Option A fieldwork proposal

Quote reference A1. Prices cover the household shopping study described in the brief. All amounts are fictional INR values.

Per completed interview

Bengaluru: INR 820. Chennai: INR 860. Hyderabad: INR 800. These rates cover recruitment, interviewing, supervision, and routine quality checks.

Fixed services

Study setup: INR 18,000. Data cleaning and a labelled data file: INR 16,000. Travel across all three cities: INR 9,000.

Inclusions and exclusions

Participant incentives are excluded and paid by the study team. Tax is excluded from quoted amounts. No separate reporting or analysis is included.

Delivery and payment

Fieldwork and cleaned data: 15 working days after questionnaire approval. Payment: 40% of service fees at start and 60% on cleaned-data delivery.