

## **Terms of Reference**

# **Empanelment of Agencies/Individuals for Communications -Audio-Visual Work**

**Client: Coalition for Disaster Resilient Infrastructure**

## 1. ABOUT CDRI

The Coalition for Disaster Resilient Infrastructure (CDRI) is a multi-stakeholder global partnership of national governments, UN agencies and programmes, multilateral development banks and financing mechanisms, the private sector, and academic and knowledge institutions. It aims to address the challenges of building resilience into infrastructure systems and development associated with it.

The vision, mission, goal and objectives of CDRI are explicitly linked to the post-2015 development agendas. The Coalition will also contribute to the resilience of the global infrastructure systems in an increasingly interconnected world. The outcome of such a collaboration would be aimed at building resilient economies and resilient people through cross-sector commitments at all levels towards adaptation and resilience with concrete outcomes that will bring resilience action to global scale.

The Government of India has established a Society in New Delhi to act as the Secretariat of CDRI. The Secretariat functions under the direction of the international Governing Council and implements the programs of CDRI.

CDRI Website: [www.cdri.world](http://www.cdri.world)

## 2. PURPOSE OF THIS ASSIGNMENT

CDRI intends to select audio/visual agencies/individuals for assisting the communications team of CDRI by providing various communication collateral for promotions and ongoing communications work for print and web.

In this regard, CDRI invites proposals from interested and eligible agencies/firms to provide the services as detailed in this TOR.

## 3. AWARD of CONTRACT/ SELECTION of TENDER

### 1. Preliminary scrutiny based on eligibility criteria

- i) The bidder must quote for a minimum of 70% of all the services mentioned under Annexure 1 Scope of Work.
- ii) A firm/agency will be selected under Quality- and Cost-Based Selection (QCBS) method and procedures described in this document.
- iii) The agency is required to create a proposal/presentation on their plan to execute the contract. Proposals not conforming to such preliminary requirements are liable for rejection.
- iv) Responsiveness of the bids shall be determined based on the contents of the bid itself and supporting documentary evidence and shall not be determined by extrinsic evidence.

### 2. Evaluation Process

1. CDRI will ask for presentations from the agencies. Proposals will be evaluated based on the presentation of the work done and experience by the invited agencies
2. Failure on part of bidder to arrange for the presentation on the date & place fixed shall result in the rejection of bids

3. The presentation/proposal shall also cover the cost/budget quoted by the agency for the assignment, basis the scope of work
4. CDRI will finalise the agency basis the technical and financial presentation. The decision of CDRI shall be final in this regard.
5. The place for presentation/discussion shall be conveyed to the bidders at an appropriate date.

**Proposals shall be evaluated as follows:**

Evaluation Criteria for bids - **100 points:**

<b>Technical Proposal (100 points)</b>	<b>Points</b>
Understanding of ToR and the scope of work	20
Experience of creating and editing videos	30
Acceptability of the scope of work and presenting a proposal on delivering it	30
Samples to be shared of videos	20

**Financial Scores**

The applicant scoring more than 70% in the technical evaluation shall be considered for financial evaluation.

75 % weightage will be awarded for Technical Proposal and 25 % weightage will be awarded for Financial Proposal.

Technical Bid will be assigned a technical score (Ts) out of a maximum of 100 points.

**Maximum Score on Financial Proposal (PP): 100** points to the technically qualified lowest bidder. Other qualified bidders shall be assigned financial score on percentile basis.

75 % weightage will be awarded for Technical Proposal and 25 % weightage will be awarded for Financial Proposal.

Composite Score (S) =  $Ts * 0.75 + Fn * 0.25$  TT + PP = Highest Points

The Bidder with the highest Composite Score (S) would be considered for award of contract and will be called for negotiations, if required.

**Proposal Submission:** The proposals should be submitted electronically to E-mail: [tender.projects@cdri.world](mailto:tender.projects@cdri.world) by 1730 hrs (IST) on 16 February 2022 in PDF format.

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## ANNEXURE I - SCOPE OF WORK

### OVERVIEW

The purpose of this consultancy is to support the communications work of CDRI with a focus on designing communication collateral for CDRI projects, programmes, events and ongoing communications work.

### PURPOSE

CDRI intends to empanel agencies/individuals for creating regular communications collateral along with creatives for events and programmes.

In this regard, CDRI invites proposals from interested and eligible agencies/firms to provide the services as detailed in this TOR.

### STATEMENT OF WORK:

The company is expected to deliver on the following aspects and can quote as per Annexure II below.

- Audio
  - Radio/TV ads (script and development)
  - Podcasts (Shoot, Record and Populate)
- Video
  - Video Editing
  - Video Editing - Basic additions (Adding Logo in the video + Adding transcript in the edited video)
  - Video creation (of various duration) + VO + footage
  - Video creation + VO + Footage + With/without Script writing
  - Video creation + VO + Footage + With/without Animation
- Interview/photo shoot/video shoot (Includes cost for 2 camera/1 lapel) - Half day/ Full day

**NOTE:** All materials generated for promotion of CDRI's work will be the property of CDRI, with CDRI holding all intellectual property rights.

### TIMEFRAME

The agency will be onboarded for a period of one year, with the option to extend the contract basis their performance.

### PAYMENT

Bills are to be submitted on a monthly basis/activity basis for approval by CDRI, followed by electronic payment.

Annexure II - Quotation to be provided as per the break-up below:

Sr No	Deliverables	Amount quoted
1.	Audio - Radio/TV ads (script and development) - Podcasts (Shoot, Record and Populate)	
2.	<ul style="list-style-type: none"> <li>• Video</li> <li>- Video Editing</li> <li>- Video Editing - Basic additions (Adding Logo in the video + Adding transcript in the edited video)</li> <li>- Video creation (of various duration) + VO + footage</li> <li>- Video creation + VO + Footage + With/without Script writing</li> <li>- Video creation + VO + Footage + With/without Animation</li> <li>• Interview/photo shoot/video shoot (Includes cost for 2 camera/1 lapel) - Half day/ Full day</li> </ul>	

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