

USSEC Responses to Questions from RFP: MEDIA CAMPAIGN FOR PROTEIN DEFICIENCY IN ASIA SUBCONTINENT WITH AN INITIAL FOCUS ON INDIA

1. In the “instructions” section of the RFP, it says that the proposal should be no longer than 10 pages. Is this space assigned just for the technical proposal part or does it include everything, namely: Prospective Contractor’s capabilities, resources and experience, technical proposal (proposal with planned work, deliverables and timeline), resumes for each of the Prospective Contractor’s personnel assigned, names and contact information for other similarly sized clients and detailed Budget?
 - a. The 10 pages is intended for the Contractor’s capabilities, resources and experience (who you are and why you should be chosen) with the technical proposal and budget (what you will do, when, where, why and how much). The Contractor’s information including resumes and any supporting documentation that may be relevant can be added as an addendum to the proposal itself.
2. In the “deliverables” section of the RFP, it says the first stakeholder meeting in India to be conducted by March 220, 2019. Could you please elaborate on what kind of a meeting this would be and what kind of an exchange is expected from it? We ask since the winning bidder will be notified only by March 6. That gives us less than 2 weeks to meet the first deadline, as per the RFP.
 - a. This would be an introduction meeting that may involve some of our influencer groups as well. Idea is to get this group in one room and let the winning company lead a discussion on how to best approach this effort. USSEC will arrange the participants we think need to be there.
3. What does USSEC’s base in India look like? For example: is there any representative based in India? Who will be the spokesperson for media outreach from USSEC? Is the spokesperson based in India or the US? Are there any existing relationships with key opinion leaders or influencers (such as nutritionist, medical fraternity etc.), that USSEC has?
 - a. USSEC has been using contractors in the country for some time and it has a large net it can cast out to attract folks from all sectors in Ag, government and the NGO community. USSEC would also expect the bidder to have similar contacts and be able to add recommendations to the discussion.
4. Are there any priority markets identified within India? If so, please do share names.
 - a. USSEC has priority sectors in Aqua and Shrimp production as well as poultry. We will share names with the winning bidder at the appropriate time.
5. Has USSEC done any work on developed any knowledge material in the past? For example: any stakeholders engaged with, any research done, any existing alliances or partnerships in the region?
 - a. USSEC has considerable materials and some research. One of the initial tasks to be accomplished is a scan of what is available and pull as much of that together as possible in an effort to avoid duplication, and/or to enhance current info based on input from the stakeholder/influencer group.