



# Indian Institute of Technology Delhi

## Dept. of Management Studies

### Call for Quotations from Market Research Agencies to collect primary data through questionnaires at Coimbatore, India

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1. IIT Delhi invites proposals from leading market research agencies to collect primary data through questionnaires, for the project titled **“The Impact of Microloans, Mobile Phones and Business Training on Microenterprises Owned by Women in Developing Countries: An Experimental Study in Coimbatore, India”** (Funded by IDRC Canada).
2. Methodology of the project:  
The study follows an experimental design with three stimuli / treatments sponsored by IIT Delhi: business training, microloans and data enabled phones. Data will be collected from same 320 women microentrepreneurs in Coimbatore in the months of 0, 6, 12, 18, and 24. Only short questionnaires will be used at 6<sup>th</sup> & 18<sup>th</sup> months. The questionnaire will collect information on the impact of the stimuli, microentrepreneurs and the small businesses. Long interviews are expected to last for 45 minutes. Control group will receive INR 500 worth of incentive per long interview and INR 250 worth gift for short interviews.
3. The agency will be responsible for the following:
  - i. Printing of Questionnaires.
  - ii. Data collection through structured questionnaires from 320 micro-entrepreneurs.
  - iii. Entry of data in spread sheet & SPSS.
  - iv. Submit the filled-in questionnaires.
  - v. Submit email / SMS reports on completed interviews every day and weekly data sheet.
  - vi. Accompany the IITD representative in Coimbatore for checking the reliability of data
4. IIT Delhi will be responsible for the following:
  - i. Provide original questionnaire in Tamil Language.
  - ii. Provide template spread sheet.
  - iii. Training of project manager.
  - iv. Special instructions to conduct the survey.
  - v. Required documents for the field researchers.
  - vi. Possible list of respondents.
  - vii. Cross checking of data within two weeks of submission of data.
5. Payment Schedule, Quality & Penalty:
  - i. 35% money disbursal after submission of 50% data in softcopy.
  - ii. 50% money disbursal after submission of balance 50% data in softcopy.
  - iii. 15% money disbursal after cross checking of data by IIT Delhi.
  - iv. All payments will be made within three weeks after receipt of the invoice.

- v. 5% Penalty deduction on the total billable amount for non-submission of 20% of the data in time.
  - vi. Interviews will be discarded, if there are serious errors (non-adherence to the instructions, more than 5% missing data, and more than 10% non-response rate etc.) in the data collection. Discarded interviews will be replaced by new data by the agency.
6. Agencies are request to submit the proposal in two part bids, Technical & Financial.
7. In the technical bid, following information should be provided:
- i. Prior experience of undertaking similar assignments/projects in Govt./ Public Sector/Autonomous-Reputed Institutions in the last three years. Evidence (preferably, work completion certificates) should be provided.
  - ii. The detailed CV of the project team leader at the headquarters of the agency and the project leader at Coimbatore. Both of them should be full time employees of the agency.
  - iii. Project management structure with clear timelines and manpower engaged.
  - iv. Full contact address of the agency, with phones numbers and email ids.
  - v. Evidence of registration with Govt. of India.
8. Qualification in the technical bid is essential to be considered for opening of financial bid of the agencies.
9. In the financial bid, following information should be provided:
- i. Total cost for the data collection in 0<sup>th</sup> & 6<sup>th</sup> months and data entry, including all taxes and gift worth INR 500 for long interviews and INR 250 for short interviews).
  - ii. Cost for data collection in 12<sup>th</sup>, 16<sup>th</sup> & 18<sup>th</sup> months and data entry, including all taxes and gift worth INR 500 for long interviews and INR 250 for short interviews).
  - iii. Justification for the cost (budget break-ups under broad headings).
10. In this cycle, the successful bidder will be undertaking the data collection for 0<sup>th</sup> & 6<sup>th</sup> months.
11. Based on the performance in the first cycle, same vendor may be contracted with for rest of the months, as per the rules of IIT Delhi.
12. The successful bidder may be requested to submit Performance Security of 5% of the total estimate while signing the contract to ensure due performance of the contract.
13. All the proposals should be accompanied by a non-refundable deposit of INR. 500 as processing fee. The fee shall be in favour of 'The Registrar, IIT Delhi', and in the form of Account Payee Draft, Demand Draft, Fixed Deposit Receipt, and Bankers' cheque.
14. IIT Delhi is not liable to furnish any information or give any reasons for accepting / rejecting quotations at any stage of evaluation and related to any part of selection process. It reserves the right to issue amendments, additions etc at any stage of the selection process, which shall

be binding on all parties. All applicants are advised to visit the website of IIT Delhi regularly for updates about the Terms of Reference. The documents and other information provided by IIT Delhi shall remain confidential and information provided by the applicant will remain the property of IIT Delhi. IIT Delhi reserves the right to amend, alter, modify, add or delete in part or full any requirements or terms & conditions including date of submission and other information at any time during the process. However, such changes will be communicated to all shortlisted bidders for revising the financial bids.

15. Both separately sealed technical and financial bids should be sent in a single sealed envelope super- scribed, 'Collecting Primary Data at Coimbatore' before 15 Nov 2013, 4 PM to:

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