

AGREEMENT No 2 of 2011 - 12

GOVERNMENT OF ORISSA
WORKS DEPARTMENT



INDIA
ORISSA STATE ROADS PROJECT
Loan # 7577 - IN

CONTRACT FOR CONSULTANTS' SERVICES

*Consultancy Services for "Carrying out Road User Satisfaction
Survey in Project Corridors of Orissa State Roads Project"*

Between

Chief Engineer, World Bank Projects, Orissa
on behalf of
Works Department, Government of Orissa

and

Marketing and Development Research Associates
New Delhi

Project Management Unit, Orissa State Roads Project
Office of the Engineer-in-Chief (Civil), Orissa,
Nirman Soudha, Keshari Nagar, Unit - V, Bhubaneswar - 751 001

Dated: 28th *September, 2011*

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I. Form of Contract

Contract for Consultants' Services

Consultancy Services for "Carrying out Road User Satisfaction Survey in Project Corridors of Orissa State Roads Project"

This CONTRACT (hereinafter called the "Contract") is made the *twenty eighth day* of the month of *September, 2011*, between, on the one hand, *Chief Engineer, World Bank Projects, Orissa on behalf of the Works Department, Government of Orissa* (hereinafter called the "Client") and, on the other hand, *Marketing and Development Research Associates, 34-B, Community Centre Saket, New Delhi - 110 017* (hereinafter called the "Consultant").

WHEREAS

- (a) the Client has requested the Consultant to provide certain consulting services as defined in this Contract (hereinafter called the "Services");

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- (b) the Consultant, having represented to the Client that it has the required professional skills, and personnel and technical resources, has agreed to provide the Services on the terms and conditions set forth in this Contract;
- (c) the Client has received a loan from the International Bank for Reconstruction and Development (hereinafter called the "Bank") towards the cost of the Services and intends to apply a portion of the proceeds of this loan to eligible payments under this Contract, it being understood (i) that payments by the Bank will be made only at the request of the Client and upon approval by the Bank, (ii) that such payments will be subject, in all respects, to the terms and conditions of the agreement providing for the loan, and (iii) that no party other than the Client shall derive any rights from the agreement providing for the loan or have any claim to the loan proceeds;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:
 - (a) The General Conditions of Contract;
 - (b) The Special Conditions of Contract;
 - (c) The following Appendices:
 - Appendix A: Description of Services
 - Appendix B: Reporting Requirements
 - Appendix C: Key Personnel and Sub-Consultants
 - Appendix D: Breakdown of Contract Price in Foreign Currency ... Not Used
 - Appendix E: Breakdown of Contract Price in Local Currency
 - Appendix F: Services and Facilities Provided by the Client
 - Appendix G: Form of Advance Payment Guarantee Not Used
2. The mutual rights and obligations of the Client and the Consultant shall be as set forth in the Contract, in particular:
 - (a) the Consultants shall carry out the Services in accordance with the provisions of the Contract; and
 - (b) the Client shall make payments to the Consultants in accordance with the provisions of the Contract.

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IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of the Client, i.e. **Government of Orissa**

[Handwritten signature]
28/9/11

Er. Nailini Kanta Pradhan
Chief Engineer, World Bank Projects, Orissa

For and on behalf of the Consultant
Marketing and Development Research Associates

[Handwritten signature]
28-09-2011

[Abhishek Kumar]
Project Director, Marketing and Development Research Associates



Witness: - *[Handwritten signature]*
28/9/11
Er. G. K. Prasad,
Executive Engineer, Asset Management Cell

Witness: *[Handwritten signature]*
28/09/11
Mr. Jayadev Mishra.
Sr. DAO, PMU, OSRP

Witness: *[Handwritten signature]*
28/9/11
Mr. Atil Mishra
Designation: Field Coordinator
MDRA (*Marketing and Development Research Associates*)

Consultant *[Handwritten signature]*

[Handwritten signature]
Chief Engineer
World Bank Projects, Orissa

II. General Conditions of Contract

1. GENERAL PROVISIONS

1.1 Definitions

Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:

- (a) “Applicable Law” means the laws and any other instruments having the force of law in the Government’s country, or in such other country as may be specified in the Special Conditions of Contract (SC), as they may be issued and in force from time to time.
- (b) “Bank” means the International Bank for Reconstruction and Development, Washington, D.C., U.S.A., or the International Development Association, Washington, D.C., U.S.A.
- (c) “Consultant” means any private or public entity that will provide the Services to the Client under the Contract.
- (d) “Contract” means the Contract signed by the Parties and all the attached documents listed in its Clause 1, that is these General Conditions (GC), the Special Conditions (SC), and the Appendices.
- (e) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6;
- (f) “Effective Date” means the date on which this Contract comes into force and effect pursuant to Clause GC 2.1.
- (g) “Foreign Currency” means any currency other than the currency of the Client’s country.
- (h) “GC” means these General Conditions of Contract.
- (i) “Government” means the Government of the Client’s country.
- (j) “Local Currency” means the currency of the Client’s country.
- (k) “Member” means any of the entities that make up the joint venture/consortium/association, and “Members” means all these entities.
- (l) “Party” means the Client or the Consultant, as the case may be, and “Parties” means both of them.
- (m) “Personnel” means persons hired by the Consultant or by any Sub-Consultants and assigned to the performance of the Services or any part thereof.
- (n) “SC” means the Special Conditions of Contract by which the GC may be amended or supplemented.

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- (o) "Services" means the work to be performed by the Consultant pursuant to this Contract, as described in Appendix A hereto.
- (p) "Sub-Consultants" means any person or entity to whom/which the Consultant subcontracts any part of the Services.
- (q) "In writing" means communicated in written form with proof of receipt.

1.2 Law Governing Contract

This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the Applicable Law.

1.3 Language

This Contract has been executed in the language specified in the SC, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.

1.4 Notices

1.4.1

Any notice, request or consent required or permitted to be given or made pursuant to this Contract shall be in writing. Any such notice, request or consent shall be deemed to have been given or made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent to such Party at the address specified in the SC.

1.4.2

A Party may change its address for notice hereunder by giving the other Party notice in writing of such change to the address specified in the SC.

1.5 Location

The Services shall be performed at such locations as are specified in Appendix A hereto and, where the location of a particular task is not so specified, at such locations, whether in the Government's country or elsewhere, as the Client may approve.

1.6 Authority of Member in Charge

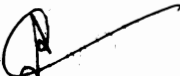
In case the Consultant consists of a joint venture/ consortium/ association of more than one entity, the Members hereby authorize the entity specified in the SC to act on their behalf in exercising all the Consultant's rights and obligations towards the Client under this Contract, including without limitation the receiving of instructions and payments from the Client.

1.7 Authorized Representatives

Any action required or permitted to be taken, and any document required or permitted to be executed under this Contract by the Client or the Consultant may be taken or executed by the officials specified in the SC.

1.8 Taxes and Duties

The Consultant, Sub-Consultants, and their Personnel shall pay such indirect taxes, duties, fees, and other impositions levied under the Applicable Law as specified in the SC, the amount of which is deemed to have been included in the Contract Price.

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1.9 Fraud and Corruption

If the Client determines that the Consultant and/or its Personnel, subcontractors, sub-consultants, services providers and suppliers has engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices, in competing for or in executing the Contract, then the Client may, after giving 14 days notice to the Consultant, terminate the Consultant's employment under the Contract, and the provisions of Clause 2 shall apply as if such expulsion had been made under Sub Clause 2.6.1(c).

Should any personnel of the Consultant be determined to have engaged in corrupt, fraudulent, collusive, coercive, or obstructive practice during the execution of the Contract, then that personnel shall be removed in accordance with Sub-Clause 4.2.

1.9.1 Definitions

For the purposes of this Sub-Clause, the terms set-forth below are defined as follows:

- (i) "corrupt practice" is the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party¹;
- (ii) "fraudulent practice" is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation²;
- (iii) "collusive practice" is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party³;
- (iv) "coercive practice" is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party⁴;
- (v) "obstructive practice" is
 - (aa) deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede a Bank investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its

¹ "Another party" refers to a public official acting in relation to the selection process or contract execution. In this context, "public official" includes World Bank staff and employees of other organizations taking or reviewing procurement decisions.

² A "party" refers to a public official; the terms "benefit" and "obligation" relate to the selection process or contract execution; and the "act or omission" is intended to influence the selection process or contract execution.

³ "Parties" refers to participants in the selection process (including public officials) attempting to establish bid prices at artificial, non competitive levels.

⁴ A "party" refers to a participant in the selection process or contract execution.

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knowledge of matters relevant to the investigation or from pursuing the investigation; or

(bb) acts intended to materially impede the exercise of the Bank's inspection and audit rights provided for under Clause 3.8.

1.9.2 Measures to be Taken (vi) will cancel the portion of the loan allocated to a contract if it determines at any time that representatives of the Borrower or of a beneficiary of the loan were engaged in corrupt, fraudulent, collusive or coercive practices during the selection process or the execution of that contract, without the Borrower having taken timely and appropriate action satisfactory to the Bank to remedy the situation;

(vii) will sanction a Consultant, including declaring the Consultant ineligible, either indefinitely or for a stated period of time, to be awarded a Bank-financed contract if it at any time determines that the Consultant has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Bank-financed contract;

1.9.3 Commissions and Fees The Client will require the successful Consultants to disclose any commissions or fees that may have been paid or are to be paid to agents, representatives, or commission agents with respect to the selection process or execution of the contract. The information disclosed must include at least the name and address of the agent, representative, or commission agent, the amount and currency, and the purpose of the commission or fee.

2. COMMENCEMENT, COMPLETION, MODIFICATION AND TERMINATION OF CONTRACT

2.1 Effectiveness of Contract This Contract shall come into effect on the date the Contract is signed by both Parties or such other later date as may be stated in the SC. The date the Contract comes into effect is defined as the Effective Date.

2.2 Commencement of Services The Consultant shall begin carrying out the Services not later than the number of days after the Effective Date specified in the SC.

2.3 Expiration of Contract Unless terminated earlier pursuant to Clause GC 2.6 hereof, this Contract shall expire at the end of such time period after the Effective Date as specified in the SC.

2.4 Modifications or Variations Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties. However, each Party shall give due consideration to any proposals for modification or variation made by the other Party.

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2.5 Force Majeure

- 2.5.1 Definition** For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party and which makes a Party’s performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.
- 2.5.2 No Breach of Contract** The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.
- 2.5.3 Extension of Time** Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.
- 2.5.4 Payments** During the period of their inability to perform the Services as a result of an event of Force Majeure, the Consultant shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.

2.6 Termination

- 2.6.1 By the Client** The Client may terminate this Contract in case of the occurrence of any of the events specified in paragraphs (a) through (f) of this Clause GC 2.6.1. In such an occurrence the Client shall give a not less than thirty (30) days’ written notice of termination to the Consultant, and sixty (60) days’ in the case of the event referred to in (e).
- (a) If the Consultant does not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Client may have subsequently approved in writing.
 - (b) If the Consultant becomes insolvent or bankrupt.
 - (c) If the Consultant, in the judgment of the Client has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
 - (d) If, as the result of Force Majeure, the Consultant are unable to perform a material portion of the Services for a period of not less than sixty (60) days.

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- (e) If the Client, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.
- (f) If the Consultant fails to comply with any final decision reached as a result of arbitration proceedings pursuant to Clause GC 8 hereof.

2.6.2 By the Consultant The Consultants may terminate this Contract, by not less than thirty (30) days' written notice to the Client, such notice to be given after the occurrence of any of the events specified in paragraphs (a) through (c) of this Clause GC 2.6.2:

- (a) If the Client fails to pay any money due to the Consultant pursuant to this Contract and not subject to dispute pursuant to Clause GC 7 hereof within forty-five (45) days after receiving written notice from the Consultant that such payment is overdue.
- (b) If, as the result of Force Majeure, the Consultant is unable to perform a material portion of the Services for a period of not less than sixty (60) days.
- (c) If the Client fails to comply with any final decision reached as a result of arbitration pursuant to Clause GC 8 hereof.

2.6.3 Payment upon Termination Upon termination of this Contract pursuant to Clauses GC 2.6.1 or GC 2.6.2, the Client shall make the following payments to the Consultant:

- (a) payment pursuant to Clause GC 6 for Services satisfactorily performed prior to the effective date of termination;
- (b) except in the case of termination pursuant to paragraphs (a) through (c), and (f) of Clause GC 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract, including the cost of the return travel of the Personnel and their eligible dependents.

3. OBLIGATIONS OF THE CONSULTANT

3.1 General

3.1.1 Standard of Performance The Consultant shall perform the Services and carry out their obligations hereunder with all due diligence, efficiency and economy, in accordance with generally accepted professional standards and practices, and shall observe sound management practices, and employ appropriate technology and safe and effective equipment, machinery, materials and methods. The Consultant shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Client, and shall at all times support and safeguard the Client's legitimate interests in any dealings with Sub-Consultants or third Parties.

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- 3.2 Conflict of Interests** The Consultant shall hold the Client's interests paramount, without any consideration for future work, and strictly avoid conflict with other assignments or their own corporate interests.
- 3.2.1 Consultants not to Benefit from Commissions, Discounts, etc.** The payment of the Consultant pursuant to Clause GC 6 shall constitute the Consultant's only payment in connection with this Contract or the Services, and the Consultant shall not accept for their own benefit any trade commission, discount, or similar payment in connection with activities pursuant to this Contract or to the Services or in the discharge of their obligations under the Contract, and the Consultant shall use their best efforts to ensure that the Personnel, any Sub-Consultants, and agents of either of them similarly shall not receive any such additional payment.
- 3.2.2 Consultant and Affiliates not to be Otherwise Interested in Project** The Consultant agrees that, during the term of this Contract and after its termination, the Consultant and any entity affiliated with the Consultant, as well as any Sub-Consultants and any entity affiliated with such Sub-Consultants, shall be disqualified from providing goods, works or services (other than consulting services) resulting from or directly related to the Consultant's Services for the preparation or implementation of the project.
- 3.2.3 Prohibition of Conflicting Activities** The Consultant shall not engage, and shall cause their Personnel as well as their Sub-Consultants and their Personnel not to engage, either directly or indirectly, in any business or professional activities which would conflict with the activities assigned to them under this Contract.
- 3.3 Confidentiality** Except with the prior written consent of the Client, the Consultant and the Personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Services, nor shall the Consultant and the Personnel make public the recommendations formulated in the course of, or as a result of, the Services.
- 3.4 Insurance to be Taken Out by the Consultant** The Consultant (a) shall take out and maintain, and shall cause any Sub-Consultants to take out and maintain, at their (or the Sub-Consultants', as the case may be) own cost but on terms and conditions approved by the Client, insurance against the risks, and for the coverage, as shall be specified in the SC; and (b) at the Client's request, shall provide evidence to the Client showing that such insurance has been taken out and maintained and that the current premiums have been paid.
- 3.5 Consultant's Actions Requiring Client's Prior Approval** The Consultant shall obtain the Client's prior approval in writing before taking any of the following actions:
- (a) entering into a subcontract for the performance of any part of the Services,
 - (b) appointing such members of the Personnel not listed by name in Appendix C, and

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(c) any other action that may be specified in the SC.

3.6 Reporting Obligations

- (a) The Consultant shall submit to the Client the reports and documents specified in Appendix B hereto, in the form, in the numbers and within the time periods set forth in the said Appendix.
- (b) Final reports shall be delivered in CD ROM in addition to the hard copies specified in said Appendix.

3.7 Documents Prepared by the Consultant to be the Property of the Client

- (a) All plans, drawings, specifications, designs, reports, other documents and software submitted by the Consultant under this Contract shall become and remain the property of the Client, and the Consultant shall, not later than upon termination or expiration of this Contract, deliver all such documents to the Client, together with a detailed inventory thereof.
- (b) The Consultant may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the SC.

3.8 Accounting, Inspection and Auditing

3.8.1 The Consultant shall keep, and shall cause its Sub-consultants to keep, accurate and systematic accounts and records in respect of the Contract, in accordance with internationally accepted accounting principles and in such form and detail as will clearly identify relevant time changes and costs.

3.8.2 The Consultant shall permit, and shall cause its Sub-consultants to permit, the Bank and/or persons appointed by the Bank to inspect its accounts and records relating to the performance of the Contract and the submission of the Proposal to provide the Services, and to have such accounts and records audited by auditors appointed by the Bank if requested by the Bank. The Consultant's attention is drawn to Clause 1.9.1 which provides, inter alia, that acts intended to materially impede the exercise of the Bank's inspection and audit rights provided for under Clause 3.8 constitute a prohibited practice subject to contract termination (as well as to a determination of ineligibility pursuant to the Bank's prevailing sanctions procedures.).

