RFQ No. FHM-IND-001
Q&A # 2

1. **Q:** *Can you share more details about the project and its focus? What does it intend to achieve over the course of 6 months?*
   A: [RESPONSE] More details can be found on the FHM Engage project website.

2. **Q:** *Can you mention the name of partners and the role each partner will play in the alliance?*
   A: [RESPONSE] Please see question #5 in Q&A #1. More details will be shared with the successful vendor.

3. **Q:** *What will be the markets /geographies (within India) for the project?*
   A: [Urban and Peri Urban geography within the states of Maharashtra, Assam, Karnataka, Delhi NCR.]

4. **Q:** *What are your top 3 communication objectives?*
   A: [The 3 objectives of communication will be to educate, persuade Corporates, Government and Civil society to participate and invest in WOHLA and FHM Engage project goals for Increased impact on Women's Health, Livelihood, Leadership development and Financial Inclusion. The sharpened Marcomm objective will be collaboratively co-created with agency basis insights and preferences of stakeholders generated by the project and its partners.]

5. **Q:** *What is the core message that PR campaign should deliver?*
   A: [That's for the selected agency to co create with project and partners. See guidance in Q32.]

6. **Q:** *Who would be the spokesperson for media interviews and op-ed pieces?*
   A: [See Q7 in Q&A #1.]

7. **Q:** *What will be the measurement metrics for this project?*
   A: [We will use standard metrics on number of collaterals produced, disseminated (reach) and expected milestones are clearly articulated in the SoW.]

8. **Q:** *What is your operational model and how do you operate in India?*
   A: [Please read context section of the RFA. FHM Engage is a USAID project and will be guided by operational guidelines that Chemonics will administer for all implementing partners within the India country context.]

9. **Q:** *What kind of collaterals are you looking for? Pls mention volumes for collateral and content development (item 3 in SOW table)*
   A: [Please refer Q10 response and our response to types of content in the Q&A responses.]

10. **Q:** *Are you looking for creation of a new website or managing an existing website?*
    A: [See Q4 in Q&A #1.]

11. **Q:** *Who would provide us content/ information for website creation and management?*
    A: [See Q8 in Q&A #1.]

12. **Q:** *Do we have any specific preferences regarding choosing a technology stack for the website? If yes, please specify.*
    A: [The question is not clear. However, we encourage the agency to address this Stack in their approach. As such we will not invest in creation of anything new or any infra/capex for this RFA.]

13. **Q:** *Will this be an independent website, linked to any parent website or it is required to be built within an existing ecosystem.*
    A: [Please refer to responses in Q4 in Q&A #1.]

14. **Q:** *Will this be only a content driven website or will it have other functionalities? In case it will have other features, please specify.*
    A: [We anticipate Content, Lead generation and CRM functionalities. We encourage the agency to elaborate on any others that may be relevant.]

15. **Q:** *Are we clear with hosting, domain and server specifications or will need recommendations from our end?*
    A: [Recommendations needed.]

16. **Q:** *Do we need a content management system with hierarchy and permissions for different users?*
    A: [On agency selection, hierarchy and permissions will be defined by the project for execution.]

17. **Q:** *Any idea on how many pages the website will have?*
    A: [TBD]

18. **Q:** *You have mentioned developing social media pages. Are you looking at creating new social media pages or give us access to the existing global handle?*
    A: [It will be a mix of Global handles where such exists and creation of new handles where need be.]

19. **Q:** *Any social media page of any brand whose content/ social strategy you admire and want us to take inspiration*
    A: [Good question. Suprise and inspire us.]

20. **Q:** *What is objective of social media content – Website Traffic/ Awareness of the event. Or mix of both.*
    A: [Please refer to responses to similar questions above.]

21. **Q:** *Does the brand already have an existing image bank or a subscription to image portals like Shutterstock?*
    A: [There is existing content, and we will be generating new content with our partners where need be. Where subscription is needed, please include them in your budget.]

22. **Q:** *Is KOL partnership a key factor in event amplification. If yes, are we open to commercial dealings with these KOLs.*
    A: [Yes, it is. Any dealings commercial or otherwise within the context of this project will be subject to USAID and FHM Engage principles of WOHLA governance.]