

**ACCESSIBILITY AND EXPERIENCE OF DIGITAL PAYMENTS IN URBAN AND RURAL
INDIA: CONSUMERS' AND MERCHANTS' PERSPECTIVES**

INVITATION OF BIDS FOR BASELINE SURVEY

Date of Issue: November 1, 2017

Date of close: November 20, 2017

General Requirements for the Bid

1. Background

- 1.1. Consumer Unity & Trust Society (CUTS) is implementing a project to understand the state of access and experience of merchants and consumers with respect to digital payments in rural and urban India ('DigiPay' project). There is a need to conduct a baseline survey under the DigiPay project. Set out below are relevant details.
- 1.2. All Indian states are clubbed in four different segments, based on their level of financial inclusion: high financially inclusive states, above average financially inclusive states, below average financially inclusive states, and low financially inclusive states. The level of financial inclusion has been ascertained based on financial inclusion index issued by CRISIL in 2015. CRISIL had designed its financial inclusion index by taking into account three aspects: branch penetration (BP), deposit penetration (DP), and credit penetration (CP).
- 1.3. In order to ascertain the level of access and experience with respect to digital payments in different regions across the country, one state from the each category of states has been selected using purposive random sampling method¹. These states are **Karnataka (High), Haryana (Above Average), Madhya Pradesh (Below Average) and Bihar (Low)**. **In addition, in order to cover the north east region, Assam will be included in the baseline survey.** As a result, five states have been identified for the purpose of research. In each of the selected five states, two districts having lowest and highest financial inclusion scores according to CRISIL Financial Inclusion Index have been identified. Consequently, 10 districts have been selected for the purpose of primary research.
- 1.4. The target states and districts can be better understood in the following figure:

¹ <http://research-methodology.net/sampling-in-primary-data-collection/purposive-sampling/>

Methodology for sample selection for states and districts is based on CRISIL financial Inclusion Index (2015).

All Indian states are divided in to 4 categories based on financial inclusive criteria (new state Telengana and 7 UTs) are not part of this sample selection criteria.

In addition to four states, Assam has been included to ensure representation from north-east region

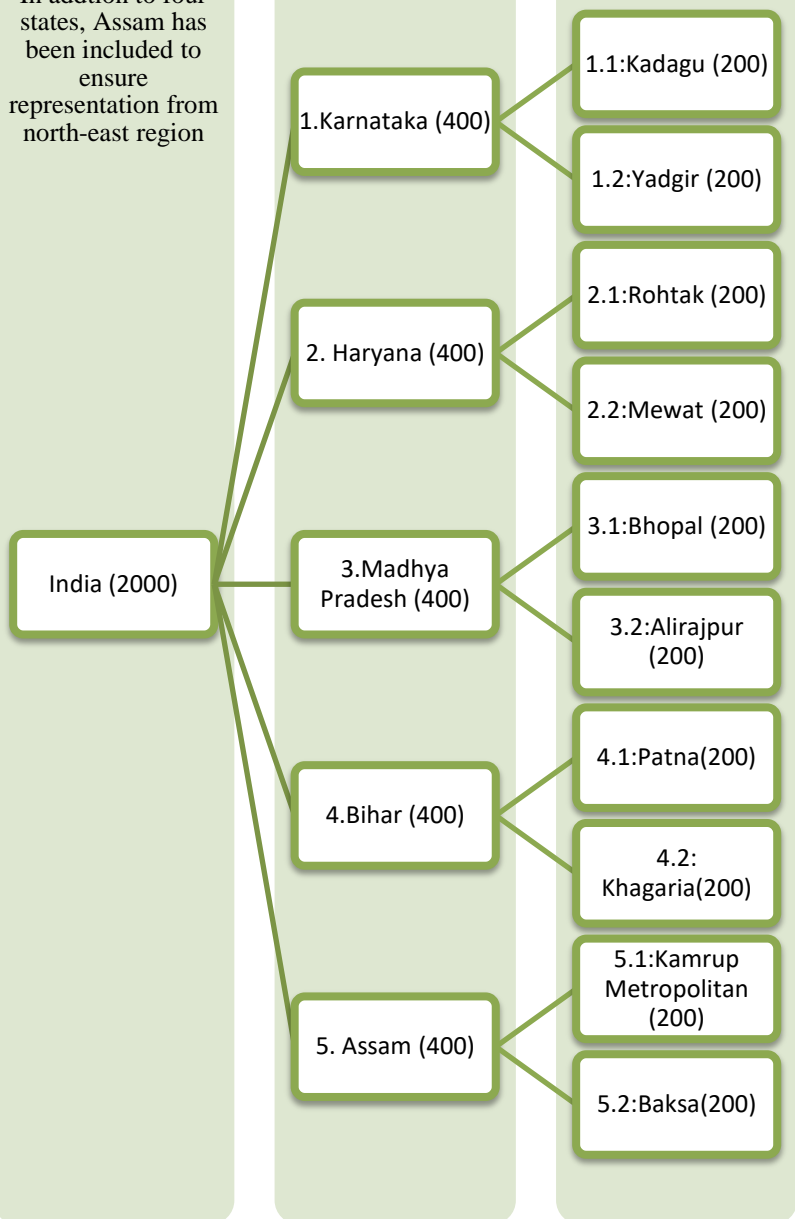
Purposive random sampling method applied for states selection

