

Clarifications on EOI for

Conducting Study on Availability of Fake / Duplicate Electronic Products and Impact of CRS in the Country

Clause of EOI	Requirement of EOI	Clarification sought by	Clarification sought	Clarification to be provided by DeitY
1	Introduction	TACT India Private Limited	<ul style="list-style-type: none"> How many brands from each category of Electronic Products given in the EOI are going to be included for the purpose of this survey? Each Electronic registered Brand/Manufacturing unit has a large number of Product Models under each brand in the market. Would all the registered models will be covered under this survey. 	Survey may be scattered to cosmopolitan cities, rural areas & Direct Sellers. Currently 1500 registrations are granted (List available on BIS website). It is expected that 02% sample is taken to conduct the study. However, case samples be taken from MNCs, domestic manufacturers in large scale/ MSME & Traders.
1.c)	The objective of this document is to provide indicative information about the scope and objective of this activity.	Cyber Media Research Ltd.	<ul style="list-style-type: none"> Is it expected that there will be additional objectives set for the study after the award and what is the likely quantum of that deviation? 	Nothing beyond the specified scope of work is expected to be assigned. However, marginal changes to the tune of 10% of work may be retained.
3	Last date for submission of EOI proposal	Cyber Media Research Ltd.	<ul style="list-style-type: none"> Para 2c reads that the last date of submission of EOI is 24 April 2015 by 1600 Hrs, while in table provided under section 3, the last date of submission of EOI proposal is 15 May 2015. 	The last date of submission of EOI proposal is 15 May 2015.
4	Eligibility Criteria			

Comment on Eligibility Criteria	Aaditech Inspections and Services Pvt. Ltd	As DeitY had appointed agencies for picking up of samples under the surveillance program for the implementation of electronic & IT good registration 2012 recently only, it is suggested that the empanelled agencies may be considered for the EOI for market survey as their credentials and expertise required for becoming eligible for this tender for market survey has already been established by DEITY at the time of the tender for agency for picking samples. It is also suggested that in light of the above, the already empanelled agencies may not be required to file again the technical bids and filing of only financial bids will be sufficient from them.	The technical expertise/ work profile needed for the present study is different from that of collection agency and hence if aspiring, the empanelled agencies for sample pick up, need to qualify to current criteria for present work.
4.b) Presence - The Agency should be able to carry out study in at least ten major cities including Delhi, Kolkata, Mumbai, Chennai, Bangabre, Hyderabad and ten rural areas spread across the country.	Spectro Analytical Labs Limited	Are the rural areas defined on basis of some criteria?	The rural areas (at least ten) have not been defined / identified but they should be scattered across all regions of the country viz North/South/East/West/Central/North- East.
	Vincular Testing Labs India Pvt. Ltd		
4.c) Turn over - The Agency should have a turnover of not less than Rs. 3 Crore in the preceding two years. Turnover is defined as sales proceed as per audited Profit & Loss account of the firm, submitted for last two financial years. The copies of income tax returns for	MAIT	An eligibility clause that companies interested in bidding should have a turnover of not less than 3 crores in the preceding two years. As you would understand that this eligibility clause would be apt for commercial organizations, but creates a challenge for us to participate in spite of our expertise. Therefore, could we ask and request you to be flexible on turnover clause and consider MAIT for this Study, that otherwise may disqualify us from participating. Kindly let us know if	The request has been noted. Industry associations in the electronics sector may participate. Waiver if feasible would be considered at appropriate time.

		<p>traceability of supplier. The list is not exhaustive.</p>
<p>TACT India Private Limited</p>	<ul style="list-style-type: none"> • Will the survey exercise be done discreetly or will it be of an overt nature or a combination of both? • In case the survey is to be conducted in an open manner, will the Agency be given necessary authorization to conduct this activity on Deity's behest? • Will Deity / Brand Owners provide a list of market locations to the Agency prior to the commencement of survey? • Will a preparatory training to Agency personnel be provided on the key differences between a genuine and counterfeit product so that they can identify the same on ground? • Is there a minimum sample size (no of outlets to be covered) for this survey? If so, then kindly give an approximation of the same – location & station wise. • Whether samples are required to be procured from the market to establish the counterfeited products in the market or it should only be supported by the documentary/photographic evidence only. If it is so, then will the Agency be provided with funds in advance for the same? • Will there be a real time application to check the genuineness of the registration number found on the electronic devices? 	<ul style="list-style-type: none"> • It will be an open survey. • The department will provide letter awarding the work. • Locations may be proposed by the agency for selection by Deity. • Agencies are expected to have expertise in this regard. • Already explained in Para 1 above. • No sample purchases to be made. • Refer to BIS website.

