



**GOVERNMENT OF PAKISTAN  
MINISTRY OF CLIMATE CHANGE  
NATIONAL DISASTER MANAGEMENT AUTHORITY  
ISLAMABAD**



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Subject: **Hiring of Media/Communication Agency on Monthly Retainer Ship Basis**

**TORs**

1. **Description:** National Disaster Management Authority (NDMA) is a constitutionally established Federal Authority mandated to deal with entire spectrum of disasters and their management. The NDMA is also mandated under **Section 9(i) of the National Disaster Management Act, 2010** to “**promote general education and awareness in relation to the disasters and their management**”.

2. With the evolution of mass media especially, electronic and social media in the 21<sup>st</sup> century the need for two way interaction between government agencies and general public through media has also increased. To address this important aspect and to keep the masses abreast of the latest news, information, precautionary measures and potential threats and hazards of disasters NDMA seeks the services of a Media/Communication Agency on monthly retainer-ship basis to carry out according to following Scope of Work.

3. **Scope of Work:** Under the retainer-ship contract, dedicated production house services will be available to execute NDMA’s communication and production needs on monthly basis to carry out following activities:-

- a. Media Planning & Communication Strategy
- b. Print, Electronic, Social Media Coverage and Outdoor Designing of all NDMA events and activities.
- c. Media Handling and Implementation.
- d. Videography/Photography of Chairman’s visits and other events/conferences, seminar etc. of NDMA.
- e. Production of audio/video Public Service Messages, commercials etc. on short notice or pre-planned as required.
- f. Professional management of NDMA Website & Facebook page.

- g. Designing of promotional material & other documents on requirement basis.
- h. Any other task as needed from time to time.

**4. Mandatory Requirements:**

- a. Dedicated teams for all production genres
- b. Dedicated graphic designer for conceptualization and designing of IEC Material
- c. Dedicated team of content creators, graphics designers and editors for NDMA Website and Facebook page and other audio/video productions.
- d. Dedicated two member photography and videography team for day to day events
- e. Dedicated editor for post productions.

**5. Eligibility of Organization:**

- a. An Islamabad based Media/Communication Agency.
- b. Indoor audio/video production facility
- c. High Definition still/video cameras and other accessories/facility.
- d. A minimum five year's work experience in Disaster Management field and a thorough understanding of subjects of Disaster Management and Climate Change
- e. Previous work with government sector, NDMA, PDMA, UN Agencies and social development sector will be preferred
- f. Expertise in proficient Social Media Management (Facebook, Twitter etc.) for government and international NGOs
- g. Excellent profile of still photography and videography

**6. Terms and Conditions.**

- a. Retainer-ship Contract will be initially for the period of six month which can be extended subject to performance rendered and mutual satisfaction.
- b. Maximum amount for monthly retainer-ship is PKR 200,000/month, however final award of contract would be done on cost cum quality basis

**7. Interested Media Firms/Media Agencies are invited to apply through **Expression of Interest (EOI)** with following details:-**

- a. Company Profile
- b. Human Resource Profile
- c. Technical Profile
- d. Copy of NTN Certificate
- e. List of Prime Customers
- f. Firm/Agency Registration
- g. Copy of Accreditation, if any
- h. Copy of ISO Certification, if any
- i. Copy of last Financial Audit Report
- j. Copy of Recommendation/Appreciation letter, if any

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