



**INDIAN INSTITUTE OF FOREIGN TRADE  
(DEEMED TO BE UNIVERSITY)**

**Expression of Interest is invited from established agencies having experience in executing  
National Industrial surveys related to Science and Technology**

The Institute is conducting a research project on” **Exploratory Study on Linkages between Technology and Trade**” which aims at analyzing international trade patterns of Indian companies especially export classified at varying level of technology intensity and developing linkages between trade performance and technology competitiveness and its possible implications.

IIFT invites written Expression of Interest for conducting a company level survey from organization having requisite experience of conducting surveys for collecting primary data related to firm’s ability and intention to integrate, adopt and upgrade technology for increasing exports and their efforts to conduct innovation (technical or business). There is short time window for collection of data by way of field survey in a time-bound manner. The organizations are expected to deploy their skilled manpower locally with domain insight to conduct surveys and interviews in different regions of the country. They will provide valid, reliable and accurate information to IIFT in an agreed time period and format.

Eligibility criteria are in Schedule-I. Duties/Responsibilities/Deliverables are in schedule II. Responses are to be submitted in the format as per Schedule III. Organisations will indicate their interest region wise. Organizations will be evaluated based on their expertise and commercial bids. IIFT will make attempts to develop a list of companies and share with the survey agency. It will also jointly develop the questionnaire along with the agency.

**The EOI should reach to Section Officer Research Division, Room No. 422A, 4th Floor, Block-I, Indian Institute of Foreign Trade, B-21, Qutab Institutional Area, New Delhi – 110016 within ten days from the date of publishing this invitation i.e., on or before 16<sup>th</sup> July, 2018.**

Section Officer  
Research Division  
IIFT



## Schedule I

### *Eligibility:*

- Have conducted surveys of firms focusing on issues such as exports, technology upgrading, and innovation efforts, etc. It should have conducted at least one such survey in last five years.
- Should have proven record of data collection, collation and compilation and performance with at least three surveys in last five years.
- Should have at least 3 years of registered establishment as a research organization / survey services provider organization. Documents in support of this clause should be provided.
- They should have established office and own field staff in the specific region/s where they are expressing interest.
- Have established processes and proven track record to comply with prescribed methodologies. Documents showing successful completion of work with client details and contact number should be furnished.

## Schedule II

### *Duties/ Responsibilities/ Deliverables:*

1. Complete survey, data entry and report writing should be completed within **60 days** of receipt of work order. A pilot survey is to be executed within 10 days of the above order.
2. Deploy requisite number of manpower for survey equipped with survey skills, understanding of firm's economic behavior, technology integration issues and knowledge of English language.
3. Coordinate with relevant firms and associations of traders and manufacturers.
4. Ensure reliability and accuracy in the information gathering process with some substantiating documents like business cards etc.
5. Provide IIFT complete weekly plan of the entire survey within 10 days of signing of the Agreement. Prior intimation (At least 7 days before the visit) to the contact person at IIFT about the complete program of the survey teams at notified places (Place and dates of interviews, FGD etc.) along with the full details of the personnel visiting. Indicate Start Date, In- Process Dates and End Date for Each Cluster.
6. Apprise IIFT contact person of the progress on weekly basis and changes in the entire survey if any.
7. IIFT faculty members will occasionally visit the survey venue and crosscheck the authenticity of the surveys.
8. Will be required to give an interim presentation of work done after 25 days for IIFT review.



9. Data entry of the collected data (in the templates provided) and soft copy of the comprehensive report to reach IIFT within 10 days after the completion of the survey. Hard copies of the filled questionnaire and complete Report should be sent through credible courier services which should reach IIFT within 15 days after completion of the survey.
10. Organization awarded survey is fully responsible for any kind of human risk as a result of survey carried out for IIFT.
11. Delay in submission will attract 0.5 percent penalty per week or part thereof subject to maximum of 10% percent, towards Liquidated Damages.
12. Delay beyond reasonable time may lead to cancellation of order at the discretion of Director IIFT.
13. Any dispute should be amicably settled, the decision of Director, IIFT, will be binding on both the parties.
14. The jurisdiction for any settlement of disputes will be limited to state of Delhi.
15. The successful agency should give declaration mentioning that no part of the survey information will be forwarded to any other party other than IIFT.
16. Payment Terms:
  1. 25% percent payment will be released once the contract is signed
  2. Rest 75% will be released after getting and acceptance of the survey data and report.
  3. The successful agency should provide PAN, TIN, GSTN, and other relevant details.



