



INDIAN INSTITUTE OF TECHNOLOGY DELHI

Department of Management Studies

Hauz Khas, IIT Delhi-110016

Data Collection in Person in Ahmedabad by Market Research Agency

1. Proposals are invited from leading market research agencies for the collection of primary data (questionnaire refining and item construction) for the project titled **“Do Social Media Platforms Grow the Small and Medium Enterprises”** (funded by ICSSR).
2. The study is based on paper and pen interview through structured questionnaires, in which the responses is mostly close ended. The questionnaire shall assess the impact of social media on their businesses. The sample size is 200 entrepreneurs located in Ahmedabad. For one group of 100, IIT Delhi will provide the database. For other 100, the agency shall take responsibility. The distribution of respondents in terms of the turnover/investment of their businesses will be considered.
3. We are calling for quotations from registered market research agencies or consultancy firms who have conducted such surveys previously.
4. The submitted data will be randomly cross-verified by IIT Delhi.
5. The market research agency shall be responsible for the following:
 - i. Creating the required database.
 - ii. Data collection through questionnaires from the respondents.
 - iii. Entry and submission of data in excel sheet.
 - iv. Weekly update about the progress of the project in email.
6. IIT Delhi team shall be responsible for the following:
 - i. Providing of original questionnaire in English language.
 - ii. Providing the database of respondents with their contact numbers for one group of 100 respondents. .
 - iii. Cross-verification of data (randomly) within first week of submission of data.
7. 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% the 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.
8. The market research agencies shall submit their quotations (sealed) in two bid format i.e. technical and commercial.

9. The market research agency shall incorporate following information in the technical bid:
 - i. Prior experience of undertaking at least one similar assignment / project in government/ public sector/ centrally funded educational institutes in the last three years.
 - ii. One page CV of the project team leader, with contact details.
 - iii. Project management structure with clear timelines and amount of manpower engaged.
10. Initially, the market research agency has to qualify technical bid. After which, they shall be considered for the commercial bid.
11. In the commercial bid, following information shall be provided by the market research agency :
 - i. Cost per interview inclusive of all taxes.
12. IIT Delhi might select one more agency as waiting list. If the first agency is not delivering, the wait listed agency shall be given contract.
13. 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. Such changes shall be communicated to all shortlisted bidders for revisiting the commercial bids.
14. The bids (technical and commercial), should be uploaded as per the timelines given in the e-tendering.
15. Clarifications, if any, can be sought from Ms. Rana Kidwai, Research Associate, Dept of Management Studies, IIT Delhi, Hauz Khas, New Delhi. 110016.