

(QUESTIONS AND CLARIFICATIONS)

- 1) Question: In the RFP it is mentioned QTY to be produced of each product is 5 in three languages, but there are four themes to be followed, so much to be produced of 1 theme in each language.

All content will not go to all audiences. This means that translation are just adapts meant for one audience through a selected channel that reaches them. For simplification consider the cost proposal attached as Annex 2 of the TORs and quote according to it. The final decision of whether to make content on 4 themes or just one theme will be made when we enter the production phase.

- 2) Question: For PSM production will there be any shooting required on it will be only image based.

We have not asked for any PSMs/PSAs for TV. We have asked quotes for Public Service Announcements for Radio only.

- 3) Question: Format for Cost Proposals is given, is it Month wise detail.

No. We will choose a selected volume on the basis of the quote as per the cost format.