4. CONSULTANT'S PERSONNEL

4.1 Description of Personnel

The Consultant shall employ and provide such qualified and experienced Personnel and Sub-Consultants as are required to carry out the Services. The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Consultant's Key Personnel are described in Appendix C. The Key Personnel and Sub-Consultants listed by title as well as by name in Appendix C are hereby approved by the Client.

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- 4.2 Removal and/or Replacement of Personnel**
- (a) Except as the Client may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Consultant, such as retirement, death, medical incapacity, among others, it becomes necessary to replace any of the Key Personnel, the Consultant shall provide as a replacement a person of equivalent or better qualifications.
 - (b) If the Client finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Consultant shall, at the Client's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Client.
 - (c) The Consultant shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.

5. OBLIGATIONS OF THE CLIENT

- 5.1 Assistance and Exemptions** The Client shall use its best efforts to ensure that the Government shall provide the Consultant such assistance and exemptions as specified in the SC.
- 5.2 Change in the Applicable Law Related to Taxes and Duties** If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost incurred by the Consultant in performing the Services, then the remuneration and reimbursable expenses otherwise payable to the Consultant under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Clauses GC 6.2 (a) or (b), as the case may be.
- 5.3 Services and Facilities** The Client shall make available free of charge to the Consultant the Services and Facilities listed under Appendix F.

6. PAYMENTS TO THE CONSULTANT

- 6.1 Lump-Sum Payment** The total payment due to the Consultant shall not exceed the Contract Price which is an all inclusive fixed lump-sum covering all costs required to carry out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with Clause 2.4.

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- 6.2 Contract Price** (a) The price payable in foreign currency/currencies is set forth in the SC.
(b) The price payable in local currency is set forth in the SC.
- 6.3 Payment for Additional Services** For the purpose of determining the remuneration due for additional services as may be agreed under Clause 2.4, a breakdown of the lump-sum price is provided in Appendices D and E.
- 6.4 Terms and Conditions of Payment** Payments will be made to the account of the Consultant and according to the payment schedule stated in the SC. Unless otherwise stated in the SC, the first payment shall be made against the provision by the Consultant of an advance payment guarantee for the same amount, and shall be valid for the period stated in the SC. Such guarantee shall be in the form set forth in Appendix G hereto, or in such other form, as the Client shall have approved in writing. Any other payment shall be made after the conditions listed in the SC for such payment have been met, and the Consultant has submitted an invoice to the Client specifying the amount due.
- 6.5 Interest on Delayed Payments** If the Client has delayed payments beyond fifteen (15) days after the due date stated in the Clause SC 6.4, interest shall be paid to the Consultant for each day of delay at the rate stated in the SC.

7. GOOD FAITH

- 7.1 Good Faith** The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measures to ensure the realization of the objectives of this Contract.

8. SETTLEMENT OF DISPUTES

- 8.1 Amicable Settlement** The Parties agree that the avoidance or early resolution of disputes is crucial for a smooth execution of the Contract and the success of the assignment. The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
- 8.2 Dispute Resolution** Any dispute between the Parties as to matters arising pursuant to this Contract that cannot be settled amicably within thirty (30) days after receipt by one Party of the other Party's request for such amicable settlement may be submitted by either Party for settlement in accordance with the provisions specified in the SC.

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III. Special Conditions of Contract

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.1(a)	The words “in the Government’s country” are amended to read “in India. ”
1.3	The language/s is: English.
1.4	<p>The addresses are:</p> <p>Client: Chief Engineer, World Bank Projects, Orissa on behalf of the Government of Orissa in Works Department.</p> <p>Attention: Er. Nalini Kanta Pradhan, Chief Engineer, World Bank Projects, Orissa</p> <p>Facsimile: + 91 – 674 – 239 0080</p> <p>E-mail: pmuosrp@gmail.com</p> <p>Consultant: Marketing & Development Research Associates 34-B, Community Centre Saket, New Delhi – 110 017</p> <p>Attention: Abhishek Kumar, Project Director</p> <p>Facsimile: +91-11-26968282</p> <p>E-mail: info@mdraonline.com</p>
1.7	<p>The Authorized Representatives are:</p> <p>For the Client: Chief Engineer, World Bank Projects, Orissa</p> <p>For the Consultant: Abhishek Kumar, Project Director Marketing & Development Research Associates</p>
1.8 1.8.1	<p>For domestic consultants/ sub-constants/ personnel and foreign consultants/ personnel who are permanent residents in India</p> <p>The consultants, Sub-consultants and the Personnel shall pay the taxes, duties, fees, levies and other impositions levied under the existing, amended or enacted laws during life of this contract and the client shall perform such duties in regard to the deduction of such tax as may be lawfully imposed.</p>

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<p>1.8.2</p>	<p>For foreign Consultancy firms</p> <p>The Client warrants that the Client shall reimburse the Consultant, the Sub-Consultants and the Personnel for any indirect taxes, duties, fees, levies and other impositions imposed, under the Applicable Law, on the Consultant, the Sub-Consultants and the Personnel in respect of:</p> <ul style="list-style-type: none"> (a) any payments whatsoever made by the client directly to the Consultant, Sub-Consultants and the Personnel (other than nationals or permanent residents of the Government's country), in connection with the carrying out of the Services; (b) any equipment, materials and supplies brought into the Government's country by the Consultant or Sub-Consultants for the purpose of carrying out the Services and which, after having been brought into such territories, will be subsequently withdrawn there from by them; (c) any equipment imported for the purpose of carrying out the Services and paid for out of funds provided by the Client and which is treated as property of the Client; (d) any property brought into the Government's country by the Consultant, any Sub-Consultants or the Personnel (other than nationals or permanent residents of the Government's country), or the eligible dependents of such Personnel for their personal use and which will subsequently be withdrawn there from by them upon their respective departure from the Government's country, provided that: <ul style="list-style-type: none"> (1) the Consultant, Sub-Consultants and Personnel, and their eligible dependents, shall follow the usual customs procedures of the Government's country in importing property into the Government's country; and (2) if the Consultant, Sub-Consultants or Personnel, or their eligible dependents, do not withdraw but dispose of any property in the Government's country upon which customs duties and taxes have been exempted, the Consultant, Sub-Consultants or Personnel, as the case may be, (i) shall bear such customs duties and taxes in conformity with the regulations of the Government's country, or (ii) shall reimburse them to the Client if they were paid by the Client at the time the property in question was brought into the Government's country.
<p>1.8.3</p>	<ul style="list-style-type: none"> a) The client shall reimburse Service Tax payable in India as per Applicable Law. The consultant shall register itself for service tax with appropriate authority in India & shall provide the registration Number to the client. b) Tax will be deducted at source as per the prevailing Income Tax Rules.

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2.1	The Effective Date is 17/10/2011.
2.2	The date for the commencement of Services is 17/10/2011.
2.3	The time period shall be 60 (<i>Sixty</i>) <i>Months</i>
3.4	<p>The risks and the coverage shall be as follows:</p> <p>(a) Third Party motor vehicle liability insurance in respect of motor vehicles operated in the Government's country by the Consultant or its Personnel or any Sub-Consultants or their Personnel, with a minimum coverage as per Motor Vehicles Act 1988;</p> <p>(b) Third Party liability insurance, with a minimum coverage of Rs.20,00,000 (Rupees Twenty Lakhs) (After each occurrence the Consultant shall repay premium necessary to make insurance valid for this amount always);</p> <p>(c) professional liability insurance, with a minimum coverage of Three times the Contract Price;</p> <p>(d) employer's liability and workers' compensation insurance in respect of the Personnel of the Consultant and of any Sub-Consultants, in accordance with the relevant provisions of the Applicable Law, as well as, with respect to such Personnel, any such life, health, accident, travel or other insurance as may be appropriate; and</p> <p>(e) insurance against loss of or damage to (i) equipment purchased in whole or in part with funds provided under this Contract, (ii) the Consultant's property used in the performance of the Services, and (iii) any documents prepared by the Consultant in the performance of the Services.</p>
3.7 (b)	The Consultant shall not use these documents and software for purposes unrelated to this Contract without the prior written approval of the Client.
5.1	"Not Applicable."
6.1	<p>Contract Price: INR 69,88,500/- (Rupees Sixty Nine Lakhs Eighty Eight Thousands Five Hundred) only (Excluding applicable Service Taxes payable in India)</p> <p>Total Remuneration portion : INR 61,36,500 (Excluding applicable Service Taxes payable in India)</p> <p>Total Reimbursable portion : INR 8,52,000 (Excluding applicable Service Taxes payable in India)</p>



	<p>Payments for the remuneration portion for each deliverable in the 2nd and 3rd survey made in accordance with Clause GC 6.1 read with SCC Cl. 6.4 shall be adjusted if there will be a time overrun in start of 2nd and 3rd phase survey beyond six months as stipulated in Cl. 2.1 of Terms of Reference as follows:</p> <p>Remuneration paid in local currency shall be adjusted by applying the following formula:</p> $R_l = R_{l_0} \times \left[0.1 + 0.9 \frac{I_l}{I_{l_0}} \right]$ <p>where R_l is the adjusted remuneration, R_{l_0} is the corresponding remuneration portion out of the payment for the said deliverable as per S.C.C. Cl 6.4, I_l is the official index for salaries in the Client's country for the month in which the respective survey work was actually initiated and, I_{l_0} is the official index for salaries in the Client's country for the month when the respective survey work was intended to start as per the Contract.</p> <p>(Consumer Price Index for "Urban Non Manual Employees" (General Index(all groups)) published by Director General Central Statistics Organization, Ministry of Statistics/Government of India could be considered for adoption)</p>
<p>6.2(a)</p>	<p>"Not Applicable"</p>
<p>6.2(b)</p>	<p>The amount in local currency is INR 69,88,500/- (Rupees Sixty Nine Lakhs Eighty Eight Thousands Five Hundred only .</p> <p><i>(Excluding applicable Service Taxes payable in India)</i></p>
<p>6.4</p>	<p>The accounts are:</p> <p>for foreign currency or currencies: <i>NOT APPLICABLE</i></p> <p>for local currency: Marketing & Development Research Associates Bank of India A/c No. 604520100060891 Bank Name: Bank of India YWA Hostel Building, Avenue-21, Saket, New Delhi – 110017</p> <p>Branch ID : 6045 IFSC Code : BKID0006045 Swift Code : BKIDINBBNPL MICR No. : 110013047</p> <p>Payments shall be made according to the following schedule after approval of the Review Committee constituted for this purpose and after obtaining No Objection of the World Bank:</p>

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S. No.	Output	Due date (weeks) from Start	Payment as a percentage of Contract Price
	1st Survey		
1	Inception report	2	5%
2	Report on Pilot Survey	5	5%
3	Completion of Awareness raising materials	7	2%
4	Submission Draft survey report	9	5%
5	Submission of Draft Analysis/ User Perception Study Analysis	11	5%
6	Submission Final survey report	13 [2 weeks after receipt of comments on draft report]	3%
7	Submission of Executive Summary of final report	15 [2 weeks after receipt of comments on final report]	5%
8	Presentation to OSRP/ OWD	20	5%
	2nd Survey		
9	Inception report	2	5%
10	Completion of Awareness raising materials	7	2%
11	Submission Draft survey report	9	5%
12	Submission of Draft Analysis/ User Perception Study Analysis	11	5%
13	Submission Final survey report	13 [2 weeks after receipt of comments on draft report]	3%
14	Submission of Executive Summary of final report	15 [2 weeks after receipt of comments on final report]	5%
15	Presentation to OSRP/ OWD	20	5%
	3rd Survey		
16	Inception report	2	5%
17	Completion of Awareness raising materials	7	2%
18	Submission Draft survey report	9	5%
19	Submission of Draft Analysis/ User Perception Study Analysis	11	3%

	20	Submission Final survey report	13 [2 weeks after receipt of comments on draft report]	5%
	21	Submission of Executive Summary of final report	15 [2 weeks after receipt of comments on final report]	5%
	22	Presentation to OSRP/ OWD	20	5%
	23	Completion of Assignment		5%
6.5	<p>Payment shall be made within <u>45</u> days of receipt of the invoice and the relevant documents specified in Clause 6.4, and within <u>60</u> days in the case of the final payment.</p> <p>The interest rate is: London Inter-Bank On-Lending Rate LIBOR plus 2% for foreign currency; and 8% (Commercial Bank's prime lending rate of interest) for local currency.</p>			
8.2	<p>Disputes shall be settled by arbitration in accordance with the following provisions:</p> <ol style="list-style-type: none"> 1. <u>Selection of Arbitrators.</u> Each dispute submitted by a Party to arbitration shall be heard by a sole arbitrator or an arbitration panel composed of three arbitrators, in accordance with the following provisions: <ol style="list-style-type: none"> (a) Where the Parties agree that the dispute concerns a technical matter, they may agree to appoint a sole arbitrator or, failing agreement on the identity of such sole arbitrator within thirty (30) days after receipt by the other Party of the proposal of a name for such an appointment by the Party who initiated the proceedings, either Party may apply to the Secretary General, Indian Roads Congress India, New Delhi for a list of not fewer than five nominees and, on receipt of such list, the Parties shall alternately strike names there from, and the last remaining nominee on the list shall be the sole arbitrator for the matter in dispute. If the last remaining nominee has not been determined in this manner within sixty (60) days of the date of the list, the Secretary General, Indian Roads Congress India, New Delhi, shall appoint, upon the request of either Party and from such list or otherwise, a sole arbitrator for the matter in dispute. (b) Where the Parties do not agree that the dispute concerns a technical matter, the Client and the Consultant shall each appoint one arbitrator, and these two arbitrators shall jointly appoint a third arbitrator, who shall chair the arbitration panel. If the arbitrators named by the Parties do not succeed in appointing a third arbitrator within thirty (30) days after the latter of the two arbitrators named by the Parties has been appointed, the third arbitrator 			

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	<p>shall, at the request of either Party, be appointed by the Secretary General, Indian Roads Congress India, New Delhi.</p> <p>(c) If, in a dispute subject to Clause SC 8.2 1.(b), one Party fails to appoint its arbitrator within thirty (30) days after the other Party has appointed its arbitrator, the Party which has named an arbitrator may apply to the Secretary General, Indian Roads Congress India, New Delhi, to appoint a sole arbitrator for the matter in dispute, and the arbitrator appointed pursuant to such application shall be the sole arbitrator for that dispute.</p> <p>2. <u>Rules of Procedure.</u> Except as stated herein, arbitration proceedings shall be conducted in accordance with the rules of procedure for arbitration of the United Nations Commission on International Trade Law (UNCITRAL) as in force on the date of this Contract.</p> <p>3. <u>Substitute Arbitrators.</u> If for any reason an arbitrator is unable to perform his function, a substitute shall be appointed in the same manner as the original arbitrator.</p> <p>4. <u>Nationality and Qualifications of Arbitrators.</u> The sole arbitrator or the third arbitrator appointed pursuant to paragraphs (a) through (c) of Clause SC 8.2 1 hereof shall be a recognized legal or technical expert with extensive experience in relation to the matter in dispute.</p>
	<p>5. <u>Miscellaneous</u> In any arbitration proceeding hereunder:</p> <p>(a) proceedings shall, unless otherwise agreed by the Parties, be held in Bhubaneswar, INDIA.</p> <p>(b) the English language shall be the official language for all purposes; and</p> <p>(c) the decision of the sole arbitrator or of a majority of the arbitrators (or of the third arbitrator if there is no such majority) shall be final and binding and shall be enforceable in any court of competent jurisdiction, and the Parties hereby waive any objections to or claims of immunity in respect of such enforcement.</p>

IV. Appendices

APPENDIX A – DESCRIPTION OF SERVICES

CONSULTANCY SERVICES FOR

Carrying out Road User Satisfaction Survey in Project Corridors of Orissa State Roads Project For Orissa State Road Network under Works Department

1. BACKGROUND

The State Government of Orissa (GOO) through the Government of India (GOI) has received a loan from the International Bank for Reconstruction and Development (IBRD i.e. World Bank) for implementation of Orissa State Roads Project (OSRP). The project is aimed at improvement of some important State Highways and Major District Roads in the State of Orissa and divided into following two components:

Component A:

Road Corridor Improvement Component (Estimated Cost: approx. US\$306 million).

