

**Expression of Interest-cum-Request for proposal for appointing survey agency for conducting  
“Baseline Study of GRM Mechanism”**  
**National Institute of Public Finance and Policy, New Delhi, India – 110067**

**1. Quick reference:**

Description	Details
Category of Assignment	Consulting service i.e. conducting survey of households
Name of officer procuring service	Dr Renuka Sane, Associate Professor, NIPFP.
Brief description of service	To conduct a survey to arrive at estimates of household's complaints with financial products, their experiences with grievance redress mechanisms of the different financial institutions and regulators, and the impact it may have on their lives.
Proposed period of engagement	1 November 2021 - 31 May 2022
Nodal officer and place for execution	Mr. Naveen Bhalla, Consultant (Administration), NIPFP.
Total estimated cost	Rs. 1 crore.

**2. About the Institute**

Founded in 1976, the National Institute of Public Finance and Policy (NIPFP) is an autonomous body of the Ministry of Finance. It undertakes research, policy advocacy and capacity building in areas related to public economics and public policy. Its staff have extensive research and advocacy experience in matters of regulation, regulatory architecture and regulatory governance.

The teams at NIPFP, composed of researchers from a range of backgrounds including economics, law and technology, have contributed to the creation and dissemination of public knowledge in these areas through research papers, articles, organising seminars and participating in domestic and international conferences. In addition, our research engagements with various government agencies have given them the opportunity to provide research and policy support on a range of topics.

**3. Background regarding the research project**

Researchers working in a team headed by Dr. Renuka Sane, Associate Professor, NIPFP (henceforth, “NIPFP team”) are currently studying how consumers of financial products such as banking, insurance, pensions and securities use existing complaints mechanisms or Grievance Redress Systems (GRMs) operated in each sector. The objectives of this research project are:

- To understand what do households do when faced with a financial grievance – whether they know how this grievance can be resolved and whether they get a satisfactory response when they approach the GRM mechanism established by the financial institutions and the regulators.
- To understand the impact of these GRMs on the household's decision making on participation in financial markets and test the hypothesis of whether past grievances with

formal financial products may be related to additional flows into physical assets.

- To evaluate the differences in households' responses by their characteristics – whether those in higher income deciles fare better than those in the lower income decile, whether the poor face a disproportionate welfare loss, whether their responses differ by risk appetite and rates of time preference. This will include measurement of “risk preferences” and “time preferences” of households. There will be a special emphasis on the experiences of the “poorest of the poor” and women, including those in rural areas, who are likely to have less agency in general.

Towards this end, NIPFP proposes to engage a survey consultation and facilitation agency (henceforth, “survey agency”) to conduct a survey to arrive at estimates of household's complaints with financial products, their experiences with GRMs, and the impact it may have on their lives.

#### **4. Terms of Reference (ToR)**

- i. To conduct surveys of households in the specified districts and states by identifying, sampling and collecting responses,
- ii. To share the data collected from the survey with NIPFP for use in their research and assist them with data quality control,
- iii. Any other activity which may be mutually agreed between NIPFP and the survey agency in relation to studying the response of households to financial grievances.

#### **5. Scope of work:**

The proposed survey is to constitute 21,000 face-to-face interviews with non-institutionalized adults ages 18 and older living in 5 states: Maharashtra, Bihar, Andhra Pradesh, Haryana, and Madhya Pradesh. Data collection will use computer-assisted personal interviews (CAPI) after random selection of households. The survey is to be designed, conducted and reported based on the following guidelines:

##### **i. Proposed sampling strategy**

A multi-stage stratified sampling method will be used to draw the sample of households. The Primary Sampling Units (PSUs) will be the villages and census enumeration blocks (CEBs) of the 2011 Census. The Ultimate Sampling Units (USUs) will be the households from these PSUs.

**Selection of districts:** From each of the five states, six districts are chosen based on distribution of households availing banking services as per Census 2011. The two top districts would be chosen from each tercile of distribution of proportion of households availing banking services. The table below shows the chosen districts.

