

CREW project

Guidance note for Primary Field-work

This note has been prepared to guide the Country Research teams of the CREW project (www.cuts-ccier.org/CREW), to carry out the primary fieldwork in the project countries¹ (specifically, the two sectors under investigation: staple food and bus transport).

This note presents the overall structure of the primary field-work and provides guidance to the researchers conducting the field-work in line with the CREW Analytical Matrix (http://www.cuts-ccier.org/CREW/pdf/Draft_Analytical_Matrix-Staple_Food_Sector.pdf AND http://www.cuts-ccier.org/CREW/pdf/Draft_Analytical_Matrix-Passenger_Transport_Sector.pdf). While the overall framework of the primary research to be done in the countries ought to be kept consistent to this note, it also provides a certain element of flexibility that will help the country researchers to align the research to the circumstances and requirements in the countries.

A note for secondary research (http://www.cuts-ccier.org/CREW/pdf/Draft_Note_for_Secondary_Research.pdf) had also been developed under the CREW project and used by the country research teams to undertake the secondary research. The outcome of the secondary and the primary research would form a key analytical component of the Diagnostic Country Report (DCR) being developed as the main output of the first phase of this project.

1. Stakeholders for Primary Field-work

The following table provides an idea of the respondents to target while undertaking primary research, for each of the two sectors:

Staple Food	Bus Transport
<ul style="list-style-type: none"> - Farmers - Consumers - Traders - Traders Association - Millers & Millers Association 	<ul style="list-style-type: none"> - Passengers (Inter – city and Intra – city) - Operators (both public and private operators in the Inter – city and Intra – city market)

¹ Ghana, India, The Philippines & Zambia

Staple Food	Bus Transport
<ul style="list-style-type: none"> - Distributors/ Sellers/ Retail - Regulators (quality) - Government Department/Agencies - Government Entities² 	<ul style="list-style-type: none"> - Operators Associations - Consumer Groups³ - Regulators (traffic, safety) - Government Departments - Ex Government Officials - Academia⁴

2. Instrument for Primary Field-work

- (a) **In-depth Interviews**: In-depth interviews would be undertaken with key institutions and persons to gather relevant information. A set of open-ended questions (which can help in capturing some of the detailed nuances pertaining to key elements of the sectors) would be drafted by CUTS and used by the country partners for undertaking these interviews.
- (b) **Focus Group Discussions (FGD)**⁵: In some cases, FGDs would be useful to gather views of a certain (key) groups of stakeholders on certain critical issues relevant to the sector. One of the benefits of these meetings would be that it will help to initiate some discussions within this stakeholder group.
- (c) **Perception surveys (consumers, farmers & bus operators)**: A sampling frame would be drawn up to help identify respondents who will be targeted for this perception survey in the countries (using questionnaires). The purpose of this survey and the subsequent analysis would be to identify emerging trends vis-à-vis impacts of pro-competitive (or competition distorting) reforms on consumers and producers (farmers or operators) in each of the two sectors.

² Govt entities: National Food Authority in the Philippines, Food Corporation of India in India, Food Reserve Agency in Zambia and National Food Buffer Stock Company in Ghana

³ Some countries have active consumer groups like in case of Zambia, there is a consumer group called Commuters Rights Association of Zambia (CRAZ). These consumer groups would be included on country specific basis.

⁴ In some countries, as is the case in India, the route rationalization study etc. is done by academic institutions. Looking at the case in Ahmedabad (Gujarat), there are academicians who work closely in the planning and implementation of the BRTS in Ahmedabad city. The academicians can be included on country specific basis

⁵ To be used by partners to gather opinion of a certain stakeholder group, as per the need

- (d) **Case Studies (where necessary)**: CUTS and the country-specific research teams will ascertain from the draft report if there is a need for some deeper analysis of a particular case/event that might provide useful evidence for inclusion in the Diagnostic Country Reports.