This component will support widening and strengthening with selective realignment of about 400 km of existing roads to double-lane standard. In the first phase about 204 Km length of road have already been taken up for execution. Balance 186 Km road shall be taken up as Phase-2 Contract roads with initiation of bidding process likely by end of this year. The names of the roads under execution in Phase-1 & those proposed for execution in Phase-2 are:

Phase-1 Contract – 204 Km (Year-I Ongoing)

1.	Bhawanipatana - Khariar	68 Km
2.	Chandbali – Bhadrak - Anandpur	95 Km
3.	Berhampur - Taptapani	<u>41 Km</u>
		204 Km

Phase-2 Contract – 186 Km (Proposed/tender to be invited)

4.	Jagatpur – Chandbali	106Km
5.	Dashapalla-Banarpal	80 Km

Above project roads connect industrial, mining and tourist areas to major National Highways and ports in Orissa and neighboring Andhra Pradesh, as well as provide connectivity for the poor and tribal communities living along the road corridors. In addition to the physical works, the project will finance costs associated with supervision consultants, implementation of Environment Management Plans, Resettlement and Rehabilitation (R&R), Indigenous People (Tribal) Development Plan (TDP), HIV/AIDS mitigation measures, and road safety awareness campaign etc.

Component B:

PPP Enabling Support, Sector Policy and Institutional Development, and Implementation Support Component (Estimated Cost: Approx US\$16 million): This component will assist GOO to (i) introduce private sector participation (Public-Private-Partnership -PPP) in financing and management in the road sector, (ii) modernize the organization function i.e.Orissa Works Department(OWD) while improving the policy, institutional and legal framework of the State Road Sector by implementing Institutional Strengthening Action Plan (ISAP) and Government Accountability Action Plan (GAAP) (iii) implement and monitor the project.

Accordingly about 165 Km length of road from Sambalpur to Rourkela has also been proposed for development to four lane standard from the exiting two lane under Public-Private-Participation (PPP) mode with Viability Gap Funding (VGF) assistance from Govt. of India (GoI) in addition to the list of 390 Km roads as mentioned above which are being executed / proposed for execution under public funding as per conventional contracting procedures.

Length of road with Conventional Contract under Public Funding	390 Km
Length of road under PPP Contract with VGF assistance from GoI	<u>165 Km</u>

Total road length proposed for improvement under OSRP **555Km**

The impact of the Project shall be measured in terms of (i) improved efficiency of the State road system (ii) increased average vehicle speeds (iii) reduced Average Network Vehicle Operating Costs (iv) reduction in number of fatal accidents (v) improved effectiveness of road agencies and, (vi) improved user satisfaction.

In this context, Road User Satisfaction Survey (RUSS) are intended to be part of monitoring and implementation of the Project. The surveys shall cover above 555 Km of roads in phases with appreciable representative samples to capture the user expectations and response in all parts.

2. OBJECTIVES

2.1 Broad Objectives

An improved state highway network is high on priority of Govt. of Orissa (GOO) policy framework for providing the enabling conditions necessary for economic diversification and higher economic growth which are essential for employment creation, improved services and reduced poverty.

GOO is taking several initiatives to improve roads and establish higher service standards. In order to evaluate the outcome of its initiatives and to refine the efficiency of adopted measures, it is proposed to conduct Road User Satisfaction Surveys (RUSS) across the proposed network. These surveys are to establish perceptions, experience and expectations of road users. This shall be an important measure to assess whether GOO policy in road sector is having its intended impact. Three such surveys are proposed over next 5 years; one at start of Project, another at mid term and finally at Project closure. The first phase of survey shall be carried out immediately on award of contract. The second and third phase survey are likely to be carried out during March 2014 and March 2016 respectively.

2.2 Specific Objectives.

The specific objectives of the surveys are to:

- a) Elicit views on public perceptions of current sector outcomes, performance of various road agencies including Works Department (OWD) and government policies;
- b) Document the views in a comprehensible format that suitable for comparison over time, and
- c) Present the findings of the survey to senior decision makers in GOO and the general public.
- d) Compare the satisfaction levels at the mid term and project closure with the first surveys to find out the outcome of various road sector reforms in the state.

2.3 Consultancy:

The Consultants will be required to undertake three such surveys thought the OSRP implementation- at start of Project (to establish the baseline and the methodology), another at mid-term and finally at the Project closure. Although the project has formally began since November 2009, but the current status of the same can still be considered as start / beginning due to the physical outcome. The Chief Engineer, World Bank Projects on behalf of Govt. of Orissa intends to assign the above tasks to a qualified consulting firm (referred here as Consultant) for conducting the surveys. This consultancy package relates to procuring such services.

3 SCOPE OF WORK

3.1 The scope of work shall include but not be limited to the following:

Task 1 – Planning and Piloting

- 3.2 The Consultant shall develop the methodology and plan for implementation of the intended surveys. The methodology should seek to maximise the utility of the information gathered, the response rate of the “Surveyed” and the statistical significance of the results. The information gathered should be in a format, which is easily comparable with the results of the second survey and third survey.
- 3.3 The survey shall consist of three parts:
- I. measures of customer satisfaction of road network outcomes or attributes through a set of a few major indicators, each with a number of sub-indicators;
 - II. measures of customer perceptions of OWD performance through a set of a few major indicators (maximum Seven), each with a number of sub-indicators; and
 - III. views on future policy priorities.
- 3.4 The Consultant shall work with the client to develop suitable indicators and sub-indicators to meet the above needs as well as some simple policy topics for prioritization by respondents. The indicators and policy topics should be simple, unambiguous and measurable over time. The indicators must also include a measure to gauge perceptions of value for money and road safety.
- 3.5 The OWD’s ‘customer’ is clearly not a homogenous group; rather the ‘customer’ is made up of a number of potential target groups with many individuals being a member of two or more such groups. The Consultant should seek to elicit views from as broad a cross section of such target groups as reasonably practicable. However, it is understood that it may not be possible or sensible to conduct the survey as described in above to all target groups. The survey should accordingly include a simple profile of respondents.
- 3.6 For conducting these surveys, the potential road related representative bodies, not limited to the following, are:
- Inter-urban bus services operators and drivers.
 - Wagon, rickshaw, auto-rickshaw, taxi and hired car operators and drivers.
 - Private car owners/drivers.
 - Households living adjacent to main roads.
 - Shopkeepers/ Workers adjacent to highways.
 - Farmers/agricultural commodity producers.
 - Chambers of Commerce, industrial manufacturers and traders.
 - Transports/freight forwarding/shipping agents.

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- Insurance industry representatives.
 - Emergency services representatives (fire services, ambulance, police etc.)
 - Hoteliers' associations; tour operators ; travel agents
 - NGOs involved with social, environmental safeguard issues related to roads and vulnerable group
 - Academia
 - Journalists and media representatives
 - Govt. undertaking in transport sector / Industries Department
 - Traffic police wing
 - Revenue Department officials
- 3.7 The Consultant shall pilot the proposed survey mechanisms and research topics and indicators on a small sample of various target groups with a view to refining them both before finalization and use in the main survey stage.
- 3.8 The Consultant shall help the OSRP/ PWD raise awareness of the survey through preparing some modest summary materials for dissemination through formal media outlets (TV, radio, newspapers and journals) as well as through simple flyers or posters at roadside amenities such as pedestrian flyovers, bus stops, truck parks, fuel stations and bicycle parks.

Task 2 – Administering the Main Survey and Data Management

- 3.9 The Consultant shall administer the refined survey to the agreed sample of various target groups and follow up as necessary to maximise response.
- 3.10 The Consultant shall receive, collate, sort, clean and analyze the data received.

Task 3 – Formulation of Strategy to Continue these Surveys

The consultants should frame a strategy (institutional and funding aspects) for continuing the surveys in a fixed interval in the foreseeable future by OSRP/OWD. Quite a few highway agencies conduct such surveys at regular interval to develop better understanding of the user's needs and expectations and integrate the survey results within their overall business strategy.

Task 4 – Presentation of Findings

- 3.11 The Consultant shall present the survey findings to the senior management of the OSRP/ OWD and other relevant decision makers in the GOO (*composition to be determined*). The findings shall be presented both in a written report, comprising of charts and diagrams wherever possible and in electronic format – and as a formal oral presentation. This report and presentation shall be structured so as to demonstrate the opportunities and priorities for improvements in service delivery.
- 3.12 Short glossy summary flyer or pamphlets for widespread dissemination are to be produced.
- 3.13 The Consultant shall work with the client's staff to agree and implement mechanisms for disseminating the information generated under the survey. Such mechanisms shall include presentations to professional associations, articles in the media, posters and flyers, posting on the OSRP/ OWD website and presentation at the annual road sector workshop to be organized by the client at a date to be determined.

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Task 5 – Identification of other existing sources of related information

- 3.14 The Consultant shall identify other possible existing mechanisms for collecting information from the general public that has a bearing on the issue of public attitudes on road service delivery. Such surveys might include those conducted by National Highway Authority of India (NHAI)/ Ministry of Road Transport and Highways (MORTH) or by the private or non-profit sector on similar kinds of issues. The outcome of external stakeholders meeting can also be considered which may provide useful information on road user attributes.
- 3.15 The Consultant shall recommend whether any data might usefully be extracted from these existing surveys, or whether by modest adaptation, they might provide valuable information to the OSRP/ OWD in future on road user attitudes.
- 3.16 The Consultant is encouraged to propose reasonable modifications or additions to the above tasks in their technical proposal.

4 Consultants' Methodology for the Assignment

Each of the three surveys will consist of three parts

- Measure of customer satisfaction of road network outcomes or attributes through a set of few major indicators, each with a number of sub-indicators. This implies that indices have to be developed at different levels with appropriate weighting system, which would enable the Consultant to aggregate the sub- indicators to arrive at the value of the major indicator. Therefore, evolving the system of weighing is crucial. This is proposed to be done through appropriate variable generation from the current survey.
- Measure of customers' perception of OWD's performance through a set of few major indicators including value for money achieved by way of road infrastructure in comparison with levels of road related taxation and user charges- each with number of sub-indicators. This part relates to OWD's performance in terms of timely completion of projects, benefits to the users in terms of value for money (benefits will be imputed and compared with cost incurred in terms of user charges, road related taxes etc.).
- Views on future policy priorities for OWD will be the expected outcome of the survey. This will help in drawing strategies and thereby improving the level of User's satisfaction with the project roads network.

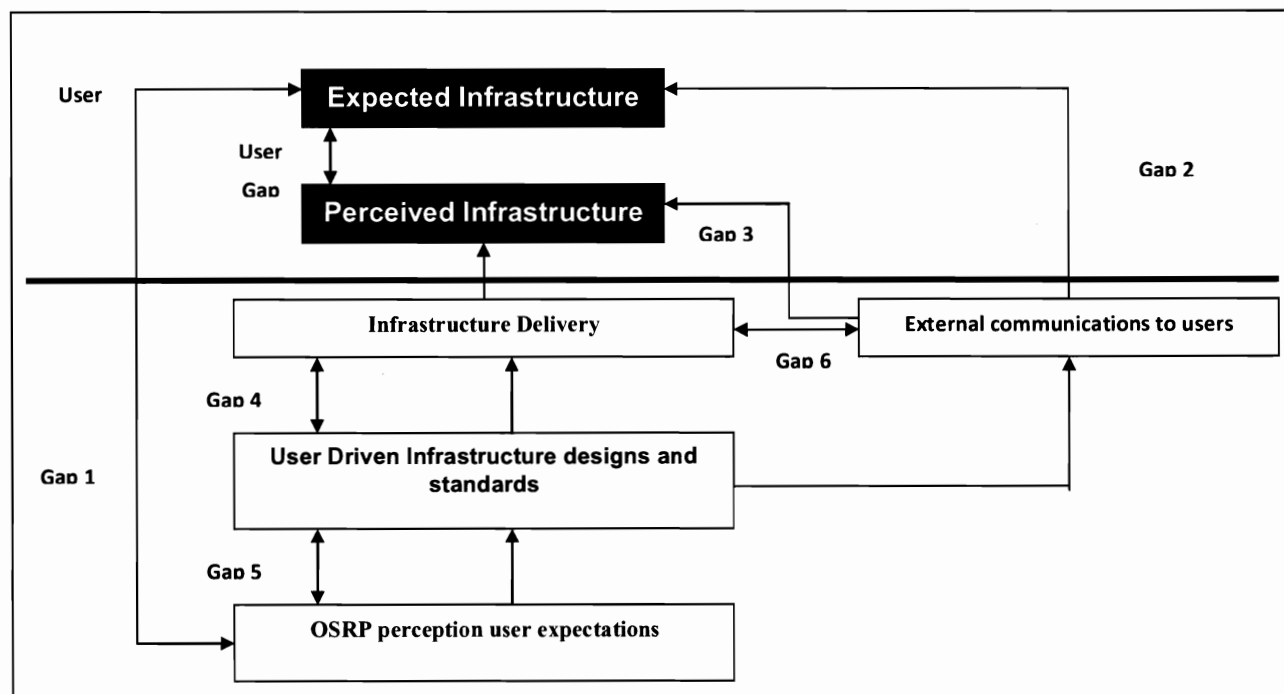
Additionally,

- The consultants would work with the client to develop suitable indicators and sub-indicators to meet the above needs as well as simple some policy topics for prioritization by respondents. The indicators and policy topics would be simple, unambiguous and measurable over time. Only the representative bodies of users/non-users would be competent to respond on policy issues. The responses from individual respondents can be used to generate variables on issues coming out of the feedback from representative of user\ non-users.
- **Pre-Survey Initiative:** Consultants will help the Client to raise awareness about the survey by preparing some modest summary material for dissemination through formal media outlet. This aspect has to be covered before launching the survey.
- **Post-Survey Initiative:** The consultant will work with the Client's staff to agree and implement mechanisms for disseminating the information generated under the survey. This is suggested to be done through workshops and seminars.

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MDRA Research methodology follows a gap model expectation analysis for better user satisfaction measurement.

GAP MODEL OF EXPECTATION

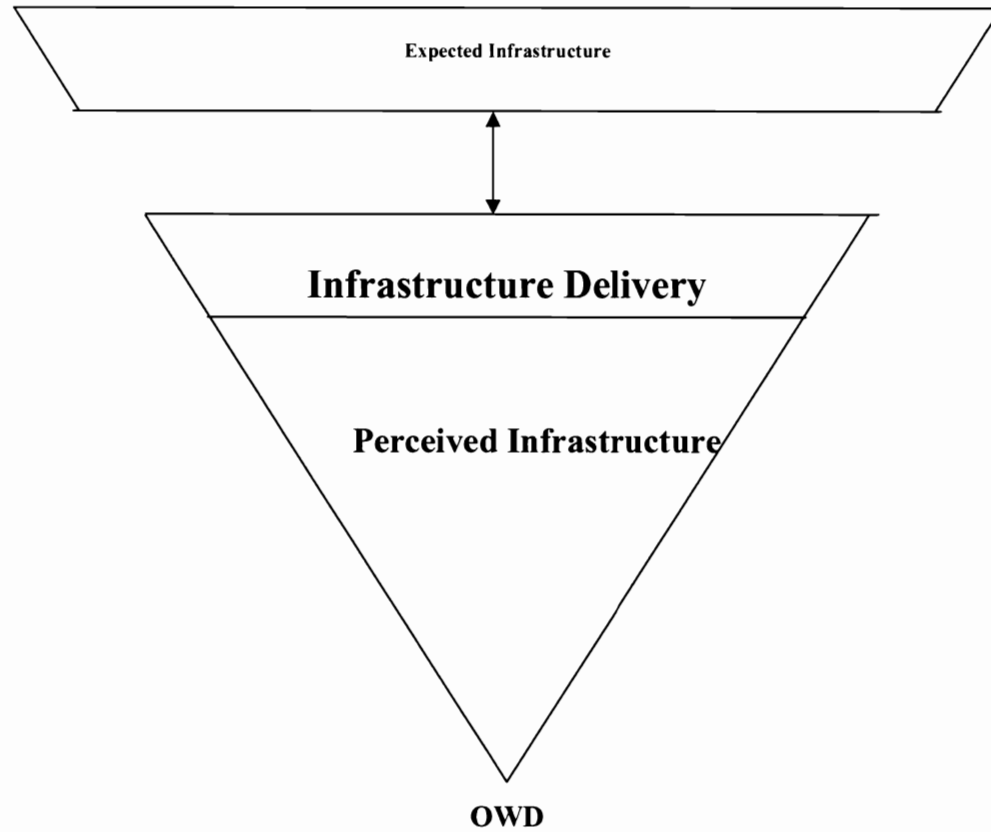


Following six types of possible gaps exists between the organisation and its user base if the appropriate information is not collected from time to time.

1. What Users desire (needs and expectations) and management’s perceptions of Users’ desires (Managements vision)
2. What users desire (Needs / Expectations) and what users think will happen (Modified expectations)
3. What users think will happen (Modified expectations) and what the users perceived happened (Perception of Performance)
4. What delivery point produced (Reality) and Management’s goals for products quality / services performance (Management’s goals)
5. Management quality for product quality / services performances (Management’s goals) and management perceptions of users desires (management vision).
6. What users perceived happened (perception of performance) and what delivery point purchased (reality).

