

## **F.A.Q.**

### **ANSWERS TO QUERIES RECEIVED AGAINST ENQUIRY SENT FOR - TENDER FOR MARKET ANALYSIS OF ELECTRIC COOKING DEVICES IN INDIA**

**1. How do you define social enterprises & local stores in rural areas w.r.t electric cooking device?**

Answer – Social enterprise: For this assignment we refer to for-profit businesses that engage with lower-income population to address challenges of access and affordability of clean energy products. Opportunity to scale up the products is important.

Local store: Small stores with a selection of electric cooking devices. The minimum the store has to offer is induction cooktops and electric cookers/rice cookers and at least two different products from each of those.

**2. Kindly elaborate on 80 sample per state as the total we comprehended is less than 80 per state [Page no. 5 of ToR]**

Answer – The surveys, that need to be done in each of the 10 states with retail outlets/ local shops, is actually 80. The sampling strategy is based on the interviews with the distributors and afterwards with the wholesalers. Based on the interviews with the wholesalers, the top two and bottom two clusters (with regard to sales) are identified. This means four clusters or geographies overall. In each of the four clusters 10 surveys need to be conducted, adding up to 40. Additionally, surveys with 20 retail outlets/ local shops need to be done in the 2 major cities of the respective state. This means another 40 surveys and hence, the overall number adds up to 80.

**3. Since the TOR focuses more on Supply side, can we include demand side perspective as well? We feel potential/ current users' opinion/ feedback and willingness to purchase such item is equally important – Please suggest.**

Answer – While the demand side and user acceptance are just as important as the supply side, the focus for this market analysis is only on the supply side.

**4. Under Reference projects – is this mandatory to have 5 reference projects in market assessments of consumer durables? Can projects on other aspects of market research like customer satisfaction, customer feedback, product testing, service and process audit, etc. be considered?**

Answer – The reference projects should demonstrate that the bidder is able to carry out the assignment and deliver satisfactory results. Hence, it is important to show that a full and comprehensive market assessment based on primary and secondary research with a good analysis can be undertaken. As this market assessment looks at the supply side, the reference projects should be conducted on the supply side and are preferred over reference projects from the demand side.

5. As the study will be conducted in rural, peri urban and urban areas. Kindly provide the minimum number of towns including peri urban town per state to be covered

Answer – Based on the sampling approach of the survey, the overall number of geographies (districts/cities) is six in each state. Besides surveys in the two major cities, surveys will also need to be carried out in the top two and bottom two areas of sales (another four geographies). The exact identification of towns will also be based on the interviews and feedback from the various stakeholders. Bidders may also suggest other approaches for identifying the geographies/towns.

6. Therefore, the tentative number of interviews at the national level shall be (16 to 19) as follows:

- Manufacturers -5
- Retail Chain – 3
- Online sellers – 3
- Social Enterprises – 5-8

Kindly confirm the above number.

Answer – Yes, we can confirm the numbers listed above. Additionally, five interviews with the top suppliers in India need to be conducted. Total number at the national level is 21-24.

7. Kindly provide the sample size distribution with more clarity.

Segments	Sample size / state
Distributors	
Wholesalers	
Retail outlets	
Total	

Also kindly clarify the meaning of “Similar surveys will also be carried out for 20 retail outlets in the 2 major cities within the state. Thus, the total number of surveys per state = 80.” Kindly clarify the sample size for survey in tabular format to avoid any confusion.

Answer -

Segments	Sample size / state
Distributors	3

Wholesalers	6
Retail outlets	80
Total	86

Semi-structured interviews would be used for the distributors and wholesales, while a standardized survey/questionnaire would be used for the retail outlets.

8. As per RFP the study has been designed on supply side input basis though there are few information mentioned in RFP are to be collected from end users. Kindly comment whether to add user's interview (existing and potential) in research design or entire information to be captured from supply side only and meta-analysis.

Answer – This market analysis is designed to only cover the supply side. While the end user perspective is just as important, the objective for this assignment is to analyse and cover the entire supply side. Interviews with users are therefore not needed.

9. Other specific Requirement: "The bidder is required to address the role of women in the proposal (gender equality) and how it would be taken into account in the market analysis later onwards. Hence, the bidder shall outline how it would address the role of women with regard to end-user financing for instance." Kindly elaborate with special reference to yellow shaded lines.

Answer – In most households, women are responsible for cooking and preparing the food. However, the decision on what method is being used and the financing is most often taken by men. This inequality should also be addressed in the final study with possibilities to strengthen women. One opportunity could be, for instance, end-user finance specifically designed for women to empower them. The viability of such an option as well as other possibilities should be suggested and explored.

10. All the consumer durable companies are in private sector including MNCs and there is a NDA (Non-Disclosure Agreement) signed. All those things are very confidential as per confidentiality clause signed with them. We can only describe the project details in the form of case study. Hope this will serve your purpose. We can provide complete details including supporting details from the surveys conducted which are not under the ambit of NDA. Kindly confirm.

Answer – We understand that certain details and information cannot be provided due to confidentiality reasons. However, enough information needs to be provided to prove the eligibility criteria of the company. Therefore, we would ask to provide the information that you are allowed with regard to the NDA.

11. What all e-cooking appliances will be part of this study for example Induction cooktop, rice cooker, electric pressure cooker, microwave, egg boiler etc.

Answer – The market analysis needs to cover the market for induction cooktops and e-cookers/rice cookers. These two appliances can be seen as a viable alternative to other cooking technologies like LPG or biomass. Other appliances like microwaves or egg boilers will not be part of the study.

12. Are we looking at make in India products only or imported e-cooking devices will also be part of this study.

Answer – The market analysis is supposed to cover the market of available e-cooking devices (induction cooktops and e-cookers/rice cookers) in India. Imported devices will be part of the analysis if they are part of this market.

13. It is specified that we should conduct 5 interviews with the top 5 manufacturers- is it for all the individual devices considered in the study.

Answer – As pointed out above, the focus is on induction cooktops and e-cookers/rice cookers. These two devices need to be covered when interviewing the manufacturers.

14. Is it possible to extend the bid submission deadline from September 8, 2020 to September 15, 2020. Given the COVID-19 associates are working from home hence a lot of our energy and effort are consumed in coordination. Considering this we feel it will take relatively more time for an organization to come up with a good proposal.

Answer – While the current situation has an impact on the daily work life, the suggested timeline is a standardized process by GIZ for such a tender. As all the bidders are facing similar challenges and have the time available, the submission date will not be changed.

15. Comment: “Short Term Expert Pool is the person who will be collecting data from different set of respondents across 10 states. The allotted time for them is incommensurate to volume of field work to be carried out. The allotted time for them is 60 expert days needs to re-look for budgetary.”

Answer – The expert days are based on the following assumptions. We assumed that the firm would have a pool of experts for conducting the surveys and data collection in the respective states. Travelling should therefore be kept to a minimum – also with regard to the current restrictions. Based on the ToR, the surveys can be done via face-to-face or telephone (or a mixture) and allow for certain flexibility. Additionally, standardized surveys will be conducted with the retail/ local shops and filling in such a survey should not consume too much time.