3. Sampling frame

The tables here have been provided to assist the partner organisation/researcher to plan the primary sampling frame in each country. The sampling frame would be developed in consultation with CUTS and in line with what is feasible in the countries. This table does not include any guidance on conducting ‘focus group discussions’, as that is something which the country partners are expected to decide based on their experience of undertaking the primary survey.

(a) Staple Food

Respondent Group	Type of Interactions	Sample Size		Total
		Location A	Location B	
1. Farmers (Male and Female)	Perception Survey			
2. Consumers (Male and Female)	Perception Survey			
3. Buyers/Traders (Public & Private)	In-depth interviews			
4. Millers (Public & Private)	In-depth interviews			
5. Sellers /Retail (Public & Private)	In-depth interviews			
6. Farmers Association	In-depth interviews			
7. Buyers’/Traders’ Association	In-depth interviews			
8. Millers Association	In-depth interviews			
9. Regulators	In-depth interviews			
10. Govt Department (national and sub-national)	In-depth interviews			

11. Govt. entities ⁶	In depth interviews			
12. Former Govt. officials	In-depth interviews			

(b) Bus-Transport

Respondent Group	Type of Interactions	Sample Size		Total
		Route A	Route B	
1. Passengers Inter-city (Male and Female)	Perception Survey			
2. Passengers Intra-city (Male and Female)	Perception Survey			
3. Operators Inter-city (Public and private)	Perception Survey			
4. Operators Intra-city (Public and private)	Perception Survey			
5. Operators Associations	In-depth interviews			
6. Consumer Groups	In-depth interviews			
7. Regulators	In-depth interviews			
8. Govt Department (national and sub-national)	In-depth interviews			
9. Ex-Govt. Officials	In-depth interviews			
10. Former Govt. Officials	In-depth interviews			
11. Other Private players ⁷	In-depth interviews			

⁶ Ibid

⁷ In certain countries, like India, private players are involved in the running bus transport operations. Therefore on country specific cases, an in-depth interview can be done with private players in bus transport operations, infrastructure provision / maintenance etc.

4. Issues to be covered (Perception Survey)

In this section, a list of issues to be covered while undertaking the perception survey (using questionnaires) has been enumerated. A separate section has been provided later in this note, containing issues to be covered for **in-depth interviews** of key stakeholder groups.

(a) Staple Food

Stakeholder Groups	Relevant Primary-level Information	
	Qualitative	Quantitative
STAGE I – Production		
Farmers (Male and Female farmers)	i. Source of Fertiliser (Public/Private) ii. Reliability of fertilizer Supply (Reliable /Erratic) iii. Time taken to obtain fertiliser supply (Within expected time/ Beyond expected time) iv. Affordability of Fertiliser (Too expensive/Affordable) v. Source of Seeds (Public/Private Agent/Own/Local) vi. Affordability of Seeds (Too expensive/ Affordable) vii. Existence of credit facilities (Public/Private) viii. Access to credit facilities (Yes/No) ix. Challenges to Access? (especially for Women farmers, small farmers) x. Type of farmer (peasant/small/large/commercial) xi. Purpose of Production (domestic use only/domestic use + trade/trade only)	i. Cost of fertiliser ii. Size of land(ha) iii. Cost of seeds iv. Rate of interest (credit) v. Volume of production – Low/Med/High vi. Amount of credit taken and repayment vii. Average cost of production over the years (Cost/ Year), last 5 yrs viii. Their selling price per kg, last 5 years

Stakeholder Groups	Relevant Primary-level Information	
	Qualitative	Quantitative
	xii. Awareness about credit schemes (Public) xiii. Awareness about credit schemes (Private or Outgrower schemes) xiv. Beneficiary of government schemes (Yes/No) xv. Usefulness of Schemes (Choose upto 3 schemes and gather perception about usefulness)	
STAGE II – Procurement		
Farmers (Male and Female farmers)	i. Comment on government support price (satisfied/neutral/not satisfied) ii. Awareness about govt support price (Well aware/ lack awareness) iii. Information about the process of setting support price or its revision (Yes/No) iv. Who does the farmer sell to (Public agent/Private agent/Directly at Markets)? Any particular reasons? v. Do the public agent and the private agent buy at the same price? (explain and mention price difference, if No) vi. Comment on selling price of produce vis-à-vis cost incurred. vii. Overall comment about the selling point (Public and/or Private)	i. Government support price ii. Frequency of revision of govt support price (Annually/if Lesser or more, specify) iii. Price of produce received by farmers iv. Volume of produce sold (Public agents/Private agents) v. How long does it take to be paid (Public agent/Private agent) vi. Distance to selling point? Any change in this distance over the years?