1.Karnataka, 2.Haryana, 3.Madhya Pradesh and 4.Bihar and 5.Assam indicates highly financially inclusive states, above average financially inclusive, below average financially inclusive, low financially inclusive states a and northeast state respectively.

Purposive random sampling method applied for districts selection

1.1, 2.1, 3.1, and 4.1 and 5.1 are highly financially inclusive districts and

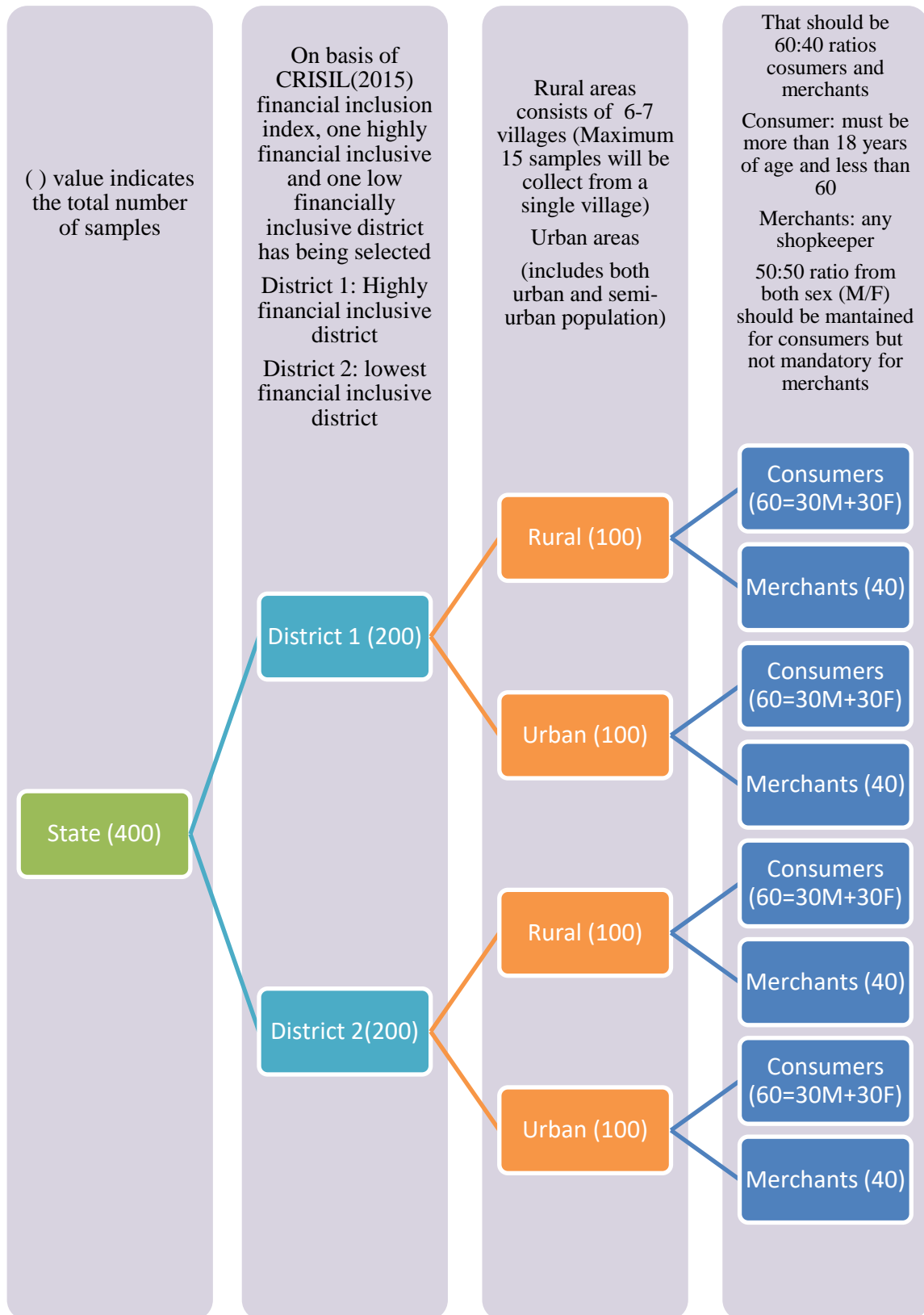
1.2, 2.2, 3.2, 4.2 and 5.2 are low financially inclusive districts from the selected states.



