

## RFQ Clarifications

1. Is there a budget allocated for this campaign and can this figure be shared with us? If not, could a budget range be provided instead? **The budget will be based on the quality and innovation of the interventions given by the service provider.**
2. Page 2 of the RFQ mentions the 'The National Women's Well Being Survey'; is it the same as the study on Violence Against Women and Girls which will be launched at the press conference (mentioned on page 3) and can this report be shared with us? (as it does not seem to be available online) **Yes it is the same, 'The National Women's Well-being Survey' is the official title of the study due to safety protocols. The report will be published in September mid-month. Should your agency be selected, all relevant data will be shared with you.**
3. Does the campaign expect the use of paid-for media? e.g. Press, Radio, TV and Social Media. If so, what is the allocated budget? **Yes, the campaign is national as such reach needs to be through all these channels once the proposal is provided we will identify the process on media buying.**
4. If you could share the launch timeline/lead time for the campaign, please? **Last quarter of 2020-first Quarter of 2021 (November 2020 - February 2021)**
5. On page 6 of the RFQ under annexures there is mention of 'photos' in brackets along with company registration, account statements etc. Any chance you could elaborate on what this means please? **Photos are referencing any projects done previously that you would want to showcase visually.**
6. Currently how do these victims/survivors reach out for help? **through helplines by NGO's and the Government/ Police/ Health Sectors.**
7. What are the current services available to victims/survivors of VAW? Will there be any amendments/increase in services for them in the future? **The increase in services is what we hope to achieve through the campaign, at present it is minimal through the above mentioned sectors and few shelters run by NGO's.**
8. Is the focus of this campaign on sexual, physical or mental abuse? **The campaign will need to focus on Violence Against women and Girls and this would include, physical, Psychological, sexual and economic violence**
9. If all 3, are we to address them within one campaign or can we have sub-campaigns? **It is up to the agency to provide a creative proposal we have no objections either way**

10. Is this related to abuse within households or in public? **Yes, primarily focused on domestic violence with a strong emphasis on Intimate Partner Violence.**
11. Approximately how many people have been subject to this type of abuse in 2020? **We do not have this data, globally 1 in 3 women face violence.**
12. Has there been a rise since COVID? (please give as many statistics as possible). **There is an increase in reporting but this could be due to the increase in awareness of the helplines, the data is anecdotal and does not give the full picture of the incidents.**