Closing these gaps by conducting user satisfaction study, in which not only current satisfaction will be measured but also the expectations will be elicited as well. It is explication of these expectations that will better OWD to close some of its gaps concerning users’ actual desires.

USER GAP MODEL FOR OWD



Model validation

It is essential to know how exhaustive the attribute and their underlying dimensions are in describing the category in the model so constructed by MDRA for OWD.

For this purpose, following broad dimensions will be used in this user satisfaction study. (A detailed parameter/attributes wise measurement would be worked out later)

- Maintenance
- Signage/Directions
- Time (Delays/on time)
- Durability
- Riding comfort
- Roadside assistance
- Pavement conditions
- Travel amenities
- Bridge conditions
- Safety

- Visual appeal
- Traffic flow

While conducting the study, MDRA will consider attributes that are meaningful to users and management alike.

Levels of Satisfaction and Research Tools

MDRA has identified three levels of user satisfaction related to OWD understanding of user needs and expectations and to sensitize the relevant stakeholders in the entire supply chain.

The three levels of customer satisfaction are:

- Expected quality
- Desired quality and
- Excited quality

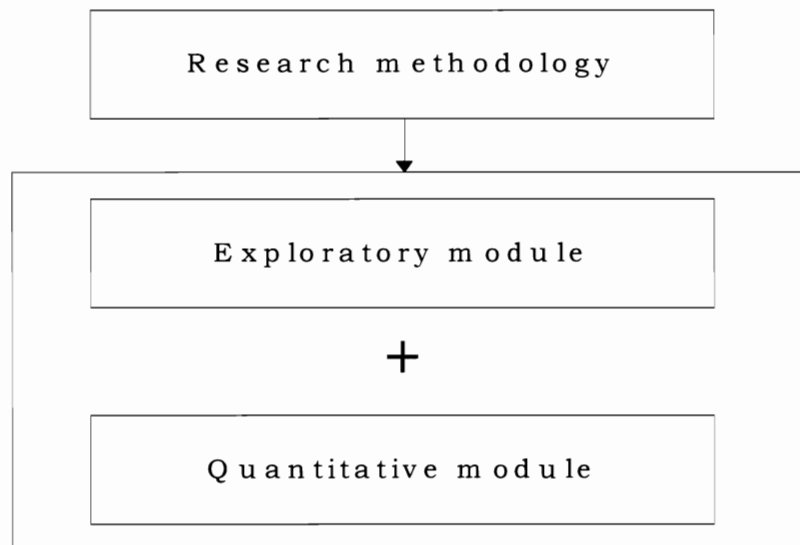
Expected and desired quality Tools are reactive. They tend to catch what customer considers basics to meet their expectation. Excited quality tools are proactive. Excited qualities are meant to induce user satisfaction.

For the present study MDRA will focus on desired quality tools of user satisfaction survey. The user satisfaction survey will include users of road. The perceptual survey will also include other target groups who are in the vicinity of roads.

MDRA methodology has two phases:

Phase 1: Exploratory Phase including pilot study

Phase 2: Quantitative Phase comprising main study among users.



EXPLORATORY MODULE

Objectives of the Exploratory Module

The objective of this module will be to obtain an in-depth understanding of parameters that form elements of satisfaction. It can be further specified into the following objectives:

- Identification of the parameters that form elements of satisfaction among road users.
- Importance of the parameters / attributes.
- Ranking of parameters representing user satisfaction level.
- To identify drivers of user satisfaction
- To understand the needs and expectation of the user and determine the relative weightages associated with the parameters.
- To identify process that impact user satisfaction.

Design

We propose two-phased design for the exploratory module, which includes the pilot survey. Both the phases would be carried out simultaneously.

- **Focus Group Discussion**
- **In-Depth Interviews**

The focus group discussion and in-depth interviews would aim to collect and analyze information by way of a pilot study to be carried out among the target segment.

Focus Group Discussions are an effective method for exploring and comparing views and attitudes. They encourage a spontaneous and free flowing exchange of opinion among participants. Such verbal interactions, when skillfully guided by the group moderator, are eminently suitable for researching subconscious areas of rigidity and flexibility across group. For measurement of user satisfaction this makes the technique an appropriate one for identifying perceptions needs, expectation performance parameters and satisfaction levels. The group situations and the dynamic inherent in such a technique and group 'games' provide valuable information regarding the respondents' attitude towards OWD infrastructure and its services as well as the latent beliefs that respondents might otherwise find difficult to verbalize satisfaction levels and performance parameter importance for the customer to achieve satisfaction.

Since the purpose of the group discussions is to elicit frank and free-flowing response. Group participants must be in a relaxed frame of mind and comfortable with one another so that there is minimal "putting on" behaviour.

In-depth interviews involve an extended interviewing session with the respondent by an experienced senior executive of MDRA. A skilled interviewer, having established a warm rapport with the respondent, can manage to elicit 'real views and feelings'. It permits a free and spontaneous flow of ideas. Since the interview is conducted by the executive himself/herself, it permits high flexibility in coverage, so that exploring even unexpected areas of satisfaction can be done effectively. The interview involves the use of **projective technique such as analogies and personifications designed** to reveal the intuitive, unconscious world of respondents, and to understand his 'real' perceptions and satisfaction levels and desired parameters which might otherwise road user may not wish to or find difficult to verbalize.

The in-depth interviews/ focus group discussions administered by the senior executives of MDRA would aim in identification of the process and the performance parameters/attributes. These factors would be vital to identify and understand the factors affecting the user satisfaction.

Areas of Information

The focus group discussion and in-depth interviews will help in identifying the processes and the performance and satisfaction levels. The given figure shows some of the indicative areas of information.

Identification of performance Attributes

Feature	Attribute	Process
Visual appearance	Compatibility with environment	Size of the advt./visible from distance /Hindrance
	Outdoor advertisement Landscaping	Green space provided, plantation
Safety	Accident warning signs	Number of signs and its visibility from distance
	Safety barriers	Visibility of barriers
	Road lighting	Project or improper
Travel amenities	Signs of mileage/destination	Frequency and visibility
	Roadside assistance	Number of assistance

The exploratory module will give importance to performance parameters identified and the key findings from this phase would be used to develop weightages to be assigned to performance parameters. MDRA with its expertise has developed a unique “Satisfaction weightage Matrix Grid”. This would provide OWD with the importance rating related to satisfaction and weightages to be assigned to the satisfaction level prevailing among its users road. A sample of the grid has been shown in the following figure.

MDRA Satisfaction Weightage Matrix Questions grid

	Column A	Column B	
	Importance rating	Weightage	Satisfaction level
Visual appearance	4	0.6	Highest
Safety	3	0.2	Moderate
Travel amenities	2	0.2	Moderate

MDRA Group Modeling Tool

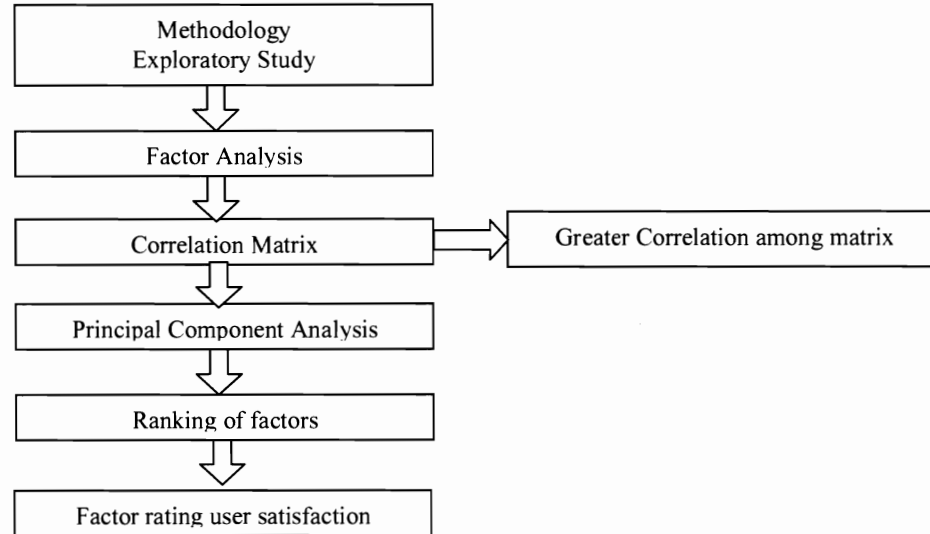
For the processing of the information collected from the exploratory phase MDRA has developed a Group Modeling Technique as given in fig below

Factor analysis will be carried out to club the identified parameters into six/ seven factors. The actual number of factor may vary depending upon the Eigen values. These factors will be mutually uncoordinated among them. A factor model that is principle component analysis will be used to find out how the users rank various factors in terms of satisfaction. MDRA will use factor wise

averages scores to interpret results. Further, this average score will be used to find out the level of satisfaction, dissatisfaction of the users in relation to each variable/Parameters.

The methodology to be adopted has been depicted in the following figure.

GROUP MODELING TOOL



QUANTITATIVE MODULE

Research Objective

- To elicit information from users through a personal interview.
- To determine the relative impact of each one of them on various attributes.
- To understand how customers perceive the OWD and whether OWD's performance meets their expectations.
- To identify areas where improvements in performance will produce the greatest gain in user satisfaction.
- To set goals for service improvement and monitor progress against a user satisfaction index.
- To recommend suitable strategy and identify priority areas of improvement and nature of improvement.
- Designing and construction of **Road User Satisfaction Index** for the following levels.
 - An overall level
 - Road-segment level
 - User segment level
 - Attribute level /parameter level

Note:

1. The other methods like postal, telephonic tend to give bared results and the response rates are bound to be poor.

2. MDRA has analysed data of its postal surveys done in the past and has found that response rate is less than 10% and of poor quality.
3. Also, as the target respondents are moving targets (road users) and are unknown (unlike household interviews where information about them can be collected through census data or IRS/ NRS or from electoral rolls), so the only way would be face-to-face interviews by meeting them when they are traveling on the project roads.

DESIGN

We propose to meet the quantitative research objective by administering:

- The Main Survey – one to one interview with Road users.
- In depth interviews with group members

Main Survey

Using the information gathered in the exploratory phase and pilot survey, MDRA will develop and improve the detailed focused/structured questionnaire covering every aspect of the various parameters identified during the exploratory phase and tested during the pilot survey. Main survey will be conducted among the users of the road as per the sampling frame and sampling plan given later in this proposal.

The quantitative phase would include one to one interview among the users of road. The responses would be recorded using a structured questionnaire. The relevant attitude 5-point measuring scales would be used to record the minutest satisfaction level of the users. For better understanding of the questionnaire and making the questionnaire friendlier, especially in the rural areas the questionnaire would include more graphical scales.

The quantitative phase would help in arriving at the final satisfaction level figures and the benchmarks for OWD. This phase would also enable to obtain the in-depth understanding of users of project roads, and how the target segment views it.

MDRA's USER SATISFACTION MODEL

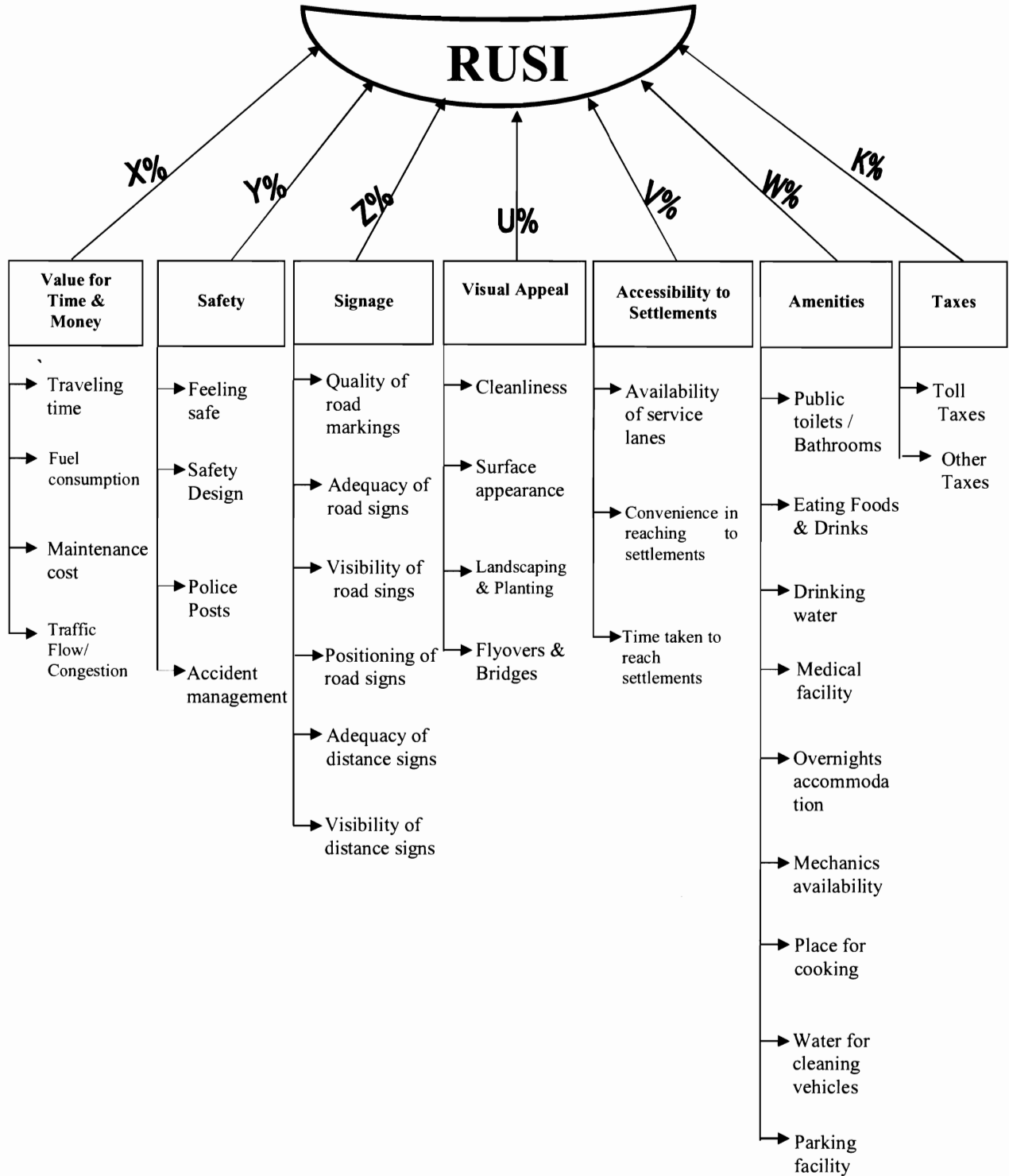
This user satisfaction model shows an example of the scorecard and impact that may precisely measure using rigorous and sophisticated modeling methodology developed by MDRA.

A quality component score shows how negatively (low score) or positively (high score) users feel toward the particular aspect represented by that quality component (e.g. visual appeal). A quality component score is the weighted average of the set of variables (attributes) comprising the quality component. The particular grouping of quality attributes for each specific quality component is determined by MDRA Group modeling technique.


An impact represents the increase in users satisfaction (or RUSI) resulting from a 5-point increase in visual appeal score of 69 would lead to an increase in user satisfaction by 1.2 points.

MDRA USER SATISFACTION MODEL for ROAD USERS

INDICATIVE MODEL FOR ROAD USER SATISFACTION INDEX



Note: This is an indicative model. Details would be worked out later in consultation with OWD.

Consultant 


Chief Engineer
World Bank Projects, Orissa

When conducting satisfaction study, MDRA will employ analytic technique to identify the key drivers of satisfaction within the performance and how successful OWD have been in delivering these key satisfaction factors. The analysis involves collecting and simultaneously plotting the importance level of category of attributes score to a particular infrastructure developed.

USER SATISFACTION ANALYSIS

MDRA proposes to analyse responses collected for measurement of user satisfaction from univariate, bivariate and multivariate view point, so as to maximally extract the information using various dimensions of the data.

UNIVARIATE USER SATISFACTION MEASUREMENT ANALYSIS

- Frequency analysis with calculation of all meaningfully applicable statistics.
- Interpretation of response levels.

BIVARIATE USER SATISFACTION MEASUREMENT ANALYSIS

- Cross tabulations
- Correlation analysis

Correlation analysis will be used to identify linkages between the performance attribute and overall satisfaction.

- Risk analysis

This technique will examine ratings on each performance attribute against satisfaction / dissatisfaction.

- Pareto analysis

This tool will be used for recording and analysing information relating to possible causes of a problem or general dissatisfaction.

