



## INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

Prabandh Nagar, IIM Road  
Lucknow 226013

Date: 13-10-2022

### Corrigendum-I Clarifications on bidders' queries

Reference: E-tender NIT No. IIML/PUR/MRFDM/14/2022-23 DATED 06/10/2022 FOR ENGAGEMENT OF MARKET RESEARCH FIRM FOR A DESTINATION MARKETING PROJECT FOR UTTAR PRADESH.

Q1. This is a pure data collection job and providing one-time data analysis in SPSS format on one-time basis.

**Answer:** Yes, this a pure Data collection job and Raw data to be provided for analysis in SPSS format

Q2. The output of tables and data analysis will have to be provided by IIM and the same will be followed by the agency.

**Answer:** Yes, IIM Lucknow will provide analysis plan for generating tables

Q3. This does not involve any report writing, giving survey findings, recommendations and action plan.

**Answer:** Yes, we do not require report writing, giving survey findings, recommendations and action plan.

Q4. The database for 1 FGD to be done online method. The recruitment of the respondent will be handled by IIM and the agency will only conduct FGD online and submit its transcript in the form of FGD report.

**Answer:** Recruitment and moderation will be handled by Agency. Written transcript of FGD to be provided to us.

Q5. The quantitative interviews will be done by the agency at the towns mentioned in the 4 Groups. However, the citywide sample within the group is not mentioned in the RFP. Kindly provide this information.

**Answer:** Citi wise sample will be provided later. Assume equal distribution of samples across cities.

Q6- Please also let us know the type and number of questions and the average time that may take per interview.

**Answer-** Quanti questionnaire will be structured where as quali will be unstructured in in format. On an average 20 minutes will be taken per Interview.

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