

**NATIONAL DISASTER MANAGEMENT AUTHORITY**  
**TERMS AND CONDITIONS FOR PRODUCTION OF**  
**DOCUMENTARY/PSMs(TVCs) ABOUT**  
**DISASTER RESILIENT PAKISTAN**

**VIDEO PRODUCTION PROPOSAL**

**Title: DOCUMENTARY THEME “DISASTER RESILIENT PAKISTAN”**

**Background:** 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 centre 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 defenceless 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 centred disaster risk reduction and management.

**The deadline to submit the proposal is 1<sup>st</sup> February 2016 after the deadline no proposal will be entertained.**

**ToRs for Documentary**

<b>Audience:</b>	General Public.
<b>Purpose:</b>	Creating awareness in General Public about natural and man-made disasters. Calamities their effects, measures for mitigation preparedness while also highlighting system of disaster management at different time.
<b>Specific Objectives:</b>	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 partnerships.
<b>Specification</b>	Length of Video : 10-15 Minutes With two adaptations of 7 and 5 mins respectively Video Format : HDV (1080P) Narration & music : According to script / title Language : Urdu with English and Regional Subtitle
<b>Contents of Video:</b>	<ul style="list-style-type: none"> <li>• Understanding disaster</li> <li>• Glimpses of past disasters faced by Pakistan</li> <li>• Pakistan's vulnerability to various disasters</li> <li>• Pakistan's disaster management system</li> <li>• Prevention Mitigation preparedness, relief and rehabilitation measures to be taken at individual community and government level</li> <li>• Selected interviews of disaster managers, practitioner officers(NDMA, PDMA and DDMA)</li> <li>• Experience and best practices of the past disaster</li> <li>• Short Public service messages in video and audio mode for public awareness as a complement of video.</li> </ul>
<b>Time frame:</b>	<ul style="list-style-type: none"> <li>• 40 days</li> </ul>

**Note:** Selected footage as available will be provided by Directorate of NDMA.

**ToRs for PSMs/TVCs**

<b>Audience:</b>	General Public.
<b>Purpose:</b>	Creating awareness in General Public about natural calamities/man-made disasters their effects, measures for mitigation preparedness while also highlighting system of disaster management at different time.
<b>Specific Objectives:</b>	Raising awareness, enhancing response knowledge, changing public attitudes and behaviour towards a potential hazard or disaster
<b>Specification</b>	Length of TVC(PSM: 30-45 sec With one adaptations of 20 second Video Format : HDV (1080P) Narration & music : According to script / title Language : Urdu with English and Regional Subtitle
<b>Contents of Video (TVC):</b>	<ul style="list-style-type: none"><li>• Understanding disaster</li><li>• Awareness about natural / manmade disasters</li><li>• Pakistan's vulnerably to various disaster</li><li>• Short Public service messages for general public awareness</li></ul>
<b>Time frame:</b>	<ul style="list-style-type: none"><li>• 40 days</li></ul>

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