- Root cause analysis

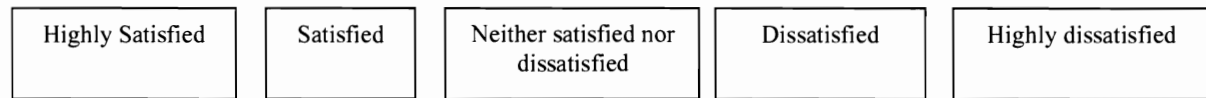
The results of customer satisfaction surveys involve measurements on numerous variables. Root cause analysis will be used in conjunction with pareto analysis to explore major reasons for dissatisfaction.

MULTIVARIATE USER SATISFACTION MEASUREMENT ANALYSIS

- **Factor Analysis:** This technique will be used to simplify the large data sets collected from customers.
- **Cluster Analysis:** This technique will be used to identify various groups formed among the road users based on their responses.

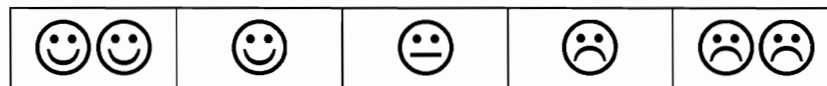
STUDY INSTRUMENTS

The study instruments will include questionnaire to be administered among the target users at the various points. We propose to conduct one to one interviews with user and in-depth interviews with the target groups at their location. The questionnaire to be administered among the customer will have questions on largely 5-point scale. A graphical representative of scale is given below:



The scale will be verbal phrasing for urban and semi urban customer. MDRA will use pictorial scale for rural customers, as this scale will be easy to understand and monitor at rural level. A representative scale as given below –

SCALE



The questions will seek answers to desired issues and at the same time it will be easy to understand and monitor.

LANGUAGE

The questionnaire will be in English and translated into local languages (Oriya / Hindi) as per the region and territory requirement.

DATA CODING, SCREENING AND ENTRY

Depending upon the contents of the questionnaire scrutiny and coding plan will be prepared and implanted

MATHEMATICAL MODEL

$$CSI = aA + bB + cC + dD$$

- ◆ A, B, C, D are the identified factors a, b, c, d are the respective weightages indicating the importance of the factor.
- ◆ Each factor in turn is the linear combination of a set of Parameter.

$$A = x + y + z + w.$$

- ◆ x,y,z,w are the Parameters of the factor A.

Road User Satisfaction Index (RUSI)

USER SATISFACTION INDEX

An indicative table on how the Index will be evolved for OWD is given

<u>User Satisfaction Index</u>					
	Column A	Column B	Column C	Column D	Column E
	Total Sample	Mumbai-Chennai		Delhi-Chennai	
	Importance Weights 1	Index 1	Index 2	Importance Weights 2	Index 3
Attribute 1	0.05	7	0.35	0.1	0.70
Attribute 2	0.2	10	2	0.09	0.90
Attribute 3	0.15	6	0.9	0.13	0.78
Attribute 4	0.13	6	0.78	0.09	0.54
Attribute 5	0.08	9	0.72	0.12	1.08
Attribute 6	0.08	8	0.64	0.1	0.80
Attribute 7	0.12	9	1.08	0.08	0.72
Attribute 8	0.05	5	0.25	0.15	0.75
Attribute 9	0.05	7	0.35	0.05	0.35
Attribute 10	0.09	7	0.63	0.09	0.63
TOTAL	1	74	7.66	1	7.25
Satisfaction Index 1 (unweighted)		7.4			
Satisfaction Index 2 (Weighted – population weights)			7.66		
Satisfaction Index 3 (weighted – customer's weights)					7.25
Overall Satisfaction Rating		7			

*Index 1 is a simple average of the rating in col. B

Index 2 is a weighted average using the total user base's importance weights (Col A)

Index 3 is a weighted average using the individual user importance weights (Col D)

QUALITY CHECKS

FIELDWORK

The entire fieldwork will be carried out by well-experienced and trained interviewers drawn from **Marketing & Development Research Associates (MDRA)** General Resource Pool.

The in-depth interviews would be moderated by the senior research executive in-charge of this study. Centres where the language of the discussion would not be Hindi / English, MDRA would seek assistance from research executives from its other research offices, and local language investigators will be used.

For the quantitative survey, the interviewers would be under the direct supervision of the field supervisors. They would all be under the control of the field executive in –charge of the study at each of the centre. All fieldwork would be carried out under the overall supervision of the Field Manager at each centre.

All interviewers, supervisors and the field executives in charge of this study at the various urban and rural centers, would be thoroughly briefed about each and every aspect of the study – in terms of how to select respondents, how to administer the questionnaire, how to deal with stimulus materials etc.

The field supervisors, field executives and field managers are employees of **Marketing & Development Research Associates (MDRA)**. The interviewers for the study will be freelancers, taken locally, who have been involved in conducting such studies in the past. For this study we would ensure that the freelancers have adequate and relevant experience in conducting user interviews.

In both rural and urban centers where **Marketing & Development Research Associates (MDRA)** does not have a field team, the field office controlling operations at that center will supervise the data collection process. The field team travels from the **Marketing & Development Research Associates (MDRA)** office. It is accompanied by a supervisor for the entire duration of the fieldwork. A **Marketing & Development Research Associates (MDRA)** employee, who is the Executive –in-charge of the project also accompanies the team to launch the field work and stays there for the initial few days for accompaniments and back checks. He revisits the centre towards the end of the fieldwork to check the quality and completion.

All standard **Marketing & Development Research Associates (MDRA)** measures are followed to ensure that good and reliable quality data are collected in this study. Among these is at least 25% of all interviews are done with accompaniment of or back-checked by the supervisor / field executive.

A field team typically comprises of 5 interviewers and is supervised by a field supervisor. The supervisor is responsible for accompanying these interviewers during the initial round of interviews. After that he scrutinizes all the interviews and conducts back-checks to ensure that the data is of the highest order. A supervisor typically has at – least 5-6 years of experience with

Marketing & Development Research Associates (MDRA) and does not at any time have more than 5 people reporting to him.

The field supervisors work under the direct supervision of the Field Executive in- charge of the study. The field executive is responsible for the initial briefing of the team. He also accompanies the interviewers and conducts back-checks. Field executives are employees of **Marketing & Development Research Associates (MDRA)** and have at least 10 years of work experience in the field.

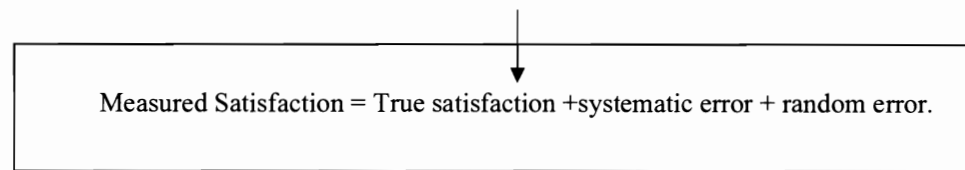
The field executives report to the Field Manager. The Field Managers have more than 20 years of field experience.

Each field office controlling the fieldwork in the centers falling in the region would assign one or more executive-in-charge for this project. There can be one Executive-in-Charge for the local teams and one for the outstation teams. At all stages of the fieldwork measures and controls are exercised so as to ensure that the data collected is of the highest quality.

Reliability and validity quality checks

MDRA has developed reliability and validity tools to eliminate systematic error and random errors, occurring during the user satisfaction measurement.

The user satisfaction measurement is represented by the following


$$\text{Measured Satisfaction} = \text{True satisfaction} + \text{systematic error} + \text{random error}.$$

MDRA has developed tools to measure validity and reliability of the satisfaction measurement process. The validity will be ascertained by using the following tools.

Validity Tools

Content tool

Content validity will be determined by how logically it appears that what was intended to be measured. Content validity tool concerns not only appropriateness of the questioned asked but also how inclusive the questions are to the measured construct.

Construct validity Tool.

This is determined by the extent to which a survey question represents an underlying construct (like visual signage) and the extent to which the question relates to other associated constructs (satisfaction level) in an expected way.

Pragmatic Tool

It is ascertained by the extent to which a question accurately predicts an anticipated action or response to other related measures.

Convergent Tool

A question is said to possess convergent validity if it displays scores similar to other questions measuring the same underlying construct. Convergent validity is related to concurrent validity, which tracks how accurately a question reflects real concurrent differences or is correlated with known values of the underlying construct.

Reliability Tool

MDRA will conduct test for each items or questionnaire to establish relationship and measurement of consistency. Our approach to assuring reliability would be to form a total score for each customer and then calculate Pearson's correlation coefficient for the questionnaire with the over all score of the customer as per the model given below

$\text{Correlation Coefficient } \} = \frac{n P_{ij}}{1+(n-1) P_{ij}}$ <p style="text-align: center;">n = Number of questions</p> <p style="text-align: center;">P= Average correlation among questions</p>

The above methods will be used to check the quality of questionnaire during the pilot survey and the desired modification will be done.

PRETESTING / PILOT OF USER SATISFACTION SURVEY

The Focus of Pre testing or pilot survey

The objective of the pretest is to examine the interview process both from the perspective of individual questions as well as the questionnaire and interview in its totality. During the pretest specific issues at each level will be dealt.

Pre testing will be conducted both among representative users and representative bodies. Three general types of pretests will be done before commencement of the survey work.

- A customer "participating" pretest
- A customer "undeclared" pretest
- An interviewer "debriefing" pretest

Pre test will be extended to include an examination of the presentation materials accompanying the interviewer (a cover letter, the interviewer's introduction, Show Cards, and so on) as well as the data collection procedure. Ideally, the pretest will be carried as far as possible to test the proposed analytical plan with some of the collected data.

Customer Participating Pretest/pilot survey

In this case, the participating customer will be told that the survey is in a pretest phase. He will be asked detailed questions about each phase of the interview as it is administered. While asking detailed probes about every question in the questionnaire would be impractical, either the most important questions can be probed, or probing for questions can be rotated throughout the pretest sample.

Customer Undeclared Pretest

In the undeclared pretest format, the customer is not alerted to the fact that he / she is participating in a pretest. The interview is simply administered as it would ultimately be administered. Responses will be recorded, tabulated, and examined to see if adequate distributions are being generated by each question.

Interviewer Debriefing Pretest

In this version of a pretest, the interviewers conducting the pretest will be asked to take notes on how they perceive each question to work, particular problems they may have had with questionnaire instructions, with the wording of particular questions, or in explaining a response scale to responding customers.

At the Question Level

Three issues will be assessed of individual questions.

Variation/Sensitivity

It will be important to determine if a question produces a reasonable distribution of responses during the pretest. If the responses to a question are heavily skewed to one end or the other of the response continuum, it may be that there are not enough response categories, or that the continuum represented in the responses must be skewed to the more frequently used endpoint to allow greater definition of answers at this end point.

Pretest			Revision		
Scale 1	Responses		Scale2		
"Poor"	5	0	"Fair"	5	5%
	4	0		4	10%
	3	10%		3	25%
	2	25%		2	40%
"Good"	1	65%	"Excellent"	1	20%

Flow/Sequence of the Questionnaire

For interviewer -administered surveys how the questionnaire sounds is the key. MDRA will make sure that questions are concisely worded with the direct objective stated clearly in the first few words.

Skip Pattern Performance

There will be a check for logic sequences in the draft questionnaire.

COVERAGE, SAMPLING AND SURVEY INSTRUMENT

The entire analysis will be based on the survey method. In terms of geographical coverage, all the major towns/ villages/ cities along the project roads and major commercial centres/ tourist centres/ mining areas located adjacent to the project roads will be included (the details are given in the sampling section). Different categories of users (different types of vehicles, households, manufacturing and commercial establishments, small traders, transporters, academia, emergency services representative, etc.) bodies will be covered.

The following survey instruments are proposed to be used -

- Structured questionnaire/checklist for individual users –
 - Main users (traveling on or driving a motorized vehicle – including commercial and private vehicles)
 - Vulnerable users (e.g. pedestrians, porters, households adjacent to project roads, people traveling on or driving non-motorized vehicles – like bicycles, rickshaw etc.)
- Structured questionnaire/ schedule for institutions /representative bodies

Sampling

As per the ToR, the following sections of the project roads need to be covered for Road User Satisfaction Survey in the 3 phases (baseline, mid-term and endline surveys) –

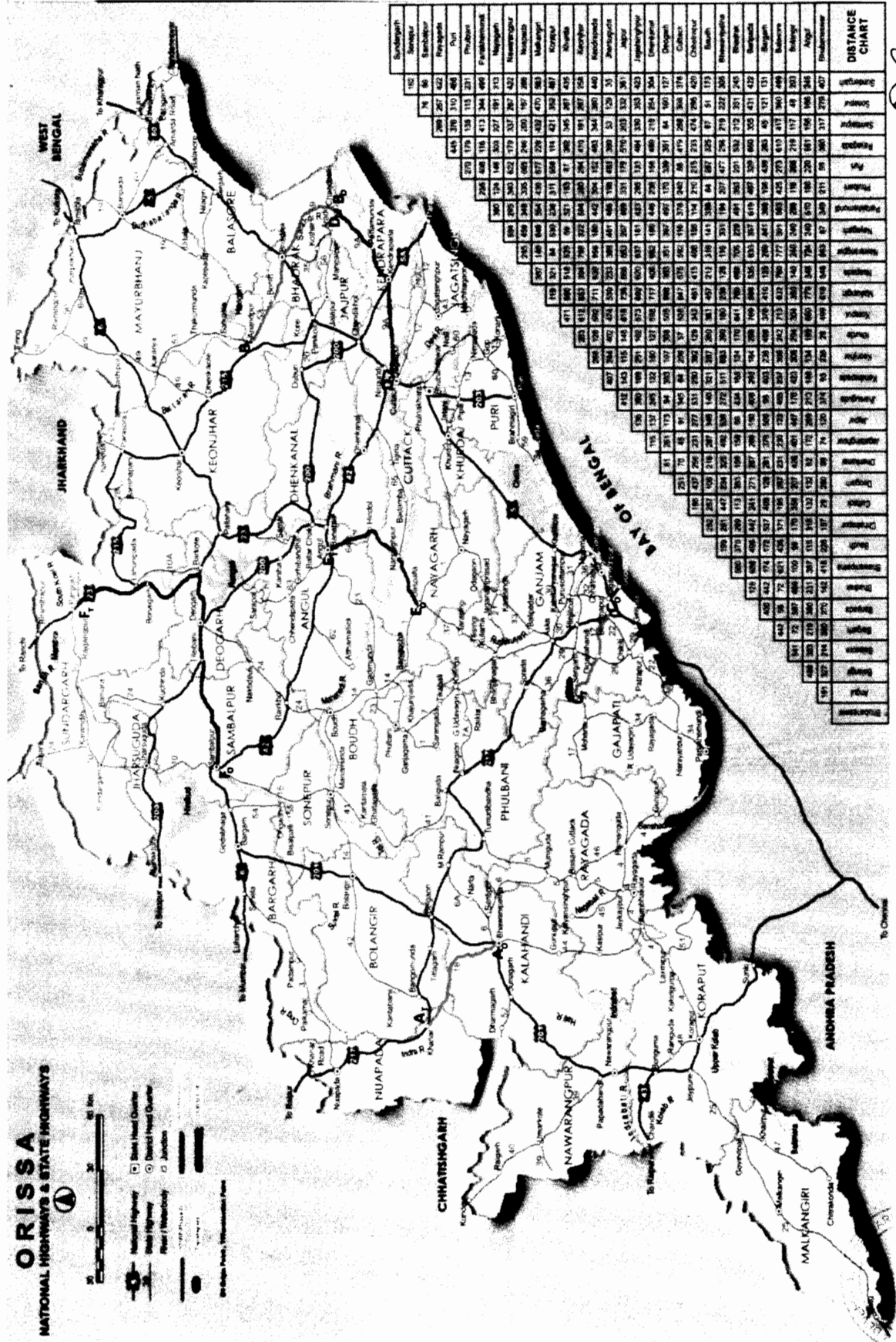
S.No.	Road segments under consideration	Road lengths (in KM)	Expected status of road-work during 3 phases of the survey*		
			Baseline (2011)	Mid-term (2014)	Endline (2016)
Phase-1 Contract – 204 KM (Year –I ongoing)			Ongoing	To be Completed	To be Completed
1	Bhawanipatana – Khariar	68			
2	Chandbali – Bhadrak – Anandpur	95			
3	Berhampur – Taptapani	41			
Phase-2 Contract – 186 Km (proposed/ tender to be invited)			Yet to start	Ongoing/ partially completed	To be Completed
4	Jagatpur-Chandbali	106			
5	Dashapalla-Banarpal	80			
Phase-3 Contract – 165 Km (under PPP mode)			Yet to start	Ongoing/ partially completed	Fully/ partially completed
6	Sambalpur – Rourkela	165			
Total Road –length to be covered		555			

[*Estimated]

These road-segments have been identified and presented in the road map of Orissa below –

Consultant 

IV. Appendix A. Description of Services



Chief Engineer
World Bank Projects, Orissa

Consultant

Before working on detailed sampling plan, it need to be very well understood that at present all the road-segments mentioned above exist and considerable amount of traffic movement takes place on each of these road-segments. While the phase-1 and phase-2 of project-roads would be converted to double-lane standard, phase-3 of the project-road would be converted to four-lane standard at the end of project. Also, it needs to be taken in mind that all different road-segments are accessed and used by all types of road users in different proportions. Therefore, the perception, experience and expectations of different types of road-users on these roads under three phases would be different at different points of time – especially before start of road-work, at the time of road-work and on completion of project roads.

