

NATIONAL DISASTER MANAGEMENT AUTHORITY
TERMS AND CONDITIONS FOR PRODUCTION OF TV TALK SHOWS ABOUT
DISASTER RESILIENT PAKISTAN

Terms of Reference (ToR)

Pakistan is the sixth most populous country in the world with a population of around 200 million, where nearly one third are children aged 0 – 14 years and the male to female ratio being 1.06 male/female. Pakistan is vulnerable and prone to numerous disasters, both natural and manmade. Geologically it overlaps both with the Indian and the Eurasian tectonic plates where its Sindh and Punjab provinces lie on the north-western corner of the Indian plate while Balochistan and most of the Khyber-Pakhtunkhwa lie within the Eurasian plate which mainly comprises the Iranian plateau, some parts of the Middle East and Central Asia. The Northern Areas and Azad Kashmir lie mainly in Central Asia along the edge of the Indian plate and hence are prone to violent earthquakes where the two tectonic plates collide. Since it lies in the center of tectonic plates, Pakistan has been vulnerable to a number of deadly earthquakes causing damages from which the country has still not recovered full. Heavy rains and floods have become a regular phenomenon during the monsoon since year 2010. The coastal areas of Pakistan are prone to cyclones and tsunamis. The situation of droughts is also very evident in the rain fed areas of Punjab, Sindh and Balochistan. Insect infestation is another hazard which impacted thousands of acres of cotton crop a few years back.

Besides these major disasters, Pakistan faces a number of man-made disasters (e.g. terrorism, fire incidents etc.) Pakistan also struggles with terrorism and FATA issues led to temporary displacement of population with attendant issues of humanitarian assistance

Vulnerability and impact of disasters

People differ in their exposure to risk as a result of their social group, gender, ethnic or other identity, age and other factors. Vulnerability in the context of disaster can be defined as “the diminished capacity of an individual or group to anticipate, cope with, resist and recover from the impact of a natural or man-made hazard”. The concept is relative and dynamic.

Vulnerability is most often associated with poverty, but it can also arise when people are isolated, insecure and defenseless in the face of risk, shock or stress. Vulnerable groups include displaced populations, migrants, marginalized/destitute persons (including disabled persons), elderly, women and young children. Vulnerable groups suffer the most during disasters due to their reduced capacity to cope with the situation.

National Disaster Management Authority

The National Disaster Management Authority (NDMA) is the lead agency at the Federal level to deal with entire spectrum of Disaster Management Activities from preparedness, rescue, relief, recovery and /rehabilitation. It is the executive arm of the National Disaster Management Commission (NDMC), which has been established under the Chairmanship of the Prime

Minister, as the apex policy making body in the field of Disaster. In the event of any disaster all stakeholders, including Government Ministries/Departments/Organizations, Armed Forces, INGOs, NGOs, UN Agencies work through and from part of the NDMA to conduct one window operation

The current project is part of Annual Work Plan (AWP) signed between NDMA and UNICEF to support child centered disaster risk reduction and management.

Purpose:

The purpose of this assignment is to create awareness in General Public about natural and man-made disasters in Pakistan along with highlighting their effects, measures for mitigation and preparedness.

Objectives of the assignment:

- To build an understanding and awareness on NDMA's contributions and its role in Disaster Risk Reduction
- To build confidence in the efficacy and efficiency of the organization involved in disaster management
- To advocate with stakeholders for their support and partnership
- To motivate masses to indulge into disaster preparedness activities in order to increase community resilience against disasters

Scope of Work:

The Agency will be responsible for:

- Conducting extensive research on Hazards, Disasters and loss witness by Pakistan in the past decades
- Design the format of Talk shows (which may include panel discussion with experts, visiting disaster prone communities and celebrity appearances)
- The agency will be responsible for the Set design and will work in close coordination with Gender and Child Cell -NDMA
- Coordination for guests for TV talk shows would be the responsibility of the agency
- The agency will be responsible to engage a renowned TV host with past experience of hosting TV shows relating to disasters
- Organizing celebrity appearance in a few episodes will also be the agency's responsibility

- The selected firm will also have to travel to different disaster prone areas in order to interact with the communities
- The firm will also take high quality photos during the field visits and production of talk shows

Major Deliverables:

Following are the key deliverables of the TV Talk Shows:

- Complete Execution Plan, with preproduction, production and post production timelines
- A series of 7 Television Talk Shows produced
- Audio recording for Radio airing of the TV show
- Duration: 30-40 minutes

Required Travel:

Traveling to KP, Punjab and Northern Areas for recording

Equipment and Facility for TV Talk show Production:

- Mark 3 with prime lenses as well as variable lenses For talkshows
- HD video cameras
- Studio including PCR (PRODUCTION CONTROL ROOM),lighting grid and real time monitoring

Qualification requirements:

The selected company/vendor must have:

- Should have a well-established production house with technical human resource
- A minimum of 10 years of experience in Video Productions production
- Have in house production facility (state of the art equipment and production/ editing facilities) in Islamabad
- A comprehensive portfolio of Disaster Risk Management/Disaster Risk Reduction issues
- A comprehensive portfolio of producing TV Talk Shows on various themes
- Must be Registered with Tax Department
- Experience of working with NDMA would be an added advantage

Duty Station

The interested party should be based in Islamabad to work in close coordination with NDMA team; travel to field may also be required

In response to these ToR you are requested to submit your technical and financial proposals based on the following:

Technical/ Financial

- Company Profile
- Human Resource profile
- Copy of NTN certificate
- Past Experience (including work with NDMA/ Disaster related projects and TV Talk shows)
- Work sample of previously produced TV talkshows (DVD)
- Broad work plan for the said assignment

1. The selected firm for production of talk shows will submit production proposal along with budget breakup for production of the show Admin and Finance Officer, GCC, NDMA within seven days.(15th February 2016)
2. The production assignment will be offered to a firm after approval of technical proposal and budget breakup by the Committee specifically constituted for the purpose.
3. After receiving acceptance of terms and conditions from agency/firm and approval of budget, production task will formally be assigned.
4. The Agency will be bound to complete the TV talk shows/ within time frame of 30 days.
5. The TV talk shows will be in Urdu language and adaptation for Radio will be in Urdu. The Production Firm has to submit structure of that talk show along with the script for review within one week.
6. The agency/firm will get the script outline, final script anchor, celebrity and areas to be visited approved from the Committee before initiating production process.

Time Frame:

100 % submission of all deliverables within a timeline of 30 days from the date of award of the official contract.

The deadline to submit the proposal by email is the 15th of February, 2016 at fo.gcc@ndma.gov.pk. No proposal will be entertained after the deadline.