Stakeholder Groups	Relevant Primary-level Information	
	Qualitative	Quantitative
STAGE III – Marketing & Distribution (including Processing)		
Consumers (Male and Female)	<ul style="list-style-type: none"> i. Change in price of staple food in the last 5 years (none/not much/moderate/too much) ii. Is there seasonal variation in price? If Yes, is there a significant price change? iii. Quality of staple of the same price over time? (good/poor) iv. Quality concern forcing shift to high priced staple (yes/No) v. Possible reason for quality fluctuation? vi. Awareness about quality standard? vii. Any fluctuation in supply over time (None/sometimes/often) viii. Is such fluctuation seasonal? Any possible cause? ix. Source of obtaining staple (Public selling point/Private selling point) x. Ease of obtaining staple (Easy/Not so Easy/Difficult) xi. Quality of imported staple Vs domestic staple (if applicable) 	<ul style="list-style-type: none"> i. Monthly volume of consumption of staple food? (provide range) ii. Monthly household expenditure on staple food? (provide range) iii. Percentage of household expenditure on staple food? (<10%, 10-20%, 20-30%, 30-40%, 40-50%, 50-60%, >60%)

(b) Bus Transport

Stakeholder Groups	Relevant Primary-level Information	
	Qualitative	Quantitative
INTER-CITY		
Passengers (Male and Female)	<ul style="list-style-type: none"> i. Number of times fare has risen in public transport (last 5 yrs.) ii. Nature of change in fare (none/little/too much) iii. Possible reason for change in fare? iv. Notice period to passengers to adjust (none/short notice/adequate notice) v. Frequency of peak hour service (not often enough, just right, too often) vi. Frequency of off-peak hour service (not often enough, just right, too often) vii. Predictability of services (Predictable/Unpredictable/Mixed reaction/No comment) viii. Choice of buses, at same fare (none/little/many) ix. Availability of substitutes to buses (Yes/No) x. Possibility of negotiating fare (Yes/No)? If Yes, When? xi. Any concessions available? Why? How much? xii. Travel time (Too much/Just right/Could be reduced) xiii. Quality of bus, vis-à-vis the fare (good/ordinary/poor) 	<ul style="list-style-type: none"> i. Number of one way bus trips taken per month ii. Number of bus companies to choose from on that route iii. Number of buses per hour available on that route (all companies)

Stakeholder Groups	Relevant Primary-level Information	
	Qualitative	Quantitative
	<ul style="list-style-type: none"> xiv. Seat availability (Yes/Sometimes/Never) xv. Overall experience of the travel (bad/ordinary/good) xvi. Experience at bus stand (bad/ordinary/good) xvii. Distance to bus stand (<200m, 200-500m, 500m-1km, 1-2km, >2km) xviii. Waiting time (too much/just fine/could be reduced) xix. Access to the disabled/old passengers (Easy/Not so Easy/Difficult) xx. Does ticketing system exist (Yes/No) xxi. Will it help (Yes/No) If Yes, How? 	
<p>Operators (Some Long-Existing Operators + Some New Entrants)</p>	<ul style="list-style-type: none"> i. Feedback on existing government schemes for private bus operators? ii. Ease of importing or obtaining a bus? (Easy/Not So Easy/Difficult) – WHY? iii. Cost of vehicle over the years? (no change/little change/major change) iv. Feedback on overall process of getting a license to operate? v. Time taken to obtain license (little/medium/high) vi. Cost to obtain license (low/medium/high) vii. Procedures to obtain license (easy/not so easy/difficult) viii. Perception on existing entry barriers? ix. Process of getting Union membership? x. How many Unions? Relationship between Unions? 	<ul style="list-style-type: none"> i. Number of buses per owner ii. Number of new buses purchased or sold over the past three years iii. Number of new routes explored over the past five years

