

# **Terms of Reference**

## **Development of Media Toolkit**

### **Introduction:**

As part of its agenda to increase national and provincial capacities in implementing a Child-Centered Disaster Risk Reduction approach in preparing and responding to disasters, as well as early recovery, NDMA intends to engage the services of a Consultant/Firm for content development, designing and printing of Media Toolkit.

The aim of this activity is to sensitize media personnel with key disaster management principles and crisis management journalism, as well as on the role of media in disaster risk management.

### **Assignment/Deliverables:**

- Content development of interactive Media Toolkit for media personnel
- Designing of interactive Media Toolkit for media personnel
- Printing of interactive Media Toolkit for media personnel

The Toolkit will primarily include the following modules:

### **Module-I: Basics of Disaster Risk Reduction**

- I. Disaster Risk Management Process  
(Risk identification, risk analysis, prioritization of risks, treatment of risk, and monitoring & evaluation)
- II. Key Phases of Disaster Risk Management  
(Prevention, mitigation, preparedness, response and recovery)
- III. Disaster Risks in Pakistan
- IV. (Earthquake, flood, heatwave, landsliding, cyclones, avalanches, displacement)

### **Module-II: Media and Disaster Risk Reduction**

- I. The Role Of Media Before, During And After a Disaster (Action Points)
  - a) Role of Media Before a Disaster  
(Analysis of risk resources and patterns, public information, early warning, preparedness information)
  - b) Role of Media During a Disaster  
(Inform the public with timely information, advise public on specific actions to be taken, update on actions taken by stakeholders, broadcast information regarding

affected groups, facilitate communication/coordination among affected people and their families)

c) Role of Media After a Disaster

(Communicate rehabilitation plans, identify gaps in rehabilitation and reconstruction initiatives)

II. Global/National Case Studies for good practice

### **III. Module-II: Best Practices for Disaster Reporting**

I. Media strategies for Effective DRR

(Organize dialogues, broadcast information for risk generating factors, interviews, field visits, broadcast/publish warning/preparedness actions, and provide public safety information)

II. Guidelines for Media For Effective PSMs with Examples/Messages

III. SOPs for reporting on DRR

IV. Media Questions/Checklist For Disasters

V. FAQs

### **Specifications of Printing of 4 Colour Media Toolkit:**

- 150 English, 150 Urdu

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1. Design and specifications for printing of the kit will be decided in close consultation with NDMA.
2. Design provided will include format/style, layout, styling, colour, placement of photos, logo etc.
3. The Consultant/Firm will provide NDMA with proofs of the Media Kit (Title, layout, colours, fonts, etc) for reviews and approval prior to printing
4. The interactive Media Toolkit will be produced in English/Urdu in an easy to understand language comprehensible to a wider audience working in multiple backgrounds
5. Cost of the overall project will include content development, designing, printing and delivery of Media Kits to NDMA.
6. NDMA will hold all copyrights to the published material

### **Content Development and Approval**

- Share brief description of contents with logical sequence before its development. Share references for all material cited.

- Share detailed contents of the Media Toolkit for approval prior to designing

### **Design Approval**

- Share design options of the Toolkit with corresponding illustrations & design elements to get approval on the font design, size, paper, colour etc.

### **Printing and Delivery of Kits**

- Print and deliver the Toolkits after final approval from NDMA.

### **Duration of the Assignment**

60 days from the signing of the contract

### **Payment Schedule:**

Submission of Design- 60%

Submission of Approved Printed Booklet- 40%

### **Quotations:**

- Quotations should include technical proposal with background and past experiences
- CVs/ past experience with similar assignments
- Brief background of the topic to demonstrate conceptuality of the assignment
- Detailed work plan with timelines
- Financial proposal with a lump sum amount along with a breakdown
- All supporting documents, technical and financial proposals must be submitted as one document

### **Disclaimers:**

NDMA may require the applicant to clarify their quotation during presentation. However the applicant may not modify their quotation after the deadline for submission of quotations.

NDMA reserves the right to stop the service hiring procedure completely or partly, temporarily or permanently until the moment of contract signing. In these situations applicants are not entitled to reimbursement of any costs or damages incurred in connection with this service hiring procedure.

Financial quotations should be valid for at least three months after the deadline for handing in quotations.

NDMA cannot be charged in any way for costs related to preparation and submission of a quotation. This can also include interviews and/or providing further information about the quotation.

The risk of any costs and/or damages which may arise by not awarding this contract to a bidder lay solely with the bidder. NDMA cannot be held responsible for any such costs or damages.

By submitting a proposal to email ID **fo.gcc@ndma.gov.pk** by **July 7<sup>th</sup>, 2017**, the applicant/firm agrees all the terms and conditions specified in this procedure and the provisions of the contract template. The proposal will not contain any reservation(s) to these terms and conditions. A proposal with one or more reservations can be excluded from the procedure.