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REQUEST FOR PROPOSAL (RFP)

Provincial Disaster Management Authority invite proposals from qualified and experienced Communication Consultancy Firm for the services to Develop visualize & Disseminate key messages on Resilient Disaster management through right mean & channels.



Technical and Financial Proposals may be submitted to the email mentioned below by July 18, 2024.

Details ToRs can be obtained by requesting to the following email

policykpdrr@gmail.com

OR website

www.pdma.gov.pk

GOVERNMENT OF KHYBER PAKHTUNKHWA

RELIEF, REHABILITATION & SETTLEMENT DEPARTMENT



Request for Proposal (RFP)

CONSULTANCY SERVICES FOR “FORMULATION OF DISASTER RISK REDUCTION (DRR) POLICY KHYBER PAKHTUNKHWA”

TERM OF REFERENCES FOR COMMUNICAION CONSULTANTS /COMPANY

The Khyber Pakhtunkhwa PDMA, being the lead focal agency for disaster management and preparedness recognizes the need to formulate the provincial Disaster Risk Reduction Policy in collaboration with stakeholders. The Disaster Risk Reduction Policy will promote priority measures and recommendations to alleviate existing vulnerabilities to hazards/disasters which have been exacerbated by Climate Change and ensure that future development initiatives have resilience incorporated as one of their primary objectives. The DRR Policy will also provide guidelines for improved emergency response, and both timely and adequate investment in hazard mitigation and preparedness interventions; which will reduce the risks, damages and economic costs associated with response, recovery, and rehabilitation efforts. The DRR policy for KP PDMA will cater the needs of provincial climate recognizing their vulnerability and addressing their specific needs in disaster risk reduction planning; by prioritizing the development of resilient infrastructure and services that can provide climate refugees with access to essential services. The DRR Policy will focus on PDMA capacity-strengthening and community-based interventions, including Early Warning Systems and community-led disaster risk reduction activities.

Scope of Work

The communication consultancy firm will be responsible for the following tasks:

1. Communication Materials Development

- Collaborate with relevant stakeholders to gather data and insights.
- Develop visual/audio materials and animations to effectively communicate the DRR Policy, MHVRA findings, and CBDRM interventions.

- Create key messages tailored to different audiences, including policymakers, community members, and the general public.
- Ensure all materials are culturally sensitive and accessible to all stakeholders.

2. Dissemination and Engagement

- Develop a communication strategy for the dissemination of DRR messages.
- Utilize various channels, including social media, traditional media, and community outreach, to disseminate information.
- Monitor and evaluate the impact of communication efforts and adjust strategies as needed.

3. Deliverables

The consultancy firm will be expected to deliver the following:

- Visual/audio materials, animations, and key messages on DRR Policy, MHVRA, and CBDRM interventions.
- A detailed communication strategy and engagement plan.
- Quarterly progress reports and a final project report at the end of the two-year period.

4. Duration

The duration of the consultancy will be two years.

5. Reporting and Coordination

The consultancy firm will report to the relevant section of department and coordinate with relevant stakeholders to ensure the successful implementation of the project. Regular progress meetings will be held to review the status of deliverables and address any issues.

6. Submission of Proposals

Interested firms are invited to submit their proposals, including:

- A detailed technical proposal outlining the approach and methodology.
- A financial proposal with a detailed budget breakdown.
- A portfolio of relevant previous work.
- CVs of key team members/consultants.