready
- Prepare to take bullock carts, other agricultural equipments, and domestic animals to safer places or to higher locations
- Plan which indoor items you will raise or empty if water threatens to enter your house
- Check your emergency kit

**During floods**

- DO NOT WALK THROUGH FLOWING WATER---Drowning is the number one cause of flood deaths. Most of these drowning occur during flash floods. Six inches of swiftly moving water can knock you off your feet. And use a pole or stick to make sure that the ground is still there while walking through a flooded area, even where the water is not flowing.
- DO NOT DRIVE THROUGH A FLOODED AREA---More people drown in their cars than anywhere else. Don't drive around road barriers. They are there for a reason. The road or bridge may be washed out
- Drink boiled water
- Keep your food covered, don't take heavy meals
- Use raw tea, rice-water, tender coconut-water, etc. during diarrhoea; contact your ANM/AWW for ORS and treatment
- Do not let children remain on empty stomach
- Use bleaching powder and lime to disinfect the surrounding
- Help the officials/volunteers distributing relief materials

**If you need to evacuate**



- Firstly pack warm clothing, essential medication, valuables, personal papers, etc. in waterproof bags, to be taken with your emergency kit
- Take the emergency kit
- Inform the local volunteers (if available), the address of the place you are evacuating to
- Raise furniture, clothing and valuables onto beds, tables and to the top of the roof (electrical items highest)
- Turn off power
- Whether you leave or stay, put sandbags in the toilet bowl and over all laundry /bathroom drain-holes to prevent sewage back-flow
- Lock your home and take recommended/known evacuation routes for your area
- Do not get into water of unknown depth and current.

#### **If you stay or on your return**

- Stay tuned to local radio for updated advice
- Do not allow children to play in, or near, flood waters
- Avoid entering floodwaters. If you must, wear proper protection for your feet and check depth and current with a stick. Stay away from drains, culverts and water over knee-deep
- Do not use electrical appliances, which have been in floodwater until checked for safety
- Do not eat food, which has been in floodwaters
- Boil tap water (in cities) until supplies have been declared safe. In case of rural areas, store tube well water in plastic jars or use halogen tablets before drinking
- Be careful of snakes, snakebites are common during floods.

### **EARTHQUAKES**

Earthquakes usually give no warning at all. Prepare your family

#### **Before the earthquake**

Now is the time to formulate a safety plan for you and your family. If you wait until the earth starts to shake, it may be too late. Consider the following safety measures:

- Always keep the following in a designated place: bottled drinking water, non-perishable food (cheera, gur, etc), first-aid kit, torchlight and battery-operated radio with extra batteries
- Teach family members how to turn off electricity, gas, etc.
- Identify places in the house that can provide cover during an earthquake
- It may be easier to make long distance calls during an earthquake. Identify an out-of-town relative or friend as your family's emergency contact. If the family members get separated after the earthquake and are not able to contact each other, they should contact the designated relative/friend. The address and phone number of the contact person/relative should be with all the family members.
- **Safeguard your house**
  - Consider retrofitting your house with earthquake-safety measures
  - Reinforcing the foundation and frame could make your house quake resistant
  - You may consult a reputable contractor and follow building codes
  - *Kutchha* buildings can also be retrofitted and strengthened

## During quake

Earthquakes give no warning at all. Sometimes, a loud rumbling sound might signal its arrival a few seconds ahead of time. Those few seconds could give you a chance to move to a safer location. Here are some tips for keeping safe during a quake.

- DROP, COVER & HOLD: Take cover. Go under a table or other sturdy furniture; kneel, sit, or stay close to the floor. Hold on to furniture legs for balance. Be prepared to move if your cover moves Stay under 'cover' till the shaking stops
- If no sturdy cover is nearby, kneel or sit close to the floor next to a structurally sound interior wall. Place your hands on the floor for balance
- Do not stand in doorways. Violent motion could cause doors to slam and cause serious injuries. You may also be hit by flying objects
- Move away from windows, mirrors, bookcases and other unsecured heavy objects
- If you are in bed, stay there and cover yourself with pillows and blankets Do not run outside if you are inside
- Never use the lift
- If you are living in a kutcha house, the best thing to do is to move to an open area where there are no trees, electric or telephone wires
- After tremors subside exit your home or school building and move to open fields
- Do not push others
- DO NOT PANIC

### ***If outdoors***

- Move into the open, away from buildings, streetlights, and utility wires. Once in the open, stay there until the shaking stops
- If your home is badly damaged, you will have to leave. Collect water, food, medicine, other essential items and important documents before leaving
- Avoid places where there are loose electrical wires and do not touch metal objects that are in touch with the loose wires
- Do not re-enter damaged buildings and stay away from badly damaged structures

### ***If in a moving vehicle***

- Move to a clear area away from buildings, trees, overpasses, or utility wires, stop, and stay in the vehicle. Once the shaking has stopped, proceed with caution.
- Avoid bridges or ramps that might have been damaged by the quake.

## After the quake

Here are a few things to keep in mind after an earthquake. The caution you display in the aftermath can be essential for your personal safety.

- Wear shoes/*chappals* to protect your feet from debris
- After the first tremor, be prepared for aftershocks. Though less intense, aftershocks cause additional damages and may bring down weakened structures. Aftershocks can occur in the first hours, days, weeks, or even months after the quake
- Check for fire hazards and use torch lights instead of candles or lanterns
- If the building you live in is in a good shape after the earthquake, stay inside and listen for radio advises. If you are not certain about the damage to your building, evacuate carefully.

- Do not touch downed power line
- Help injured or trapped persons. Give first aid where appropriate. Do not move seriously injured persons unless they are in immediate danger of further injury. In such cases, call for help
- Remember to help your neighbours who may require special assistance infants, the elderly, and people with disabilities
- Listen to a battery-operated radio for the latest emergency information
- Stay out of damaged buildings
- Return home only when authorities say it is safe. Clean up spilled medicines, bleaches or gasoline or other flammable liquids immediately. Leave the area if you smell gas or fumes from other chemicals. Open closet and cupboard doors cautiously
- If you smell gas or hear hissing noise, open windows and quickly leave the building. Turn off the switch on the top of the gas cylinder
- Look for electrical system damages - if you see sparks, broken wires, or if you smell burning of amber, turn off electricity at the main fuse box. If you have to step in water to get to the fuse box, call an electrician first for advice
- Check for sewage and water lines damage. If you suspect sewage lines are damaged, avoid using the toilets. If water pipes are damaged, avoid using water from the tap
- Use the telephone only for emergency calls. In case family members are separated from one another during an earthquake (a real possibility during the day when adults are at work and children are at school), develop a plan for reuniting after the disaster. Ask an out of state / district relative or friend to serve as the "family contact". Make sure everyone in the family knows the name, address, and phone number(s) of the contact person (s).