

January 15, 2024

RFQ No. FHM-IND-001

Q&A # 1

1. **Q:** *Which brands/projects would you to like benchmark against for this initiative? Any existing projects in India or other countries?*
A: [Ideally, we would encourage you to demonstrate benchmarks via previous experience with USAID or any Development sector Health Initiatives. Examples include USAID Momentum project, PATH Sach Initiative etc. Other large corporate in healthcare or FMCG PR and event management experience is also acceptable as a reference benchmark.]
2. **Q:** *Has there been an unofficial launch of WOHLA program in India? When will there be a physical launch event?*
A: [No. This event will be the first Physical launch event]
3. **Q:** *Do you have an event management company, or do you expect the same agency to provide the physical event logistics support as well?*
A: [The actual event cost and expenses including Hotel booking and OOP will be borne by Chemonics or through our network implementing PME, Access Health International. This RFP selected agency will be coordinating for physical event logistics with an Admin lead of FHM Engage and office staff in Delhi]
4. **Q:** *Would you be looking for creating a new independent website for FHM-WOHLA-India?*
A: [FHM Engage has a global Website and the India website will have a landing page with content in that.]
5. **Q:** *Would this be using only USAID branding, or would it also include logos of Samhita (Collective Good Foundation), Access Health International, Nivi Inc. and Pharmarack Technologies?*
A: [USAID branding guidelines which will be given to the selected agency and all co-branding of entities will be guided and approved by FHM Engage office]
6. **Q:** *Should the media outreach focus on National media + local media of (Maharashtra, Delhi, Karnataka, Assam, and Meghalaya)? Are there additional geographies that you would like to include?*
A: [We encourage a good mix of English National media and Vernacular publications for focus geographies. Additional coverage in any non-focus states will be an add on support and not a necessity.]
7. **Q:** *Who would be the spokesperson for this project?*
A: [Currently for the purpose of this project, Chemonics has Dr. Amit Bhanot who is country director and FHM Engage Chief of Party as Spokesperson. We will designate another where need be.]

8. **Q:** *Do you have local teams that can support capturing voices from the field, or would you require our team to engage with the communities to capture stories/photos etc. for website, social media?*
A: [Yes. We have On-ground support through the project team, management entity and Samhita for any assistance that's required. The project has established connections with various stakeholders and will connect the agency for any relevant engagement.]
9. **Q:** *Do you expect/anticipate familiarization visits for journalists? Would the focus be on any specific geography? Urban/rural centers We would be sharing exclusions for covering expenses related to travel and logistics that are unforeseeable at the time of preparing the proposal.*
A: [Unless directly related to an article or assignment with a publication which is pre agreed, we will not encourage familiarization visits for journalists without consent from USAID. The project focus is predominantly Urban and semi urban. Any OOP for the agency should be include in the overall budget.]
10. **Q:** *Can you share volumes (number of pages of the website, communication collaterals/publications, webinars, event briefs)? Or would the volumes be decided in consultation with the agency that is onboarded?*
A: [We have volumes in mind but will engage with the selected agency to co-create overall volume, and channels.]
11. **Q:** *For the pricing, do you want us to share our recommended volumes or unit pricing - how will the pricing be evaluated in comparison with other offerors?*
A: [We encourage agency to be very detailed in unit pricing where possible. Assumptions should be cited explicitly for budgets in notes. The selected agency should anticipate that we will ask for explanations for benchmarks in previous work.]
12. **Q:** *Offer Deadline and Protocol: Offers must be received no later than 20:00 New Delhi time on January 19, 2024 by email to: pmu-ind-fhm-engage@chemonics.com -- do you have a preferred subject line format for submitting the Technical & Cost Proposal separately*
A: [No]
13. **Q:** *Is the Copy of the DBA coverage policy that covers each of its employee's mandatory? Should the agency share its existing equivalent Group Medical & Accident Coverage policy at the time of submitting the proposal? And revise it if required when signing the contract with Chemonics? (The Defense Base Act provides disability, medical, and death benefits to covered employees injured or killed in the course of employment, whether the injury or death occurred during work hours. Compensation for total disability is two-thirds of the employee's average weekly earnings, up to the current maximum.)*
A: [Please share for the purpose of the proposal the agency policy for DBA or its associate policy in India context. Also state clearly if this policy holds true for all types of employees in contracts and consultancy as a self-declaration. Be explicit if such or any HR related policy coverage exists or not in the section.]
14. **Q:** *Do you require the pricing details in the same format as Section 5? Should each of the line items be inclusive of tax (GST 18% applies to all marketing services)?*
A: [Kindly include GST as a separate line item with note on where and for what quantum will GST apply.]

15. **Q:** *Will you share answers to all questions received by you or only questions we have submitted?*
A: [RESPONSE]: All questions will be shared and posted on the Chemonics Procurement page.

16. **Q:** *We are newly incorporated in India as of December 2023 but have headquarters in Denmark with relevant experience and expertise in comms consulting over 8 years. We wanted to check if we are eligible to apply from our headquarters for this RFP. Though in India we are new legally, we have an in-house team of directors, managers, and consultants with expertise in comms consulting within Asia and India suited to deliver the RFP requirements.*
A: [We encourage in country experience. However, if you can sufficiently denote relevant India expertise of who will be the lead team on the contract, you can apply.]

17. **Q:** *Is the project duration Jan 24 - Sept 24? If not, please provide the correct duration.*
A: [Yes. The timeframe is Jan 24-Sept 24.]

18. **Q:** *What languages do collaterals need to be developed in? Please provide a list of all languages.*

A: [All collaterals should be developed in English and where relevant should be translated into Hindi, Marathi, Kannada, and Assamese]

19. **Q:** *Does the agency need to handle the campaign execution on social media - posting, monitoring, community management etc.?*

A: [Yes]

20. **Q:** *Shall the quotation contain a media buying budget? If yes, please provide an estimate or range.*

A: [Media buying restricted to Facebook, Twitter or social media should be budgeted. There will be no mass media and Print Buying budgets]

21. **Q:** *Can we include a partnership budget in the quotation?*

A: [Absolutely. We encourage demonstration of matching or leveraging budgets from other investors/donors.]

22. **Q:** *Please describe the travel expected as part of the project. A travel budget will accordingly be included in the quotation.*

A: [The Project team are in Delhi, Samhita is in Mumbai and the project focus cities are across SoW states. While we don't encourage wide travel, please anticipate minimum travel in Delhi and to Mumbai, Bangalore, and Guwahati for on ground experience.]

23. **Q:** *What types of media content is expected at this stage? For instance, will high-budget videos at intervention locations be required?*

A: [We leave it to the agency to be creative on types as relevant for such a SoW.]

24. **Q:** *Is a workplan expected at this stage of the proposal?*

A: [No. It will be co-created after selection as a first milestone.]

25. **Q:** *One of the requirements from the quotations being submitted is "DBA Coverage Policy for all employees" (Page 2 of 11 under 'Quotations'). As a firm registered in India, we don't have DBA coverage and have never encountered a project wherein that was needed. Is that a non-negotiable for this project or can we submit our proposals without that document? Kindly confirm.*

A: [RESPONSE] A valid alternative workers compensation system is acceptable.

26. **Q:** *Does the agency/delivery team have to be based in India?*

A: [RESPONSE] Yes, particularly on the ground event management.

27. **Q:** *Can the work be done remotely?*

A: [While we encourage remote work, agencies operating out of Delhi or Mumbai will be given a preference.]

28. **Q:** *What is the working language for this project?*

A: [RESPONSE] English