

**Telecom Regulatory Authority of India
Mahanagar Doorsanchar Bhawan,
Jawahar Lal Nehru Marg (Old Minto Road,
New Delhi – 110 002**

Dated: 23rd May 2019

**Clarifications on Expression of Interest (EOI) for Empanelment of Companies for
Inspection of Consumer Households in respect of New Regulatory Framework for
Broadcasting and Cable TV Services**

1. Is there a finite list of DPOs that need to be covered under the project?

Clarification: All DPOs (DTH/MSO/IPTV/HITS) including medium and small MSOs have to be covered proportionately in all the 29 states (and Delhi/NCR) of India across all DAS areas (DAS-I/II/III/IV)

2. Is this a one-time project, or would the activity be repeated multiple times in the 2 year empanelment period? If multiple, what would be the frequency of delivery required?

Clarification: The empanelment would be for a period of 2 years. TRAI reserves the right to conduct the inspection as and when required during the period.

3. Since this is a sample survey, what are the accuracy/ representativeness benchmarks that TRAI would want the bidders to ensure?

Clarification: The inspection would be a representative one and should cover the various inspection points based on the various provisions of the regulations & tariff order as prescribed in the EOI and TRAI may also do re-verification on sample basis.

4. Does TRAI have an expectation of the sample size to be covered at a city x DPO level?

Clarification: The sample households (representing different income groups) should be chosen from the sample size in such a way that all the Distributors are covered proportionately in all cities picked up from various DAS areas within a state. The sample size would be informed when the work is awarded.

5. Please suggest, state wise total number of DPOs to be covered. OR All DPOs across nation as mentioned in Section-II Pt. 1.3 need to be covered. Please confirm total number of DPOs. Would list of DPOs be provided by TRAI?

Clarification: The list of all DPOs is provided at Annexure.

6. How do you define inspection of consumer households - Does this mean conducting respondent surveys at their household through questionnaires? Please suggest.

7. Would household surveys beyond 3 years of timeframe be considered during evaluation. Please suggest.

8. Is documentary evidence supporting the assignment experience mandatory? Please confirm.

Clarification: A questionnaire has to be prepared by the empaneled firm based on the various inspection points provided in Appendix-II of the EOI. The firm has to visit the chosen household and do the inspection. The TV screen of the respondent also needs to be checked for certain questions.

Yes, documentary evidence supporting the past experience in conducting such survey is mandatory. Recent surveys would be preferred.

9. Would experience of survey/ inspection/ audit other than DPOs would be considered for evaluation. E.g. retail audits, consumer durables etc.

Clarification: Yes, documentary evidence supporting the experience in conducting such inspection is mandatory.

10. Since this is an EOI (not financial bid), does it mandatory to submit security deposit of Rs.20,000/- along with this document on 27th May 2019. Please explain why.

Clarification: Yes, security deposit is mandatory. The audit/physical inspection is to be carried out at the consumer households and as such, to create a barrier to the participation of non-serious and/or surplus agencies; the security deposit has been proposed at the EOI stage.