



INDIAN INSTITUTE OF TECHNOLOGY DELHI

Department of Management Studies

Hauz Khas, IIT Delhi-110016

Call for Quotations from Market Research Agencies to collect primary data from all over India for Questionnaire Refining and Item Construction

1. Proposals have been invited from leading market research agencies for the collection of primary data (questionnaire refining and item construction) for the project titled **“Digital Literacy Training to Non-IT Literate Citizens: An Impact Assessment Study of the National Digital Literacy Mission/ Digital Saksharta Abhiyan”** (funded by CSC e-Governance Services India Limited).
2. The study proposes to collect data through structured questionnaires via telephonic survey in which, the nature of responses remains close ended. The questionnaires shall assess the valid selection of the trainees, regularity of the training program, nature and process of content delivery, and impact of training programme. The sample shall be selected using systematic random sampling technique from the beneficiaries’ database provided by the CSC, followed by its cross-verification. The distribution of minimum 3,000 – maximum 5,000 respondents in terms of their gender, community, residing state, religion, educational qualification, and BPL shall be considered. The data will be collected by the registered market research agencies or consultancy firms who have conducted such surveys previously. The submitted data will be randomly cross-verified by IIT Delhi.
3. The market research agency shall be responsible for the printing of questionnaires or creation of online questionnaires, data collection through questionnaires from the respondents, entry of data in spread sheet, submission of filled-in questionnaires, and submission of reports through emails/SMS for completed interviews on everyday and weekly basis.
4. IIT Delhi team shall be responsible for the provision of original questionnaire in English language, the database of respondents with their contact numbers and other parameters for deciding quotas in the sample upto one lakh, training and providing special instructions to the project manager to conduct the telephone survey, cross-verification of data (randomly).
5. Payment Schedule, Quality and Penalty:
 - i. 35% money disbursal after submission of 50% data in soft copy.
 - ii. 50% money disbursal after submission of balance 50% data in soft copy.
 - iii. 15% money disbursal after cross verification of data by IIT Delhi team.
 - 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% data in time.

- vi. Interviews will be discarded, if there are serious errors (non-adherence to the instructions, more than 5% of missing data, and more than 10% non-response etc. in the data collection. Discarded interviews have to be replaced by new data by the agency.
6. The market research agencies shall submit their quotations (sealed) in two bid format i.e. technical and commercial. Initially, the market research agency has to qualify technical bid. After which, they shall be considered for the commercial bid.
7. The market research agency shall incorporate following information:
- Technical bid:**
- Prior experience of undertaking at least three similar assignments/projects in government/ public sector/ centrally funded educational institutes in the last three years with evidence (preferably work completion certificates).
 - The detailed CV of the project team leader at the headquarters of the agency Project management structure with clear timelines and amount of manpower engaged.
 - Full contract address of the agency, with phone numbers and email ids
 - Evidence of registration with Government of India.
- Commercial bid:**
- Cost for the data collection per single interview, inclusive of all taxes.
8. IIT Delhi shall not stand liable to furnish any information/reasons for acceptance/rejection of quotations at any stage of the selection process. A regular visit on the website of IIT Delhi is advised to all bidders for regular updates related to the Terms of Reference. The documents and other related information shared by IIT Delhi shall remain confidential and, the information provided by the bidders shall be considered as the property of IIT Delhi. Also, IIT Delhi reserves the right to amend, alter, modify, add or delete (in part or full) any requirements related to terms and conditions including date of submission and other related information at any stage during the process, which shall be binding on all parties.
9. The bids shall be sent in a sealed envelope super-scribed, '**Collecting primary data from all over India**' before 25 Feb 2016, 4 PM to:

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