Hence, all these road-segments need to be covered during the 3 surveys, i.e. baseline, mid-term and endline – however, a judicious sampling need to be designed so as to optimize cost and resources while capturing the perception, experience and expectations of road users on these road segments. It is more so because perception and expectations keep varying depending on experience and other stimuli.

While the road user satisfaction surveys would be conducted on all these road-segments during all the 3 surveys – these need to be more focused project-roads on undergoing road-work.

However, in practice sometimes it is not possible to conduct face-to-face interviews with road users within each KM of the road-segments. Therefore, project-roads need to be demarcated at every 5 KM. Thus a road-sub-segment of 5 km length would be the unit for sampling.

Based on MDRA's experience of conducting road user satisfaction surveys on various types of roads, it is suggested that a sample of 40 road-users per road-sub-segment of more focused road-segment is sufficient in view of the objectives of this survey. Similarly, 30 road-users per road-sub-segment of less focused road-segment would be able to yield high quality results.

Therefore, the sample size for each of the 3 surveys can be arrived at as following:

Consultant



Sample size calculation for 1st survey - baseline

S.No.	Road segments under consideration	Road lengths (in KM)	Sample size per road-sub-segment of 5 KM	Total sample size for the road-segment
Phase-1 Contract – 204 KM (Year –I ongoing)				
1	Bhawanipatana – Khariar	68	40	544 [(68/5)*40]
2	Chandbali – Bhadrak – Anandpur	95	40	760 [(95/5)*40]
3	Berhampur – Taptapani	41	40	328 [(41/5)*40]
Phase-2 Contract – 186 Km (proposed)				
4	Jagatpur-Chandbali	106	30	636 [(106/5)*30]
5	Dashapalla-Banarpal	80	30	480 [(80/5)*30]
Phase-3 Contract – 165 Km (under PPP mode)				
6	Sambalpur – Rourkela	165	30	990 [(165/5)*30]
Total		555		3738

Thus the total sample size for quantitative interviews is 3738 for baseline survey.

Sample size calculation for 2nd survey – mid-term

S.No.	Road segments under consideration	Road lengths (in KM)	Sample size per road-sub-segment of 5 KM	Total sample size for the road-segment
Phase-1 Contract – 204 KM (Year –I ongoing)				
1	Bhawanipatana – Khariar	68	30	408 [(68/5)*30]
2	Chandbali – Bhadrak – Anandpur	95	30	570 [(95/5)*30]
3	Berhampur – Taptapani	41	30	246 [(41/5)*30]
Phase-2 Contract – 186 Km (proposed)				
4	Jagatpur-Chandbali	106	40	848 (106/5)*40]
5	Dashapalla-Banarpal	80	40	640 [(80/5)*40]
Phase-3 Contract – 165 Km (under PPP mode)				
6	Sambalpur – Rourkela	165	30	990 [(165/5)*30]
Total		555		3702

Thus the total sample size for quantitative interviews is 3702 for mid-term survey.

Sample size calculation for 3rd survey – endline

S.No.	Road segments under consideration	Road lengths (in KM)	Sample size per road-sub-segment of 5 KM	Total sample size for the road-segment
Phase-1 Contract – 204 KM (Year –I ongoing)				
1	Bhawanipatana – Khariar	68	30	408 [(68/5)*30]
2	Chandbali – Bhadrak – Anandpur	95	30	570 [(95/5)*30]
3	Berhampur – Taptapani	41	30	246 [(41/5)*30]
Phase-2 Contract – 186 Km (proposed)				
4	Jagatpur-Chandbali	106	30	636 [(106/5)*30]
5	Dashapalla-Banarpal	80	30	480 [(80/5)*30]
Phase-3 Contract – 165 Km (under PPP mode)				
6	Sambalpur – Rourkela	165	40	1320 [(165/5)*40]
Total		555		3660

Thus the total sample size for quantitative interviews is 3660 for endline survey.

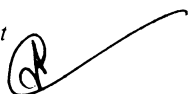
A snapshot of total sample size covered during the three surveys for each of the road segments can be shown as below:

Sample size- A snapshot

S.No.	Road segments under consideration	Road lengths (in KM)	Sample size in each survey			Total sample size
			1 st survey (baseline)	2 nd survey (mid-term)	3 rd survey (endline)	
1	Bhawanipatana – Khariar	68	544	408	408	1360
2	Chandbali – Bhadrak – Anandpur	95	760	570	570	1900
3	Berhampur – Taptapani	41	328	246	246	820
4	Jagatpur-Chandbali	106	636	848	636	2120
5	Dashapalla-Banarpal	80	480	640	480	1600
6	Sambalpur – Rourkela	165	990	990	1320	3300
Total		555	3738	3702	3660	11100

Thus the total sample size for quantitative interviews is 11,100 for all three terms of survey. However, the sample size per road-segment would be suitably modified/ re-distributed based on international norms / pilot survey/ demographics data available at the time of survey so as the spread can be increased without increasing the total sample size.

In all, a total of 11,100 road users among different categories would be interviewed by face to face method during the three surveys. Overall, around 100 road users would be interviewed in each of the demarcated road sub-segment of 5 KM during the 3 surveys.



COVERAGE OF JUNCTIONS, INTERSECTIONS, CROSSINGS ETC

During the field survey, the roads would be identified in such a way that major junctions, intersections, crossings, bypasses, over bridges, underpasses, flyovers (if there is any) or other major roads are not left out so that views of stakeholders/ road-users can be taken on these important and significant structures deeply affecting their satisfaction.

SAMPLE SIZE – USER CATEGORIES

Now we have to determine proportion of user-categories among these types of roads. Roughly we would cover following percentage of various kinds of respondents and stakeholders. These are based on our recent experience, secondary research and our estimation of proportion of various kinds of road users in different kinds of roads. However, these may vary depending on type of road and kind of traffic flow – these would be finalized in consultation with OWD and given here for indicative purpose.

Table: Proposed (tentative) Coverage of road users for (Structured interviews)

S. No.	Target group	Percent	No. of structured interviews
Main Users (70%)			11100
1	Commercial trucks/ tempos/ trailers – Drivers & operators	14%	1554
2	Drivers of commercial cars/ taxis/ auto rickshaws	8%	888
3	Private cars/ MUVs/ SUVs – passengers, owners & drivers	8%	888
4	Bus drivers	11%	1221
5	Bus passengers	11%	1221
6	Delivery vans/ LCVs/ agricultural vehicles (tractors etc)	6%	666
7	Motorized Two wheelers (scooters/ motorcycles/ mopeds etc)	12%	1332
Vulnerable users (30%)			7770
8	Pedestrians/ porters etc	10%	1110
9	Cyclists	3%	333
10	Residents on roadsides	6%	666
11	Shopkeepers/ hotels/ restaurants on roadsides	7%	777
12	Rickshaw/cart-pullers	1%	111
13	Road-side vendors	1.5%	167
14	Workers of amenities on road-side facilities	1.5%	166
TOTAL			11100

It should be noted that the above coverage/ ratio is interim and indicative only, based purely on secondary research and our past experience of similar studies. These may be modified according to the actual scenario and during the actual main fieldwork after discussion with OWD officials.



SELECTION OF TARGET RESPONDENTS

At the same time, following criteria need to be ascertained while selecting target respondents –

- Coverage of Each & Every City/ Town through which project-roads pass in the sample area
- Coverage of All Major cities/ industrial hubs
- Selecting & interviewing respondents on both sides of traffic movement on each of the selected road segment
- Selecting respondents – both at peak and non-peak hours of traffic
- Selecting respondents from various user categories – pedestrians, cyclists, motorists, passengers, drivers, commercial vehicles, passenger vehicles, personal vehicles, emergency vehicles, etc.
- Selecting respondents from various groups based on – different socio-economic classes, income levels, occupation, age groups, gender, etc.

COVERAGE BY GENDER

Out of all the respondents, a minimum of 15-20 percent coverage would be given to female (as most of the above categories of road users and stakeholders have males-only and females can be found only among bus/ private cars passengers, households and pedestrians).

COVERAGE BY AGE, INCOME, SOCIO-ECONOMY CLASS

The interviews would be taken in such a way that representative cross-sections of respondents are covered among all age groups, income-groups and socio-economy strata.

CONTACT POINTS AND SELECTION OF RESPONDENTS

At the pre-determined contact points, the users as and when they come will be interviewed. Interviews with movable traffic would be held at various checkpoints, fuel stations, motels, restaurants, rest rooms, parking etc on the roads. The households, shopkeepers and representative bodies would be contacted at their places by visiting them and interviewing them.

MDRA would ensure that all different types of road users are included in the survey and also the different genders and people from different socio-economy background and age groups are well represented.

Consultant



STATISTICAL SIGNIFICANCE

MDRA have essentially followed a multistage sampling, in which case error introduced on account of first stage units is minimal. At the second stage, major factors that could cause sampling errors have been controlled through appropriate selection process (coverage of cities/towns across geographical locations). At the third stage, the contact points with the respondents are petrol pumps, roadside dhabas, restaurants, tollgates and their location. This is an adaptation of queuing theory where randomization is built into the system. Above all, total sample size 11,100 and this number is sufficiently high to ensure that over all, sampling error is low.

In view of above, the confidence level will be 95% with ± 0.93 % error of margin.

With respect to each of the 3 surveys –

Baseline survey - the confidence level will be 95% with ± 1.60 % error of margin.

Mid-term survey - the confidence level will be 95% with ± 1.61 % error of margin.

Endline survey - the confidence level will be 95% with ± 1.62 % error of margin.

Selection of users

The following potential road related representative bodies and stakeholders would be identified in and around the selected sample locations.

Main Users (Travelers in motorized vehicles)

Drivers/ staffs on vehicle/ passengers/ owners of -

- Commercial Trucks/ tempos/ trailers/ tankers
- Commercial Cars/Taxis/ Autos
- Private Cars/ SUVs/ MUVs
- Private buses
- Government buses
- Other passenger vehicles (TATA 407, Matador, Trekker, etc)
- Delivery vans
- Two wheelers (scooters/ motorcycles)
- Police jeeps/ vans
- Other light commercial vehicles (LCVs)

Other Availers

- Agricultural Commodity Producers
- Tractors

IV. Appendix A. Description of Services

- Bus operators
- Ambulance/ Fire brigades/ other emergency vehicles

Vulnerable Users (Travelers in non-motorized vehicles/ pedestrians, etc)

- Pedestrians
- Cyclists
- Residents on the roadside
- Shopkeepers on the roadside
- Rickshaw pullers/ cart- pullers etc
- Road-side vendors
- Workers of amenities on the roadside, like fuel stations, etc

These respondents would be interviewed using structured questionnaires designed for the specific category.

Other road related representative bodies

In addition to the structured interviews, in depth interviews would be conducted with different kinds of road related representative bodies to understand the finer aspects of the given indicators. The aim of the interviews would be to seek their views on future policy priorities and measure their perceptions of OWD's performance. Discussions will be held mainly with the key persons belonging to the following potential bodies on road related issues with reference to the sample areas (directly connected to road satisfaction).

- Inter-urban bus services operators and drivers.
- Wagon, rickshaw, auto-rickshaw, taxi and hired car operators and drivers.
- Private car owners/drivers.
- Households living adjacent to main roads.
- Shopkeepers/ Workers adjacent to highways.
- Farmers/agricultural commodity producers.
- Chambers of Commerce, industrial manufacturers and traders.
- Transports/freight forwarding/shipping agents.
- Insurance industry representatives.
- Emergency services representatives (fire services, ambulance, police etc.)
- Hoteliers' associations; tour operators ; travel agents
- NGOs involved with social, environmental safeguard issues related to roads and vulnerable group
- Academia
- Journalists and media representatives
- Govt. undertaking in transport sector / Industries Department
- Traffic police wing
- Revenue Department officials

User contact points in and around (petrol pumps, toll gates, rest houses, restaurants etc.) will also be identified. From these contact points users will be selected.

Coverage for in-depth interviews

Based on MDRA's recent experience of successfully conducting two Road Users' Satisfaction Survey and on the basis of ease of availability of the various representative groups, we have arrived at roughly following sample distribution for in-depth interviews.

Table: Proposed (tentative) Coverage for the in-depth interviews

S. No.	Target respondents	No. of In-depth interviews			
		Baseline	Mid-term	Endline	Total
1	Agricultural commodity producers	8	6	6	20
2	Ambulance/ fire brigades/ other emergency vehicles	10	7	7	24
3	Transporters/ freight agents/ transporters' associations	12	8	8	28
4	Representatives of chambers of commerce/ trade associations	10	7	7	24
5	Industrial manufacturers & traders	12	8	8	28
6	NGOs involved with social, environmental issues related to roads & vulnerable users	7	5	5	17
7	Insurance industry representatives	7	5	5	17
8	Traffic police wings/ patrolling vehicles	8	6	6	20
9	Journalists/ media representatives	8	6	6	20
10	Road experts/ academia	5	4	4	13
11	Revenue department officials	5	3	3	11
12	Hoteliers' associations/ hoteliers	8	6	6	20
Total		100	71	71	242

The above coverage has been worked out on the basis of MDRA's prior experience and desk research. Looking at the requirements of the study together with MDRA's past experience in conducting similar studies, the nature of qualitative information required would be achieved from above sample size. However, there might be few variations during the actual fieldwork within the total number of interviews.

Indicative list of parameters

Key parameters to be generated will be finalised after discussions with OWD and in-depth study of surveys undertaken on public attitudes on road service delivery by OWD, ministry of road transport and shipping, private, non-profit sector, literature survey, proceedings of workshops, seminars etc. and published reports. Variables and the statistics to be generated will then be decided.

Based on MDRA's past experience, desk research and available literature, MDRA has identified the following list of indicators to study the satisfaction of the road users.

