

S.No	Questions/Clarification sought	Response of TIFA
1.	<p>What is meaning of “conduct campaigns”? What media platform- Print, TV, Video, Radio, Social Media etc. or does it limit to signatory campaigns, newspaper advt., editorials, series of workshops, in nature? Is it only prototypes that the agency is supposed to develop and its distribution and circulation will be taken care by CTD or USAID?</p>	<ul style="list-style-type: none"> ● Conducting campaigns involves utilizing multiple media platforms. The agency is expected to develop and implement these campaigns. Distribution and circulation will be collaboratively planned during the co-design process.
2.	<p>Are these “champions of change” from the earlier projects of TIFA, or National/State level TB experts/TAG members/Medical college faculty who may be incentivized to advocate for newer initiatives? or below levels from the community or providers? Is there a specified number we are talking about? What is the meaning of “support” them? Are they paid or volunteers?</p>	<ul style="list-style-type: none"> ● Champions can be a mix of experts at the national/state level as well as grassroots community leaders, depending on who is most effective in driving the intended changes to achieve the desired outcome. ● There is no fixed number, but they should be diverse and strategically selected to cover all levels of influence. ● Supporting the champions would involve capacity building to strengthen their knowledge and ability to advocate for TIFA, offering mentorship and networking by facilitating connections with other TB experts and policymakers, assisting them in organizing events and workshops, enabling their participation in conferences or panel discussions where they can share their knowledge stories or advocate for changes. ● In some cases, champions may be paid, particularly if they are experts, consultants, or involved in specific advocacy tasks that require significant time or effort. Depending on their role and commitment, they may either be paid or volunteer.

3.	<p>What are the “intervention sites” of TIFA? How many such sites are currently functional there? Where are they located? How many “exposure” visits are envisaged? Which program leaders and stakeholder are to be invited for these exposure visits? What does “together with JSI/TIFA” mean? Would the stakeholders’s affiliated organization share costs?</p>	<ul style="list-style-type: none"> • The intervention sites of TIFA span across various regions in India. The exact number and locations will be clarified during the co-design phase. The number of exposure visits and invited stakeholders will depend on the advocacy strategy. “Together with JSI/TIFA” indicates a collaborative approach to planning and executing these visits. Leveraging costs with stakeholders' affiliated organizations will be discussed during co-design.
4.	<p>Is this advocacy effort supposed to be all states? Or select states? Is there any preference for selection of these states For example, High incidence/high prevalence states, or States where TIFA projects have already been implemented, or States in which the agency has inroads to Political and health systems leadership? The Policy is made at the National level, so the focus would be at National levels, but what is expected at state levels as a result of advocacy? To change investments, and scaling will require directive from the national levels as it is a national program?</p>	<p>The advocacy effort can target all or select states. Preference may be given to high-burden states, states with prior TIFA project implementation. strategy and focus on national versus state-level outcomes will be determined during co-design.</p>
5.	<p>Does this mean creating advocacy material to be developed for all TIFA-funded projects (there are at least 21 of them) or a convergent model is derived through evidence synthesis? Are these advocacies material print only or other media forms as well? Are they to made in English language only? Or any other state language as well? There is a significant cost issue involved here.</p>	<p>Advocacy material may either target specific projects or a convergent model based on evidence synthesis. Materials could be in print or other media forms and may be developed in English or regional languages, depending on the strategy. Cost issues will be addressed during co-design.</p>
6.	<p>What is the periodicity of the monitoring and evaluation of the effectiveness of the communication efforts? Is this evaluation expected to be done at end term and by primary data collection? Detailed M&E</p>	<p>Monitoring and evaluation will occur periodically. Specifics, including whether primary data collection will be conducted at the end term, will be discussed during co-design. The approach will balance efficiency with effectiveness.</p>