### Schedule III

Name of the Organization \_\_\_\_\_

Address & Contact Details \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Type of Organisation (Ltd./Partnership/ etc.) \_\_\_\_\_

Number of Permanent Manpower \_\_\_\_\_

Since when in operation \_\_\_\_\_

Average Audited (Last three years) \_\_\_\_\_

Experience of conducting Export Import and technology related Surveys (Last three Years)

Project Details (Including places/locations of Projs.)	Organization	Duration(Months)	Value
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(Please attach documentary proof of the above work)

Expected Rate per Questionnaire (INR) :

(This is an all India survey and companies should be selected with even geographical distribution)

Time to Start survey from date of award:

Authorized. Signatory

Name & Designation



(on letter head of the organisation)

## Brief Detail of Study

### **Objective of the Survey**

Innovation plays the key role in technological change. Upgrading of technology or adoption of new technology is taken into place through the process of Innovation. Hence, innovation is widely regarded as one of the most important sources of sustainable competitive advantage in an increasingly changing environment, because it leads to product and process improvements, makes continuous advances that helps firms to survive, allows firms to grow more quickly, be more efficient, and ultimately be more profitable than non-innovators. The attempt will be made to understand how technological changes shape the dynamics of industry. In this regard specific questionnaire and discussion based survey will be conducted to understand how far export compulsion and policy tools are accentuating knowledge spill over, labour market pooling, dynamic returns etc. In specific the study will explore whether there exists technology spill-over, labour market pooling, learning curves and dynamic returns in Indian high and medium technology products and role of trade in enhancing it. Hence, the main purpose of this study is to examine the relationships between innovation and firm performance.

### **Selected Sectors**

The primary survey will be conducted primarily in eight-nine clusters (**Mumbai/Pune/Maharashtra, Chennai, Delhi/NCR, Hyderabad, Bangalore, Kolkata, Ahmadabad/Gujarat, Chandigarh/Punjab etc**) in selected sectors to capture the micro level indicators and activities adopted for improving their participation across global production networks. Only eight sectors have been selected for the survey: **pharmaceuticals and electronics-communication from high-technology, motor vehicles, parts and components of vehicles and machinery/capital goods from medium-high technology, basic metals from medium-low technology and textile, clothing and leather from low technology.**

### **Expected Information**

The survey would cover five broad categories: (a) **General Information about the company**, (b) **Innovation activities and human resources**, (c) **Information sources and innovation activities**, (d) **Effects of innovation** e) **technology adoption strategy**, f) **nature**



**of innovation and technology upgrading, (g) Innovation and Firm performance including exports, h) additional information**

General information of firm will include the size of the firm, age, ownership type, organization type and details of input for production. The next categories will fully concentrate on the firm's innovation activities and technology upgrading. It will include all types of innovation (product, process, designing and marketing). The information on opening of new market, improvement of product quality, Replacement of old products, extending product range and fulfilment of regulations and standards will come under product innovation. Similarly, the process innovation will include information on the reduction of labour cost, improvement of production flexibility, reduction of material consumption and reduction of energy consumption. Further in these aspects the information regarding knowledge spill over, investment made by firms for R&D, labour market pooling, provision on training, source of finances, Environmental and pollution control related expenditure etc. will be collected. We need firm's expenditure on marketing strategy, advertisement and arrangement of special training for the labour associated with marketing under the head of marketing innovation. Lastly, the information on change in the design of the product is needed for identifying the presence of design innovation. The next category will include the effects of the innovative activities on the firm's performances in terms of output and export. Finally, the survey will try to explore the influential factors of innovation activities. For example, location of the firm, special concentration etc. But we need to check is there any relation between type of innovation and the industry characteristics. Further, the role of sector specific innovation will also be checked from the study. These are overall broad guidelines for survey which will be finalized after in depth discussion with IIFT research team.

**Expected Sample Size**

The IIFT will make attempts to provide the list of firms for all the selected sectors in future. Selected survey organisation may also add companies in the list. The survey will be conducted nationwide in the states/clusters as mentioned above. **200 firms covering all mentioned sectors** would be surveyed from the target population of firms. The firms selected should be distributed equally between mid-size and large-size firms.