1. Comfort and Convenience

- a. Improvement in condition of roads
- b. Overall comfort levels
- c. Overall journey/ driving experience
- d. Quality, smoothness and appearance of road surface

- e. Factors causing irritation on roads
 - Congestion/ volume of traffic
 - Behavior of other drivers
 - Delays due to road works
 - Air/ noise pollution
 - Animal crossing on roads
 - Bad condition of roads
 - Narrow roads
 - Improper signage
 - Other big/ small vehicles
 - Beaming headlights of other vehicles
 - Poor landscaping
 - Red lights/ intersections
 - Speed barriers/ breakers
 - Others
- f. Traffic flows/ delays
 - i. Level of congestion
 - ii. Reasons of traffic delays
 - Volume of traffic
 - Road works/ maintenance
 - Design of junctions
 - Toll- booths
 - Police/ RTO checking
 - Insufficient road capacity
 - Accidents
 - Railway crossings
 - Wrong/ unauthorized parking
 - Others
 - i. Extent of delays
 - ii. How to improve traffic flows
 - iii. Extent of delays at toll-booths
 - iv. Behavior of staffs at toll-booths
- g. Accidents clean-up time
- h. Advance warning of road works/ maintenance
- i. Quality of road markings
- j. Milestones/ destination signs
 - Adequacy/ availability

IV. Appendix A. Description of Services

- Visibility/ clarity
- k. Cleanliness on roads
- l. Accessibility to settlements on villages (between shopping, residential and work places)
- m. Availability of service lanes

2. Perception of Safety and Safety standards

- a. Overall safety perception
- b. Reasons for feeling unsafe
 - High speed of traffic
 - High volume of traffic
 - Heavy goods vehicles
 - Poor/ aggressive driving
 - Bad overtaking
 - Joining/ leaving service lanes
 - Bad roads/ narrow roads
 - Robbery/ theft
 - Traffic converging into fewer lanes
 - Sharp turns
 - Bad signage
 - Others
- c. Frequency of robbery/ theft
- d. Police assistance availability
- e. Safety design (design of bends & guardrails)
- f. Dedicated lanes for pedestrians/ cyclists
- g. Dedicated lanes for high occupancy vehicles
- h. Emergency telephones with display of emergency numbers
- i. Medical aid availability
- j. Availability of tow-car services/ vehicle service stations/ mechanics
- k. Road signs (Warning signs)
 - Clarity of signs
 - Positioning of signs
 - Adequacy of warning signs
- l. Driver behavior characteristics
 - Drunken driving
 - Rash driving/ speeding
 - Poor overtaking

- Improper indication
- Driving in wrong lanes
- Wrong parking

3. Facilities (Travel amenities)

- a. Filling stations (Petrol pumps)
 - Availability
 - Quality of services
- b. Availability and satisfaction with
 - Public toilets/ bathrooms
 - Food/ drinks at restaurants
 - Food/ drinks at shops
 - Place for cooking food
 - Drinking water
 - Overnight accommodation
 - Parking facilities with rest room for drivers
 - Water for cleaning vehicles
 - Tow car services/ mechanics
 - Others

4. Visual appeal

- a. Importance of visual appearance
- b. Road surface appearance
- c. Bridge/ flyover/ underpass conditions
- d. Landscaping
- e. Planting of trees
- f. Maintenance of green belts

5. Value for money

- a. Satisfaction with toll charges
- b. Awareness and justification of other road user charges
 - National cess on fuel
 - Excise duty on fuel
 - Excise duty on motor vehicles
 - Excise duty on spare parts/ lubes/ accessories
 - Motor vehicle tax
 - Registration fees

IV. Appendix A. Description of Services

- Central customs on vehicle purchase
 - Certificate of fitness
 - Taxes levied on passengers & goods vehicles
 - Sales tax on vehicles/ chassis
 - Sales tax on fuel
 - Sales tax on spares/ lubes/ accessories
 - Entry tax
 - Permits and licenses
 - Fines and penalties
- c. Impact on maintenance cost of vehicles
- d. Impact on fuel consumption
- e. Impact on total travel time

6. OWD's performance

- a. Awareness
- b. Source of awareness
- c. Overall perception about OWD
- d. Efficiency in building and maintaining roads
- e. Carrying out road works speedily and efficiently
- f. Managing traffic flows/ congestion
- g. Safety improvement on roads
- h. Providing quality road infrastructure
- i. Suggestions for improvements
- j. Maintenance response time

7. Views on future policy priorities (To be covered through Qualitative study only)

- a. Determining importance of various highway attributes:
 - Safety on roads
 - Comfort and convenience
 - Value for money
 - Value for time
 - Travel amenities
 - Visual appeal
- b. Environmental impact
 - Air pollution

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- Noise pollution
- c. Issues of concern for vulnerable users
- d. Operations and maintenance
 - Road safety
 - Toll related issues
 - Law and order
 - Highway patrolling
 - Information and communication
 - Maintenance of green belt
 - Road side amenities and rest area
 - Long term maintenance policy
- e. Rationalization of user charges from different kinds of users
- f. Dealing with illegal encroachments

Preparation of questionnaire

List of parameters, variables and statistics to be generated will be the basis for preparing the questionnaire.

Pilot survey

Based on a small sample (around 150-200) a pilot study will be conducted. The study will include focus group discussions among key groups of users, in depth interview and direct interview. The details of the pilot study will be decided after (a) securing the list of sample locations along with the socio-economic profile as discussed above and (b) discussions with the client.

Finalization of questionnaire and fine-tuning of methodology

Report based on the pilot survey will be discussed threadbare with the client. Based on the discussions, questionnaire will be finalized and if need be, the methodology would be fine-tuned. The pilot study will be taken in the some of the major sample areas to fine tune the method.

Method of data collection

The primary data will be collected through Questionnaire specially designed for the purpose. The field investigators will receive intensive training from the senior members of the study team. As per MDRA experience other methods like postal, telephonic interviews have a very poor response rate and give biased responses. Hence, one to one survey is suggested for the study.

Data entry and data processing

This involves data cleaning, data entry, and generation of relevant tables. Entire study team along with the system analyst will be involved.

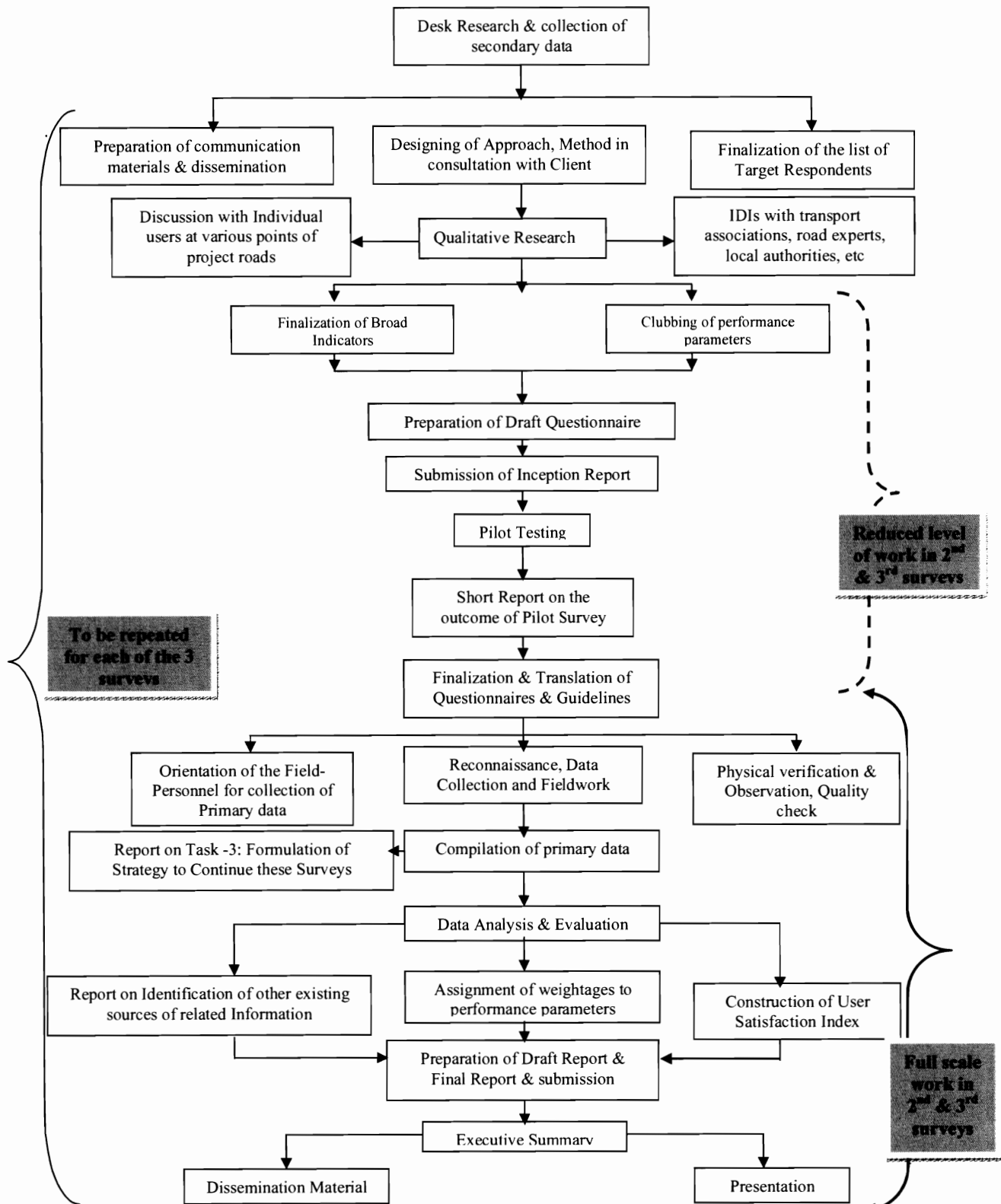
Draft report, presentation and the final report.

This will be the final phase of the study.

TASKS AND TARGETS

Tasks	Consultant tasks	Tools	Output	Target group
Tasks 1 Planning and Piloting	Methodology and approach development, indicator development, identification of customer groups, sampling frame development and finalisation, survey tool design and development and areas of operation and cities to be finalized development of awareness material.	<ul style="list-style-type: none"> • Dialogue with OWD • Questionnaire • Checklist and area of information • Draft awareness material design • Pilot survey • Exploratory survey • Indepth interviews • Focus groups discussion 	<ul style="list-style-type: none"> • Report • Questionnaire finalization • Awareness material in form of flyers, posters, audio and video spots • Inception report and having indicators, sub-indicators and topics of privatization • Report on pilot survey 	Road user and Road user groups
Tasks 2 Administering main survey and Data Management	<ul style="list-style-type: none"> • Field planning, training of supervisor and managers, investigation training • Sample finalization and target group sampling • Field schedules and timing of survey • Analysis frame work and plan • Direct monitoring of field work • Database design, entry formats • Collection of field questionnaire, data coding, entry, sorting and analysis of Data. 	<ul style="list-style-type: none"> • Field schedules • Briefing schedules and checklist • Verbal and written training of field • Local language Questions. • Database software Foxpro, SQL, Oracle • Statistical software SPSS and SAS 	<ul style="list-style-type: none"> • Field work schedule • Data entry • Analysis • Plan and index development • Frequency outputs and cross tabulation and other statistical output reports 	Road user and road user groups and others
Task 3 Formulation of Strategy to Continue these Surveys	<ul style="list-style-type: none"> • Framing of a strategy (institutional and funding aspects) for continuing the surveys in a fixed interval in the 'foreseeable future' by OWD 	<ul style="list-style-type: none"> • Secondary research • Discussion with OWD officials • Discussion with related World Bank officials • Other Road agencies 	<ul style="list-style-type: none"> • Short Report on strategy 	Other road agencies like NHAI, state road agencies, World Bank etc
Task 4 Presentation of Findings	Development of presentation based on the findings of the survey	Analysis of the survey and presentation with charts and diagrams	Written report with 25 pages with charts and diagrams	OWD, GOO, members of Review Committee, World Bank, etc and other road user group
Task 5 Identification of other existing source of related information	Testing of various sources, studying and culling out information, analysis of the other sources of information	Literature survey and secondary data collection	Report on other sources of information	OWD and other road user group

4.4 WORK PLAN



DETAILS OF WORK-PLAN

1.0 Desk Research and Collection of Secondary Data

Secondary research is required to get secondary data (List of indicators, stakeholders, and the length of the completed section of Golden Quadrilateral, etc). Secondary research will also involve a review of other Road User Satisfaction Surveys to find out what could be included.

2.0 Designing of Approach

The study-design will be finalized after getting all secondary information and finally the sample size and list of indicators will finalized in consultation with OWD.

2.1 Preparation of Communication Material and their Dissemination

An effort will be made to raise awareness among the general public (users & non-users) before the start of the actual survey through distributing some modest summary material for dissemination through newspapers as well as through simple flyers or posters (around 2,000 in number, four colours for each of the three surveys) at roadside amenities such as pedestrian flyovers, bus stops, truck points, fuel stations, parks, motels, etc. The design and content of these materials would be finalized after discussion with the officials of OWD.

A workshop/ focused group discussion of road stakeholders would be conducted so that their observations/ inputs can be suitably addressed before submission of draft survey report. Awareness campaign mainly through media (press conference in presence of both electronic and print media) in the respective project corridors along the project route would be conducted before start of survey.

2.2 Finalization of the Target Respondents

The exhaustive list of possible direct, indirect and vulnerable users as well as list of road representative bodies will be prepared and finalized in consultation with the officials of OWD. The sample size for each kind of respondent at different sections of the project roads would be arrived on the basis of traffic-flow data.

3.0 Qualitative Research

In-depth interviews would be conducted with the direct, indirect and vulnerable users and other authorities/ stakeholders like transport associations, bus owners associations, etc. Out of this list of possible indicators, ranking of parameters representing user satisfaction level would be done to identify major drivers of user satisfaction.

4.1 Finalization of the broad Indicators

The outputs of the qualitative research will be used to finalize the broad indicators that form elements of satisfaction.

4.2 Clubbing of performance parameters

The different performance parameters finalized would be clubbed together using factor analysis to give broad indicators.

5.0 Preparation of Draft Questionnaire

Based on the outcomes of Qualitative Study and finalization of Broad Indicators, Draft Questionnaires will be prepared for different target groups.

6.0 Submission of Inception Report

After the finalization of study design, list of indicators and list of target respondents, an Inception Report will be submitted to OSRP.

7.0 Pilot Testing

A pilot testing will be conducted with the proposed survey mechanisms and research topics and indicators on a small sample-size of around 150 respondents of various target groups with a view to refining them both before finalization and use in the main survey stage. Finally, the desired modifications would be done.

8.0 Short Report on the outcome of the Pilot Survey

A short report on the outcome of this pilot survey would be prepared and submitted to OSRP for their suggestions, and improvements in questionnaires, if any.

9.0 Finalization & Translation of Questionnaires and Guidelines

After incorporating the suggestion of the client (OSRP) on the basis of pilot survey, the questionnaires for different target respondents would be finalized and would be translated into Hindi and other local languages as per the state, region and territory requirement. A detailed guideline would be also prepared for the field investigators.

10.0 Reconnaissance, Data Collection & Field Work

All fieldwork would be carried out by well-experienced and trained interviewers drawn from MDRA General Resource Pool. The interviewers would be under the direct supervision of the field supervisors. All fieldwork would be carried out under the overall supervision of the Field Manager at each centre.

10.1 Orientation of the field personnel

The field personnel would be briefed and trained for collection of the primary data. All interviewers, supervisors and the field executives in charge of this study at the various urban and rural centers, would be thoroughly briefed about each and every aspect of the study – in terms of how to select respondents, how to administer the questionnaire, how to deal with stimulus materials etc.

10.2 Physical verification and Observation, Quality Check

All standard measures are followed to ensure that good and reliable quality data are collected in this study. It is ensured that the data is of the highest order and accurate. MDRA has developed reliability and validity tools to eliminate systematic error and random errors, occurring during the user satisfaction measurement.

The user satisfaction measurement is represented by the following:

$\text{Measured Satisfaction} = \text{True satisfaction} + \text{systematic error} + \text{random error.}$

MDRA has developed tools to measure validity and reliability of the satisfaction measurement process. The validity will be ascertained by using one or more of these appropriate validity tools: Content tool, Construct Validity tool, Pragmatic tool or Convergent tool.



11.0 Compilation of primary data

Depending upon the contents of the questionnaire, scrutiny and coding plan would be prepared and implemented. The primary data would be compiled and punched.

11.1 Task 3 – Formulation of strategy to continue these surveys

Based on MDRA’s experience and expertise of conducting user satisfaction surveys, especially, road user satisfaction surveys and its long-term associations with various policy makers it would look at how these surveys can be conducted at regular intervals with the help of institutional and funding agencies.

12.0 Data Analysis and Evaluation

The quantitative phase would help in arriving at the final satisfaction level figures and the benchmarks for OWD. This phase would also enable to obtain the in-depth understanding of the users and non-users of OWD, and how the target segment views it. User Satisfaction Analysis would be conducted.

13.0 Report on other existing sources of related Information (Task 5)

Other possible existing mechanisms for collecting information from the general public would be identified that has a bearing on the issue of public attitudes on road service delivery. Such surveys might include those conducted by OWD or by the private or non-profit sector on similar kinds of issues. The outcome of the external stakeholders meetings can also be considered which may provide useful information on road user attributes. MDRA would recommend whether any data might usefully be extracted from these existing surveys, or whether by modest adaptation, they might provide valuable information the OWD in future on road user attitudes.

14.0 Assignment of weightages to performance parameters

While conducting the satisfaction study, MDRA would employ analytic techniques to identify the key drivers of satisfaction within the performance attributes and how successful OWD has been in delivering these key satisfaction factors. The analysis involves collecting and simultaneously plotting the importance level of category of attributes score to a particular infrastructure developed. Weightages would be assigned to the performance parameters.

14.1 Construction of User Satisfaction Index

This will be used to construct the user satisfaction index.

Its mathematical model would be:

$$USI = aA + bB + cC + dD + \dots$$

USI = User Satisfaction Index

Here A, B, C, D, ...are the identified factors & a, b, c, d, ...are the respective weightages indicating the importance of the factors.

Each factor A, B, C, D, ...in turn is the linear combination of a set of parameters, i.e.

$$A = x + y + z + w + \dots$$

x, y, z, w, ...are the parameters of the factor A.

15.0 Preparation of Report & submission

Based on the findings of the study, a draft survey report would be prepared on various parameters and issues covered in accordance with objectives and deliverables of the study. This report would be structured so as to demonstrate the opportunities and priorities for improvements in future service delivery. After the comments of OWD and incorporating them, a final survey report would be prepared and submitted.

Technology Transfer: The Road User Satisfaction Index (RUSI) developed using Factor Analysis by Principal Component Method would be explained in detail so as to help OSRP in building its capacity so that it can do such projects in future without external help. Other analysis would be also explained and shared to the client.