S.No	State	Tercile	Districts
1	<b>Haryana</b>	1	Panipat, Bhiwani

		2	Kurukshtera, Mahendragarh
		3	Rewari, Gurgaon
2	<b>Maharashtra</b>	1	Washim, Buldhana
		2	Osmanabad, Wardha
		3	Mumbai, Mumbai Suburban
3	<b>Bihar</b>	1	Madhubani, Jamui
		2	Jehanabad, Nalanda
		3	Siwan, Gopalganj
4	<b>Andhra Pradesh</b>	1	Visakhapatnam, Guntur
		2	Prakasam, Vizianagaram
		3	Chittoor, Anantapur
5	<b>Madhya Pradesh</b>	1	Ujjain, Narsimhapur
		2	Burhanpur, Balaghat
		3	Mandla, Dindori

Selection of CEBs/villages from each district: Each district will be divided into rural and urban strata. The sampling units will be 2011 CEBs in urban areas and villages in rural areas.

1. Selection of villages: All villages within the district, as of Census 2011, will be the sampling frame from which villages will be selected. A total of five villages will be selected randomly from each district.
2. Selection of CEBs: A CEB is a cluster of about 100-125 neighbouring households. The list of CEBs within each district would be sourced from census 2011. A total of five CEBs would be selected randomly from each district.

Selection of households from CEBs/villages: Seventy households from a village/CEB will be selected via a random-route procedure – a process in which field staff count residential dwellings from a random starting point as they walk the street and select every nth dwelling for an interview, where n is adjusted for the size of the area for random route. Within a household, interviewers list all adults (18+ years) and the CAPI device selects one adult at random for the interview. At every address, up to four visits to the household are made to complete an interview. Attempts to contact selected households and respondents are carried out on different days of the week and times of day (with a few exceptions where security and remoteness call for a one-day approach).

This sampling strategy will thus entail surveying 700 households per district. This will give a total

of 4200 households per state i.e 21,000 households from the full survey. It is to be noted that the sampling strategy might be modified in the future upon discussion with the recruited survey agency.

## **6. List of deliverables and expected timeline:**

Based on the survey conducted and data gathered, the survey agency shall be expected to make the following submissions:

No.	Deliverable	Expected timeline
1	Document detailing design of study methodology	One month after signing the contract
2	Gantt chart for the entire project detailing timelines for: (i) design of survey instrument, (ii) training of the field staff with NIPFP team, (iii) pilot testing of the survey instrument, (iv) report of the pilot and revisiting the survey instruments to incorporate the finding from the pilot, (v) finalisation of the survey instruments, (vi) field work in each state, (vii) quality checks schedule (both for on spot checking and back checking), (viii) data cleaning, (ix) data report.	20 days after signing the contract.
3	Document detailing design of survey instruments (i.e. questionnaire)	Two months after signing the contract
4	Data from pilot study	Ten days after completion of pilot study
5	Cleaned up data from the survey after verification and back-checks. The data for each state should be updated daily as the surveys take place. This file should be shared with researchers at all times.	March 2022

## **7. Point of contact**

The primary point of contact for research-related queries and deliverables is Srishti Sharma, Research Fellow, NIPFP. The primary point of contact for administrative and related issues is Rachna Sharma, Consultant - Fellow II, NIPFP.

## **8. Estimated cost**

The estimated cost of the project is expected to be Rs. One Crore. The final amount payable and method of payment shall be confirmed on the basis of the finalised contract.

## **9. Obligations of the parties**

- i. The survey agency shall:
  - a. Undertake to train survey canvassers and other professionals based on instructions prepared in consultation with NIPFP.
  - b. Undertake translation services of the survey instrument into local languages
  - c. Submit a written progress report of the work done towards the deliverables every two months to NIPFP.
  - d. Carry out progress reviews with NIPFP staff by meeting in person or video-conferencing from time to time in intervals that are mutually agreed upon.
- ii. NIPFP shall:
  - a. Provide to the survey agency the relevant authorisation to carry out the survey activity on its behalf.
  - b. Provide to the survey agency access to proprietary information and data on a need-to-know basis.
  - c. Monitor the progress of the survey work by carrying out progress reviews as described above.