Note: Figures in brackets indicate sample size

2. Activity

- 2.1. Under the project, there is an activity component of action research. The purpose of the research is to collect evidences about ground realities on accessibility and experience of digital payments in the selected states and also to gauge the level of awareness among consumers and merchants on digital payments.
- 2.2. To this end, total 2000 samples will be collected from the above selected states and districts. In addition, in each of the selected districts, 10 urban blocks/ village clusters and 10 rural blocks/ village clusters will be selected for the purpose of primary research. In each block, 100 respondents will be interviewed. It will be ensured that around 60 consumers (with equal representation of males and females) and 40 merchants are interviewed. Consequently, 200 respondents from each district will be interviewed. In other words, 400 respondents from each project state will be interviewed. Thus, in total 2000 respondents from across the India will be interviewed.
- 2.3. The quantitative and qualitative survey of consumers and merchants will supplement qualitative interviews with other stakeholders such as Bank Mitra available in the selected areas to know the status of functioning of banking services available in that areas.
- 2.4. This can be clearly understood by the following figure:



CUTS SOLICIT BIDS FOR UNDERTAKING THE BASELINE SURVEY FROM QUALIFIED PROFESSIONAL AGENCIES.

3. Eligibility criteria

- a. Registered consultancy service with valid registration certificate.
- b. Proven experience on similar assignment or an expertise to conduct the assignment.
- c. Availability of Technical/Finance/Administrative staff to undertake baseline survey.

4. Terms and Conditions

- a. The target states, districts, target audience, sample size have been finalised by CUTS and are not subject to negotiation.
- b. CUTS has prepared a sample questionnaire as per the objectives of the research, which will be shared with the survey agency, for administration to respondents. The questionnaire has been developed in English but will need to be translated in Hindi and other regional languages by the survey agency. The surveyors will ask the questions in a language well understood by respondents.
- c. The deliverables by survey agency include: i) pilot survey ii) primary survey iii) data entry and tabulation iv) preparation of draft report; v) finalisation of the report incorporating comments from CUTS. All the deliverables will be considered final only upon satisfaction of CUTS.
- d. The survey agency will inform CUTS in advance of the complete survey plan, weekly plan (dates and survey location) and provide weekly updates of progress of survey. To the extent possible, real time data entry will be made in computer aided device. CUTS will have access to raw data collected by the survey agency. The survey agency will assist CUTS representative(s) to monitor and/or evaluate quality and authenticity of survey.
- e. The time for the entire assignment is two months of time from the date of signing the agreement. The agreement is expected to be executed latest by 01 December 2017. Consequently, the assignment will conclude by 31 January 2018 upon submission of final survey report to the satisfaction of CUTS.
- f. The Payment for bidding agency will be released according to the agreed budget and time in the following three instalments:
 - a. 30%: Execution of agreement,
 - b. 30%: Submission of interim survey report comprising, filled questionnaires (hard copy), data entry and tabulation (soft as well as hard copy) and preliminary analysis.
 - c. 40%: Submission of final survey report, addressing CUTS concerns.