Stakeholder Groups	Relevant Primary-level Information	
	Qualitative	Quantitative
	<ul style="list-style-type: none"> xi. Issues discussed between Unions? xii. Access to essential facilities (parking, bus terminus, garage, etc.) (Easy/Not so Easy/Difficult) xiii. Fare Setting process (Inclusive/Arbitrary/No Comments) xiv. Describe the process of fare revision (briefly)? xv. Increase in passengers over time (None/Little/Substantial) xvi. Return on Investment/Profits (None/Little/Substantial) xvii. Interest of new investors (None/Low/Medium/High) xviii. Feedback on enabling business environment? Suggestions for Improvements? How will such improvements help? xix. Effectiveness of the regulators (Good/Ordinary/Poor) xx. If ticketing does not exist, will it help? If Yes, how? 	
<p>INTER-CITY <i>[In addition to the above questions, some specific questions would be necessary, these are enumerated below for the Passenger and for Operators]</i></p>		
Passengers	<ul style="list-style-type: none"> i. Ease of preparing for the journey using Inter-city bus transport? (Easy/Not So Easy/Difficult) ii. Availability of reservation? (Easy/Not so Easy/Difficult) 	<ul style="list-style-type: none"> i. Cost of bus journey? ii. Cost of journey in last 3 yrs.? iii. Number of options for

Stakeholder Groups	Relevant Primary-level Information	
	Qualitative	Quantitative
	<ul style="list-style-type: none"> iii. Average time for booking? (Long time in advance/Little Advance/On the spot) iv. Cost of ticket over time (no increase/little increase/large increase) v. Choice of buses at the same fare range (none/little/many) vi. Quality of seats/service? (Good/Ordinary/Poor) vii. Overall experience of journey? (Good/Ordinary/Poor) viii. Availability of substitute in same fare range (none/little/many) – WHAT? ix. Would you use inter-city bus again for the same purpose? (Yes/No) 	<ul style="list-style-type: none"> travel, at the same fare range? iv. Time taken for the journey on an average?
Operators (Some Long-Existing Operators + Some New Entrants)	<ul style="list-style-type: none"> i. Ease of Entry ii. Operation and Maintenance requirements? iii. Changes in procedures? (none/just fine/too often) iv. Feedback on overall process of getting a license to operate? v. Time taken to obtain license (little/medium/high) vi. Cost to obtain license (low/medium/high) vii. Procedures to obtain license (easy/not easy/difficult) 	<ul style="list-style-type: none"> i. Operation costs over time? ii. Maintenance cost over time? iii. Number of days iv. Number of buses owned per route? v. Number of routes operated in? vi. Number of buses by type?