		Vincular Testing Labs India Pvt. Ltd.	<ul style="list-style-type: none"> Are we looking at all 30 categories under CRS to be checked in the survey? 	<ul style="list-style-type: none"> 15 product categories covered in the first phase of CRO 15 product categories under CRO Phase-II 15 Product categories beyond CRO <p>All above 45 product categories being considered so that impact of regulation is visibly analyzed.</p>
		Cyber Media Research Ltd.		
	5.b) Furnish the raw data collected and its suggested interpretations thereof, where required.	Vincular Testing Labs India Pvt. Ltd.	What is meant by raw data here? Can you elaborate it?	Information as collected from the market (without editing work) will be termed as raw data.
	5.c) Complete the study within forty five days from the date of placement of order.		<ul style="list-style-type: none"> Timelines allocated are inadequate for such voluminous study. 	<ul style="list-style-type: none"> Agency is expected to have adequate resources to meet the timelines.
	5.d) Present the findings to DeitY before compiling the final report.		<ul style="list-style-type: none"> What are the expectations from the findings? Is it largely as depicted in the table in clause 6.2 & 6.3? 	<ul style="list-style-type: none"> Analysis has to be made on findings to conclude whether regulation has brought in any impact on availability of quality and safe goods in the market. Whether the availability of spurious goods has reduced in the market. Whether the legitimate production/ imports been boosted. Whether incidence related to safety hazards reduced as an impact of regulation
	5.e) Submit the report within four weeks of completion of study.	Cyber Media Research Ltd.	<ul style="list-style-type: none"> What is standard expectation from the report? Do we have a template or specific list of the points those are expected out of this report. 	

6	Data Collection			
	<p>6.1 The minimum requirement of data is given in the following table. The Agency is, however, free to elaborate further if it feels the necessity during the study.</p> <p>6.2 The fifteen products notified in the first phase of CRS as given in Schedule of Gazette notification dated 03 Oct. 2012.</p> <p>6.3 The fifteen products notified in the second phase of CRS as given in Schedule of Gazette notification dated 13 Nov. 2014</p>	Spectro Analytical Labs Limited	<ul style="list-style-type: none"> • What is the maximum No. of companies needed to be surveyed per city? • What is the maximum No. of samples needed to survey per product? • How can we collect the database for production companies and Retailers? • Do we require to purchase the samples and collect the Cash Memo for the purchased Product, for evidence? Or BIS will provide some Legal approach to survey the companies & retailers? • Will the costing of product purchases borne by BIS? • Do you need photographic evidences of the Company & Marking on samples? 	<ul style="list-style-type: none"> • Already explained above. • Explained above. • It is the job of survey agency • No purchases expected. • No purchases expected. • Photographs may be taken as raw data.
	<p>6.1 The minimum requirement of data is given in the following table. The Agency is, however, free to elaborate further if it feels the necessity during the study.</p>	Vincular Testing Labs India Pvt. Ltd.	<ul style="list-style-type: none"> • The sectors mentioned here in the table are beyond the CRS Order scope. Is the table 6.1 relevant for the study? 	<ul style="list-style-type: none"> • 15 products covered in the first phase of CRO • 15 products under CRO Phase-II • 15 Products beyond CRO <p>All above 45 product categories being considered so that impact of regulation is visibly analyzed.</p>

Payment Terms	Vincular Testing Labs India Pvt. Ltd.	<ul style="list-style-type: none"> • What would be the time period for payments after submitting the bills? • Will there be a PO released for the work? • Is there a budget limitation for carrying out this exercise? 	<ul style="list-style-type: none"> • The payment will be made as per Govt. rules upon submission of bills. • Work Order would be issued. • No such constraints.
	Cyber Media Research Ltd.	<ul style="list-style-type: none"> • For such studies it is unavoidable to engage field partners, and they are to be paid almost in real time to manage their cash flows for visits, etc. In fact, the precedence is to pay them advances. In light of this, it is requested if the payment terms could accordingly modified with some proportion, not less than 40% of the total project cost, be releases along with the formal engagement orders. 	<ul style="list-style-type: none"> • This may not be feasible as per govt. norms
Other	TACT India Private Limited	TACT India has earlier carried out a PAN India scale study of similar nature and enforcement against counterfeiters on behalf of Bureau of Indian Standards and has a rich experience of working with several large organizations for such projects. For this reason, will TACT be given a preference while evaluation of proposals?	Previous experience will be considered under clause 4.d.
Methodology	Cyber Media Research Ltd.	There are two aspects to this study. Ascertaining the overall market and estimating the fake proportion in each of the product categories. We understand that the scope of the present study is confined to estimation of fake electronics only. In this case, will DeitY provide market sizing of the products in consideration and/or allow us to use industry numbers coming from associations and reputed research	<ul style="list-style-type: none"> • Figures from reliable sources may be taken and source indicated.

		<p>firms.</p> <p>In case we are expected to ascertain the overall market for each product category as well, it is, in itself can become the scope of a separate study.</p>	
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The Last Date for submission of Response to EOI is hereby extended till 29th May 2015 by 1600 hrs.