- g. The aforementioned outputs the primary survey will be sole property of CUTS and not to be shared by the survey agency with any agency or person. The intellectual property in these documents will lie with CUTS. Sharing of these the documents outside CUTS will be treated as a breach of agreement.
- h. CUTS reserves the right to terminate without cause the agreement at any time upon 15 days prior written notice to the survey agency. In case of such termination, reasonable costs incurred by the survey agency prior to receipt of the notice of termination, will be reimbursed by CUTS.
- i. CUTS reserves the right to select or reject any bidder without providing clarifications.

5. Guidelines for submission

5.1. The bid shall consist of two parts–technical and financial. The technical bid will contain the technical proposal, including the methodology, and the financial bid will contain budget and related price information.

5.2. Format and Content of Technical Proposal:

The Technical Bid should be not more than 10 pages and should include the following:

- a) **Motivation for applying:** How this work fits or aligns with the bidder’s professional background and/or expertise;
- b) **Relevant background:** Brief description of relevant experience/expertise in this area as described;
- c) **Methodology:** Proposed methodological approach to carry out the relevant activities, including reaching out to target audience, obtaining relevant information, recording, tabulation and documentation. The time frame corresponding to each activity should also be included;
- d) **Short institutional profile(s)** and profiles of anticipated team members;
- e) **Contact details** of the bidder including email and telephone number.

5.3. The Financial Proposal should include Itemized activity based budget.

4.3. The bid could be submitted in hard copy or soft copy. The subject of the bid (in case of soft copy) should be **BID FOR ACCESSIBILITY AND EXPERIENCE OF DIGITAL PAYMENTS IN URBAN AND RURAL INDIA**, which should be emailed to **skl@cuts.org**. In case of submission in hard copy, the front cover of the envelop should clearly mention: **BID FOR ACCESSIBILITY AND EXPERIENCE OF DIGITAL PAYMENTS IN URBAN AND RURAL INDIA”** and the bid should be addressed to Dr. Sanjaya Kumar Lenka.

4.4. All Bids should positively reach by 23:55 hours on Wednesday, 15 November, Indian Standard Time.

4.5. There shall be no individual presentation by or meeting with bidders until after the closing date. From the date of issue of this call to the final selection, contact with the CUTS concerning the call process shall not be permitted, other than through the submission of queries to **skl@cuts.org**, unless a presentation or meeting is initiated by the CUTS, in accordance with the terms of this call.

4.6. CUTS may, at any time before the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the call by written amendment. Amendments could, inter alia, include modification of the project scope or requirements, the project timeline expectations and/or extension of the closing date for submission. All prospective bidders that have submitted a proposal with regard to the call will be notified in writing of all amendments to the call and will, where applicable, be invited to amend their proposal accordingly. CUTS may, at its discretion, ask any bidder for clarification of any part of its proposal. The request for clarification and the response shall be in writing.

6. Evaluation Criteria

The evaluation of bids would be based on Quality & Cost Based Selection method wherein the technical score would be given a weightage of 60% and financial score of 40%.

Criteria	Score (%)
Technical Proposal	
Organisation profile (including motivation of applying and relevant background)	20
Team composition (Expertise and experience)	20
Methodology (including clarity of time frame and deliverables)	20
Financial proposal	
Itemised activity based budget	40
Total	100

7. Important details

Important Details	
Date of Issue of Bid	November 1, 2017
Date of any questions/clarifications (if any)	November 8, 2017
Date of close of Bid	November 20, 2017
Confirmation of survey agency	November 25, 2017
Survey will start (including Pilot)	December 1, 2017
End of Survey including final report submission to CUTS	February 15, 2018



For submission and any clarification/query bidders may contact at the following address:

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