## **10. Eligibility criteria**

- i. The survey agency should have conducted a minimum of 2 large scale surveys in the financial/ consumer finance sector. The sample size of such surveys should not be less than 5000 households.
- ii. The survey agency should not have been blacklisted by the Union or any state government departments or undertakings.

## **11. Evaluation criteria (technical)**

Evaluation of the contract shall be carried out in two steps. First, there shall be an evaluation on the basis of technical criteria as stipulated below:

- i. Prior expertise, stability, experiences and record in conducting large scale sample surveys.
- ii. Prior experience in conducting surveys on consumer complaints in retail finance.
- iii. Proven and adequate human resources for managing social science/ public health/ income and expenditure surveys.
- iv. Recruitment plan for field workers in the specified research areas.
- v. The extent to which the survey agency's proposed solutions fulfill NIPFP's stated requirements as set out in this RFP.
- vi. Assessment of survey agency's ability in delivering the indicated services in accordance with the specifications set out in this RFP.
- vii. Profile and experience of the project leader and team members appointed by the

survey agency in experimental economics related research. Experience with conducting experiments in the field (randomised control trials) will be given preference.

Technical criteria shall carry 80% of the total score weightage.

## **12. Evaluation criteria (financial)**

After conducting technical evaluation of the initial bids, the firms that successfully meet the technical criteria will be subjected to financial evaluation. Financial evaluation shall carry 20% of the total score weightage. The only criteria applicable in this case is the cost proposal made by each of the firms.

Award of the contract will be based upon the most responsive survey agency whose offer will be the most advantageous to NIPFP in terms of cost, functionality and other factors as specified in this RFP. NIPFP reserves the right to reject any or all offers and discontinue this RFP process without obligation or liability to any agency, accept an offer other than the lowest priced offer, award a contract on the basis of initial offers received without discussions or requests for best and final offers, and award more than one contract to multiple survey agencies.

## **13. Procedure for application**

Interested survey agencies may submit their technical and financial proposals in sealed cover to Mr. Suresh Kumar, NIPFP, 18/2, Satsang Vihar Marg, Special Institutional Area (Near JNU), New Delhi – 110067. They can also apply online on the Central Public Procurement Portal at <https://eprocure.gov.in/cppp>. The tender must reach us by 5 PM on 15th of September, 2021.

- i. They must include the following information in their technical proposal:
  - a. Cover letter with executive summary of following details
  - b. Description of the organisation
  - c. The detailed approach/ methodology they would like to adopt for (i) conducting baseline study, (ii) cost-effective way for the listing exercise, and (iii) conducting pilot study and evaluation of feedback from this study.
  - d. Examples of prior experience in similar work
  - e. Detailed and itemised description of prices for each service
  - f. Profile and qualifications of team leader/ main point of contact/ lead researcher and other team members who will participate in the survey exercise
  - g. Proposed staffing plan.
- ii. They must include their financial proposal in the stipulated format.

In order to address the needs of this procurement, NIPFP encourages survey agencies to work cooperatively in presenting integrated solutions. The agencies' team arrangements may be desirable to enable the parties involved to complement each other's unique capabilities, while offering the best combination of performance, cost and delivery. NIPFP

will recognize the integrity and validity of Vendor team arrangements provided that (i) The arrangements are identified and relationships are fully disclosed, or (ii) a prime agency is designated that will be fully responsible for all contract performance.

#### **14. Pre-bid meeting**

A pre-bid meeting shall be conducted on 31 August, 2021 by video conferencing during which bidders may address their queries. Interested parties may send an email to [suresh.kumar@nipfp.org.in](mailto:suresh.kumar@nipfp.org.in) before 29 August, 2021 to receive the details of time and invitation/ link to the video call.