5. Issues to be covered (In-depth Interviews)

Respondent Groups (STAPLE FOOD)				
Licensed Buying Companies/ Agents	Government Procurement Entities	Millers/ Traders/ Sellers	Millers Association/ Traders Association	Govt. Entities/Regulators Deptt./Govt.
<ul style="list-style-type: none"> - What is the process for obtaining a license to procure staple food, is it simple in terms of time, cost and procedure? How has it changed over the years? - What is the nature of licenses obtained (long term/ short term/ annual...) What are the challenges faced while obtaining and renewing the license? - How many licensed procuring players are present in the market according to you? What is the level of competition amongst the buyers? - Can you suggest ways to improve the procurement process? - What is the mode through which payment is made to the farmers? Reasons for the said 	<ul style="list-style-type: none"> - What is the volume of staple procured over the last three years? - What is the mode of payment to the farmers? Is the farmers' choice taken into consideration while deciding this mode? - How well connected is the govt procurement network? How many producers sell produce to you? What is the distance from producers to you? - What are the challenges faced while procurement? Any suggestions to improve the same? 	<ul style="list-style-type: none"> - What is the quality vis-à-vis cost of storage facilities provided? - What is the volume stored over time? Is it easy to use the storage facilities? - What are the types of service providers (ratio of public to private)? - How aware are you of the warehousing and storage schemes? - What are the challenges faced in storage? Any suggestion to improve the same. - What is the process for obtaining license? Is it simple in terms of time, cost and procedure? How has it changed over the years? - What is the nature of licenses obtained (long term/ short term/ annual...) What are the challenges faced while obtaining and renewing the license? - How many licensed players are 	<ul style="list-style-type: none"> - What are the challenges and road blocks in the staple sector? - Is it easy to enter the sector? How would you rate the level of competition? How do you think competition can be enhanced? - What is your level of participation in staple related decisions taken by the govt? - What is your take on the current reforms brought by the govt? Can you suggest ways to 	<ul style="list-style-type: none"> - What are the quality standards prescribed on staple by govt? How are such standards maintained? - How is the government support price decided? How frequently is it revised? What is the level of participation of farmers in the same? - What is the government distribution mechanism? How has it changed over the years? - How is the licensing managed? How has it changed over the years? Prescribe the reasons for change. - On what basis are subsidies on fertilisers/ seeds/ credits given to farmers? On what grounds are such schemes granted? (Awareness) -What are the challenges faced

Respondent Groups (STAPLE FOOD)				
Licensed Buying Companies/ Agents	Government Procurement Entities	Millers/ Traders/ Sellers	Millers Association/ Traders Association	Govt. Deptt./Govt. Entities/Regulators
<p>method. Is the farmer's choice taken into consideration while deciding the mode of payment?</p> <ul style="list-style-type: none"> - What has been the volume of procurement over the last three years? What is the approx. no. of farmers selling produce to you? - Any sharp increase or decrease in volume procured over the years? If yes, what are the reasons? - What are the challenges faced in procurement? - What is your view on government support price? Are you involved in the setting of the price? 		<p>present in the market according to you? What is the level of competition amongst the buyers?</p> <ul style="list-style-type: none"> - What are the entry barriers for entering in this sector? - What has the profit margin over the years been? - Comment on government policy on milling/ comment on government policy on distribution - In case of Philippines: what is the approx. no. of importers (over the years)/ comment on government policy on import 	<p>enhance benefits to producers and consumers in this sector?</p>	<p>in implementing the above mentioned schemes? Suggest ways to improve benefits implementation process and benefits to farmers</p> <ul style="list-style-type: none"> - How are the storage and warehousing facilities placed? Is it easy for farmers/ traders/ millers/ agents to avail the storage facilities? What are the policies regarding storage? (Awareness) - What is the level of competition amongst players in the marketing and distribution system? How does the govt regulate the same? - Comment on the millers and traders association.

Respondent Groups (BUS TRANSPORT)				
Govt. Deptt.	Regulators	Private Players	Operators Associations	Consumer Organisations
<ul style="list-style-type: none"> • What is the mechanism of procuring buses⁸? What are the key factors that influence the decision for procurement? • What is the mechanism of route allocation? Who are the stakeholders involved in the process? • How are the fares decided? Is there a process of fare calculation? • What is the scope of private sector participation in this sector? • Are there any reforms measures that the government plans to improve the access / services of the buses? • What are the infrastructure reforms in the bus transport sector? If yes, then what is 	<ul style="list-style-type: none"> • Are there any reforms in the licensing process? If yes, what are they? • Is there any regulation monitoring the safety of the vehicles? If yes, how effectively are they implemented? • How are the revised fares implemented and communicated? • Is there a mechanism for addressing operator complaints? If yes, what is the mechanism? If no, how are the operators' concerns addressed? • How frequent are the cases of violation of the safety / licensing norms? If pretty frequent, how are these issues addressed? • What is the impact of presence 	<ul style="list-style-type: none"> • Are there any schemes for enhancing private participation in the infrastructure / bus transport sector? • What is the level of implementation of such schemes? • Are there any regulatory barriers for the entry / operation of the private players in this sector? • Are there any special incentives provided by the government to the private players? • How lucrative is the bus transport market for investments? What is the POI? • What is the level of involvement of the government in the 	<ul style="list-style-type: none"> • What is the level of implementation of the policy / reforms on the ground level? • Are there any incentives offered by the government to make this sector more lucrative for operation? • Is there any mechanism for addressal of operator complaints? If yes, then what is it? If no, then has anything been suggested to the government / regulator? • What is the experience of obtaining license for operation? • Are there any regulatory barriers for entry and operation in 	<ul style="list-style-type: none"> • Is there any involvement of these associations in the fare setting process? • Is there any mechanism of consultation in deciding the routes for starting bus service to ensure access with the city/state? • What are the safety issues related to the bus service? • Are there any schemes to incentivise the consumers? If yes, what is it? If no, then has it been suggested?