	activities like baseline and endline for a one year project would consume considerable project time.	
7.	How is the “levels of engagement and participation” to be defined and understood and measured in “quantitative” and “qualitative” terms?	Levels of engagement and participation will be measured through both quantitative (e.g., number of participants) and qualitative (e.g., depth of involvement and impact) metrics. These definitions will be refined during co-design.
8.	What is the measure of funds getting “dedicated” by the state for the TIFA- funded interventions? The state may adopt the learning but may not allocate funds or dedicate fund? How will that be considered?	Evidence of fund dedication includes state resource allocation towards TIFA interventions. Even if the state adopts the interventions without allocating funds, it may still be recognized if formal policy documentation supports the intervention.
9.	Adoption or incorporation of the learning from TIFA funded intervention in the state program roll out – will this be seen from a document, note, order or instruction issued by the state program?	Yes, adoption will be evidenced through official documents like notes, orders, or instructions from the state program.
10.	Is the Co design work for the final selected organization so shortlisted? How many days will the co- design workshop be? And the final selection of the organization will be done after the “co-design workshop? Will the workshop be hosted and facilitated by TIFA?	TIFA India will organize a co-design with selected organizations, which can be conducted virtually or physically. TIFA supports organizations in developing an activity plan with key project indicators and a budget, with feedback from USAID and CTD.
11.	Can the “Value for money” selection criteria be more clearly defined with an example. Being a ‘for profit entity’, can GST be funded in the budget over and above the \$ 250k ceiling since USAID will get a reimbursement for the GST.	Value for money” is evaluated based on cost-effectiveness and impact. US government rules do not allow for profit or fee to be charged under USAID-funded cooperative agreements and grants. The ceiling of the budget is \$250K all-inclusive.
12.	Being a ‘for profit entity’, can GST be funded in the budget over and above the \$ 250k ceiling since USAID will get a reimbursement for the GST.	The ceiling of the budget is \$250K all-inclusive.

13.	Do we need to define the geographies for all advocacy efforts, considering there are 35 awarded grants that have been executed or are currently ongoing across Pan-India?	The geographical focus will be flexible and can cover all or specific regions. The details will be clarified during co-design.
14.	Should the advocacy be designed for all 35 grants that have already been implemented, or will it also include the upcoming TIFA grants?	Advocacy may target both implemented and upcoming TIFA grants, depending on the proposed strategy.
15.	Kindly provide a list of the projects, including their thematic focus area, duration and current status (ongoing or closed)?"Is it expected to do advocacy for a select few or for all 35 projects?	A detailed list of projects will be shared during co-design. Advocacy may target all or a select few, based on the strategy and will be decided during the co-design.
16.	According to the eligibility criteria mentioned in the RFA, for-profit organizations are eligible to apply. IPE is willing to sign a service agreement instead of a grant agreement. Would this be acceptable?"	If successful, Fixed price Grant Agreement will be signed by eligible not for profit organization and a fixed price subcontract will be signed with for profit organization.
17.	Can we leverage the communications teams of implementing partners ? How will the roles be defined if so?	Roles will be defined collaboratively during co-design.
18.	Can a consortium/ partnership between a Ngo and Pvt. Ltd company be eligible for the application?	Consortiums/partnerships are eligible for consideration as long as the association is compliant with FCRA and other India laws. There can only be 1 entity who will be the sole signatory and be responsible for programmatic and financial management. If successful, Fixed price Grant Agreement will be signed by eligible not for profit organization and a fixed price subcontract will be signed with for profit organization.
19.	Can you specify the number and geographical locations of the intervention sites where exposure visits are expected? Should the visits focus solely on the outcomes of TIFA-funded interventions, or should they include broader TB program efforts?	Details on intervention sites will be provided during co-design. Visits may focus on both TIFA outcomes and broader TB efforts.

20.	Clarity on whether all costs associated with workshops, convenings, exposure visits, and advocacy materials should be included in the budget or if any of these will be directly funded by TIFA/USAID?	All programmatic costs should be included in the budget.
21.	The RFA states that applicants must demonstrate value for money. Could you provide more specific guidance on how value for money will be evaluated? Are there particular cost-efficiency benchmarks or expectations?	Value for money will be assessed based on cost-efficiency, impact, and innovation. Benchmarks will be provided during co-design.
22.	FTI Consulting - We are a for profit consulting, communications and stakeholder engagement services provider; we are a publicly traded company with HQ in Washington, US with valid registrations in India - FCRA is not applicable and we work with not for profits via service agreements and not grants. Are we eligible to participate ?	FTI Consulting should determine its own legal and compliance status, and is eligible if it meets the RFA requirements.
23.	Is TIFA planning to work with a single or multiple partner for this advocacy assignment? If more than one partner, is it correct to understand that each partner cannot submit more than USD 250K budget limit or is it a cap for the entire partners	TIFA is planning to work with a single partner for this advocacy assignment
24.	The RFP mentions workshops and roundtables etc. - is there a stipulated number of consultative sessions that TIFA is envisaging or is the partner flexible to suggest the approach	The partner is flexible to suggest the number and approach of consultative sessions based on their strategy. These details will be finalized mutually during the co-design process.
25.	How many State Governments would TIFA want the partner to collaborate with - please help with priority states if an	The number and priority states will be identified during co-design

26.	While overall cap is clear - how would TIFA recommend the partner to include any third-party costs like cost of travel, conveyance, venue booking etc. Is the maximum cap all inclusive of third party costs and applicable tax	The overall cap of USD 250,000 is all inclusive of all types of programmatic, staffing, indirect and overhead costs.
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