⁸ In some countries like India, there are certain sectors where bus services are nationalized. Also some intra-city routes function on a PPP model, here too the procurement process would be interesting to study

<p>their level of implementation?</p>	<p>of unions in the bus transport sector on the implementation of the reform?</p> <ul style="list-style-type: none"> • Do the unions have any impact on the entry and the functioning of new/existing operators in the bus transport sector? • How effective is the implementation of the policy / reforms declared by the government? • Are there any future reforms planned in the bus transport sector? 	<p>operation of the private players?</p> <ul style="list-style-type: none"> • Is there any involvement of the private players in the fare setting mechanism? If yes, to what extent? If no, then has it been proposed? • What is the independence of decision making of the private players in the bus transport operations? • Is there any process of grievance redressal by the government? 	<p>the policies being implemented by the government?</p> <ul style="list-style-type: none"> • How transparent is the route allocation / rationalisation process? • Do the operators have a say in route allocation and selection? • How transparent is the fare setting mechanism? • Are the operators consulted on fare decisions? If yes, then to what level is the operator involvement? If no, has this been suggested to the government / regulator? 	<ul style="list-style-type: none"> • Is there any reform measure introduced by the government/regulator to benefit the consumers? If yes, then what is it and what is the level of its implantation? If no, then has anything been suggested? • Is there any mechanism of consumer grievance addressal? If yes, then what is it and how effective is its implementation? If no, then has it been suggested?
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6. Pointers for Planning & Carrying out the Survey

While planning and executing the ‘Perception Survey’ - the following points should be borne in mind:

- i. For the intra-city segment (bus transport), the consumer survey should be carried out on two routes.
- ii. For the inter-city segment, two inter-city routes would be selected for Ghana, The Philippines and Zambia. For India, two such routes would be selected per state (in each of the two states of *Gujarat* and *Madhya Pradesh* where the bus transport sector is being examined under the project in India)

- iii. Consumer experience should also be registered in the bus terminus and also in the bus stands
 - iv. Only willing consumers should be engaged with the survey.
 - v. If the respondent is not comfortable with sharing his name and personal details, such efforts would not be made by the interviewer and the information should be gathered anonymous (only mentioning the sex of the person interviewed)
 - vi. The survey plan should ensure that the field surveyors cover both male and female consumers and male and female farmers. In fact, wherever possible (while carrying out the primary survey) the surveyors should capture the perception of male and female respondents separately
 - vii. The questionnaires can be aligned by the country partners according to the country-specific scenario in consultation with project implementation team. However, the overall structure should be kept consistent – to aid the process of cross country comparison
 - viii. While administering the questionnaires, the interviewer should make effort to also gather subjective information in line with the purpose of the perception survey.
 - ix. In case of in-depth interview, the idea would be to let the respondents provide as much information as possible.
 - x. Ideally, the interviewer (especially while speaking with the relevant officials, etc.) should be the researcher/partner organisation representative/CUTS team member herself/himself.
 - xi. Efforts should be made to ensure that quality information (and adequate information) is gathered from the surveys and interviews.
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