16.0 Executive Summary

After receiving comments on final report survey, a draft executive summary would be prepared and submitted to OWD. Then after receiving comments on this executive summary, final executive summary would be submitted.

17.0 Dissemination Material

Finally, the information generated under the survey would be disseminated to the general public (users & non-users) through some dissemination material. Posters/ flyers (2,000 in number, of folder type in four colors for each of the three surveys) would be distributed among the general public. This will be also posted on the OSRP website. The content, design, etc of the material will be finalized after discussion with the officials of OWD.

Also, a workshop/ focused group discussion of road stakeholders would be organized post-survey to disseminate the information generated during the survey. Awareness campaign mainly through media (press conference in presence of both electronic and print media) in the respective project corridors along the project route would be conducted to disseminate the survey findings.

18.0 Presentation

The findings of the survey would be presented to the senior management of OWD and other relevant decision makers in the GOO.


WORK / ACTIVITY SCHEDULE

A. Detailed Activity Schedule for Each one of the Three Surveys

As per the requirements of OSRP, the Report on Pilot Survey report has to be submitted within 5 weeks and the baseline study should be completed in 20 weeks from the date of start of the project. Accordingly, the detailed time frame for different activities has been worked out.

Activity (Work)	Month & week wise program																			
	1 st Month					2 nd Month				3 rd Month				4 th Month				5 th Month		
Months from the Start	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Desk Research & Collection of Secondary Data	Weeks from start																			
Designing of Approach, Methodology & Exploratory Research																				
Finalization of the list of target respondents & broad indicators																				
Preparation of Draft Questionnaire																				
Preparation & Submission of inception report																				
Pilot Testing																				
Report on pilot survey																				
Preparation & Dissemination of awareness raising materials																				
Finalization & translation of Questionnaires & Guidelines																				
Field Planning																				
Draft Survey Report																				
Main Field work																				
Compilation of primary data																				
Data Analysis & Evaluation/ User Perception Study Analysis																				
Draft Analysis / User Perception study Analysis																				
Final Survey Report																				
Task 3- Formulation of strategy to continue these survey																				
Task 5 – Identification of other existing sources of related information																				
Dissemination material																				
Presentation to OWD																				
Total																				

Similarly, each phase (mid-term and endline surveys) would be conducted in a period of around 20 weeks.

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APPENDIX B - REPORTING REQUIREMENTS

1. REPORTING

1.1 The Orissa Works Department (OWD) will be the contractual client for these services. The client has established a Project Management Unit (PMU) to be exclusively in charge of the Orissa State Roads Project. This organization is headed by a Chief Engineer, World Bank Project and is assisted by appropriate professional and support staff.

1.2 The Review Committee shall comprise of EIC-cum- Secretary Public Works Dept as Chairman with Chief Engineer (National Highways) and Chief Engineer (Roads) as members. Chief Engineer, World Bank Project shall be the member –convener of the Review Committee. The findings of the committee shall be placed before the ISAP Steering Committee.

1.3 The Consultant is expected to provide the following outputs in each phase of the survey:-

Sr. No.	Output	Due date (weeks) from Start
1	Inception report having indicators, Sub-indicators and topics for prioritization	2
2	Report on Pilot Survey	5
3	Awareness raising materials (posters/flyers/pamphlets)	7
4	Draft survey report	9
5	Draft Analysis/ User Perception Study Analysis	11
5	Final survey report	2 weeks after receipt of comments
6	Executive Summary of final report 1. Draft 2. Final 3. Dissemination material (posters/flyers/pamphlets)	15 2 weeks after receipt of comments After final report
7	Presentation to OSRP/ OWD	20

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APPENDIX C - KEY PERSONNEL AND SUB-CONSULTANTS

ANNEXURE -1

1. PROFESSIONAL (TECHNICAL/ MANAGERIAL) STAFF

Sl. No.	Name	Position Assigned	Qualification	Input (months)*	Task / Job Description
A. KEY EXPERTS					
1	Dr. N. Bhaskara Rao	Team Leader/ Social Scientist	<ul style="list-style-type: none"> o Ph.D. o M.S. (Social Science) o Post Graduate Diploma in Communication o M.A (Rural Development &Co-operation) 	10	Overall guidance on conducting the study, planning, designing and developing of indicators research tools, pilot survey, inception report and final survey report, Task 3 – Formulation of Strategies to Continue these Surveys, final presentation, Task 5 – Identification of other existing sources of related information, etc
2	Dr. S. N. Kulkarni	Economist	<ul style="list-style-type: none"> o Ph.D. (Economics) o M.A. (Economics) o Diploma (Statistics) 	6	Planning, designing and developing of indicators, providing technical inputs, research tools, pilot survey, inception report, sampling, Task 3 – Formulation of Strategies to Continue these Surveys, and final survey report, Task 5 – Identification of other existing sources of related information.
3	Mr. Shashikant Brahmankar	Statistician	<ul style="list-style-type: none"> o Masters Degree in Statistics (M. Stat.) o Bachelors Degree in Science (B.Sc.) 	6	Designing and development of statistical analysis plan, sampling design, execution of survey implementation of research tools analysis, projection and inference, construction of RUSI, help in report writing, Task 5 – Identification of other existing sources of related information.
4	Mr. A. K. Pathak	Data base specialist	<ul style="list-style-type: none"> o M.C.A. o M.Sc. (Mathematics) o B.Sc. (Mathematics) 	10	Data coding, editing, cleaning, data base design, data entry analysis, plan system design, output development, Monitoring analysis, designing formats & operations management
5	Mr. Abhishek Kumar	Project Coordinator	<ul style="list-style-type: none"> o PGDBM (Marketing & Finance) o B.Sc. (Hons.) 	9	Coordination of survey, interaction with client, planning, piloting, conduct of main field work, Task 3 and Task 5, presentation to client.

[*: The input in months mentioned above is total sum of inputs for all three phases of entire survey.]

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2. SUPPORT STAFF

Name of Staff	Firm	Area of Expertise	Position Assigned	Task Assigned
Narendra Kumar Bhatt	Marketing & Development Research Associates	Overall field coordination, maintaining the quality of field work, coordinating back checks and supervision	Field Director	Planning and conducting the overall field survey at state level
Ajay K Singh	Marketing & Development Research Associates	Field work supervision	Field Manager	Planning and conducting the field survey in Bhawanipatana – Khariar Section
Jitendra Prasad	Marketing & Development Research Associates	Field work supervision	Field Manager	Planning and conducting the field survey in Chandbali-Bhadrak – Anandpur section
Anil Kumar Shah	Marketing & Development Research Associates	Field work supervision	Field Manager	Planning and conducting the field survey in Berhampur - Taptapani section
To be appointed (About 10)	Marketing & Development Research Associates	Field work supervision	Supervisors	Field work supervision
To be appointed (About 60)	Freelancers	Field work	Investigators	Field work
To be appointed	Freelancers	Data Entry	Data Entry Operators	Data Entry

*The Consultants will deploy its field investigators full time and experienced part-timers for conducting field sample surveys after giving them necessary brief on the study objectives.

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CONSULTANT INPUT AND BROAD QUALIFICATION REQUIREMENTS OF KEY PROFESSIONAL STAFF

CONSULTANT INPUT

The Consultant shall be expected to provide minimum **32 man months of key personnel input** over the entire duration of the study. The current project closure is likely to be **31st June 2016**. However, the project closure might get extended based on project progress. Besides above, minimum 30 man-month of supporting staff for the as office will be required. In addition, consultants should also consider requirements of **Supervisors and interviewers / Surveyors** envisaged for organizing and conducting the opinion survey along the on-going and proposed road corridors of OSRP.

The Consultant team shall include at least four key personnel with qualifications as shown below. The mobilization of these Key Staff shall be as per various activity / deliverables

A) Team Leader-cum-Social Scientist

Team Leader-cum-Social scientist shall have minimum academic qualification of Master degree in Sociology. Additional weightage shall be given to person with higher degree on any relevant subject. The person should have 15 years of professional experience including minimum of 5 years of relevant experience in a similar position. S/he should have done at least three projects of similar in nature or related survey projects on user satisfaction / perception. The person should possess through knowledge / expertise on user satisfaction survey in either Road/Transport or other non-road sector with Planning, Analysis, Sampling, Data Collections & interpretation capability S/He will provide technical advice, planning and supervisory input and team leadership for a period of at least three man month during each phase of the survey.

B) Economists

The Key Staff for the position of Economist shall have minimum qualification of Master degree in Economics. Additional weightage shall be given to persons with higher degree in any relevant/inter disciplinary subject. The person should have about 10 years of professional experience including minimum of 5 years of relevant experience in a similar position. S/he should have done at least three projects of similar in nature on user satisfaction / perception. The person should possess through knowledge / expertise on survey related data analysis & interpretation. Minimum two man month period of services has been envisaged for this key position during each phase of the survey.

C) Statistician

The Statistician shall have minimum qualification of Bachelor's degree with Statistics as a subject. Weightage shall be given to persons with Master / any higher degree in Statistics. The person should have about 7 years of professional experience including minimum of 3 years of relevant experience in a similar position. S/he should have done at least three projects of similar in nature on user satisfaction / perception. The person should possess through knowledge / expertise on survey related data sampling, analysis, projection & interpretation. Minimum two man month period of services has been envisaged for this key position during each phase of the survey.

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D)Database Specialists

The person for the position of Database Specialist shall have minimum qualification of Bachelor's degree in the field of Computer Application/Computer Science. Additional weightage shall be given to persons with higher degree on any relevant subject. The person should have about 7 years of professional experience including minimum of 3 years of relevant experience in a similar position. S/he should have done at least three projects in any field involving data base management / MIS. The person should possess through knowledge / expertise on survey related data input, analysis & interpretation. Minimum three man month period of services has been envisaged for this key position during each phase of the survey.


QUALIFICATION AND EXPERIENCE OF SUPPORTING STAFF:

Minimum **10 (Ten)** supporting staff as supervisors and about **60 (Sixty) interviewers / Surveyors** is envisaged for organizing and conducting the opinion survey along the on-going and proposed road corridors of OSRP. They should have minimum qualification of any Bachelor's degree in any Discipline with Social Science/ Sociology as a major subject and should have experience in similar or related survey projects.

APPENDIX D - BREAKDOWN OF CONTRACT PRICE IN FOREIGN CURRENCY

NOT APPLICABLE

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APPENDIX E - BREAKDOWN OF CONTRACT PRICE IN LOCAL CURRENCY

Cost Component	Costs (In INR)			Total for 3 Surveys
	Baseline Survey (1 st Survey in year 2011)	Mid-term survey (2 nd Survey in year 2014)	Endline Survey (3 rd Survey in year 2016)	
Remuneration ⁵	2078000	1980500	2078000	6136500
Reimbursable Expenses ⁵	300000	276000	276000	852000
Total	2378000	2256500	2354000	6988500

(Excluding applicable Service Taxes payable in India)


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Breakdown of Remuneration

**For Survey 1 (Baseline survey)
For Baseline Survey (1st Survey)**

S. No.	Name	Position	Staff month rate		Manmonths		Remuneration		Total
			Home	Field	Home	Field	Home	Field	
Key Professional Staff									
1	Dr. N. Bhaskara Rao	Team Leader / Social Scientist	120000	210000	2.5	1	300000	210000	510000
2	Dr. S. N. Kulkarni	Economist	90000	150000	1.5	0.5	135000	75000	210000
3	Mr. Shashikant Brahamankar	Statistician	90000	150000	1.5	0.5	135000	75000	210000
4	Mr. A. K. Pathak	Data base specialist	75000	120000	3	0.5	225000	60000	285000
5	Abhishek Kumar	Coordinator	80000	120000	1	2	80000	240000	320000
Support Staff									
6	Mr. Narendra Kumar Bhatt	Field Director	60000	90000	0.5	0.5	30000	45000	75000
7	Mr. Ajay Singh	Field Manager	24000	48000	0	0.75	0	36000	36000
8	Mr. Jitendra Prasad	Field Manager	24000	48000	0	0.5	0	24000	24000
9	Mr. Anil Sah	Field Manager	24000	48000	0	0.5	0	24000	24000
10	Field Supervisors	Field supervisors	12000	24000	0	4	0	96000	96000
11	Field Investigators	Field Investigators	10000	18000	0	16	0	288000	288000
	TOTAL								2078000

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For Survey 2 (Mid-term survey)

S. No.		Name	Position	Staff month rate		Manmonths		Remuneration		Total
				Home	Field	Home	Field	Home	Field	
Key Professional Staff										
1		Dr. N. Bhaskara Rao	Team Leader / Social Scientist	120000	210000	2	1	240000	210000	450000
2		Dr. S. N. Kulkarni	Economist	90000	150000	1.5	0.5	135000	75000	210000
3		Mr. Shashikant Brahamankar	Statistician	90000	150000	1.5	0.5	135000	75000	210000
4		Mr. A. K. Pathak	Data base specialist	75000	120000	2.5	0.5	187500	60000	247500
5		Abhishek Kumar	Coordinator	80000	120000	1	2	80000	240000	320000
Support Staff										
6		Mr. Narendra Kumar Bhatt	Field Director	60000	90000	0.5	0.5	30000	45000	75000
7		Mr. Ajay Singh	Field Manager	24000	48000	0	0.75	0	36000	36000
8		Mr. Jitendra Prasad	Field Manager	24000	48000	0	0.5	0	24000	24000
9		Mr. Anil Sah	Field Manager	24000	48000	0	0.5	0	24000	24000
10		Field Supervisors	Field supervisors	12000	24000	0	4	0	96000	96000
11		Field Investigators	Field Investigators	10000	18000	0	16	0	288000	288000
Total										1980500

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For Survey 3 (Endline survey)

S. No.		Name	Position	Staff month rate		Manmonths		Remuneration		Total
				Home	Field	Home	Field	Home	Field	
Key Professional Staff										
1	Dr. N. Bhaskara Rao	Team Leader / Social Scientist	120000	210000	2.5	1	300000	210000	510000	
2	Dr. S. N. Kulkarni	Economist	90000	150000	1.5	0.5	135000	75000	210000	
3	Mr. Shashikant Brahamankar	Statistician	90000	150000	1.5	0.5	135000	75000	210000	
4	Mr. A. K. Pathak	Data base specialist	75000	120000	3	0.5	225000	60000	285000	
5	Abhishek Kumar	Coordinator	80000	120000	1	2	80000	240000	320000	
Support Staff										
6	Mr. Narendra Kumar Bhatt	Field Director	60000	90000	0.5	0.5	30000	45000	75000	
7	Mr. Ajay Singh	Field Manager	24000	48000	0	0.75	0	36000	36000	
8	Mr. Jitendra Prasad	Field Manager	24000	48000	0	0.5	0	24000	24000	
9	Mr. Anil Sah	Field Manager	24000	48000	0	0.5	0	24000	24000	
10	Field Supervisors	Field supervisors	12000	24000	0	4	0	96000	96000	
11	Field Investigators	Field Investigators	10000	18000	0	16	0	288000	288000	
	TOTAL								2078000	

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TOTAL REMUNERATION FOR ALL THE THREE SURVEYS COMBINED

For the combined 3 surveys		Position	Staff month rate		Manmonths		Remuneration		Total
S. No.	Name		Home	Field	Home	Field	Home	Field	
Key Professional Staff									
1	Dr. N. Bhaskara Rao	Team Leader / Social Scientist	120000	210000	7	3	840000	630000	1470000
2	Dr. S. N. Kulkarni	Economist	90000	150000	4.5	1.5	405000	225000	630000
3	Mr. Shashikant Brahamankar	Statistician	90000	150000	4.5	1.5	405000	225000	630000
4	Mr. A. K. Pathak	Data base specialist	75000	120000	8.5	1.5	637500	180000	817500
5	Abhishek Kumar	Coordinator	80000	120000	3	6	240000	720000	960000
Support Staff									
6	Mr. Narendra Kumar Bhatt	Field Director	60000	90000	1.5	1.5	90000	135000	225000
7	Mr. Ajay Singh	Field Manager	24000	48000	0	2.25	0	108000	108000
8	Mr. Jitendra Prasad	Field Manager	24000	48000	0	1.5	0	72000	72000
9	Mr. Anil Sah	Field Manager	24000	48000	0	1.5	0	72000	72000
10	Field Supervisors	Field supervisors	12000	24000	0	12	0	288000	288000
11	Field Investigators	Field Investigators	10000	18000	0	48	0	864000	864000
Total									6136500


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Breakdown of Reimbursable Expenses

Reimbursable Expenses (in INR.) for 1st Survey (Baseline Survey - 2011)				
Description	Unit	Unit Cost	Total units	Total cost
Return Flights	Trip	12000	10	120000
Miscellaneous travel expenses	Trip	1000	25	25000
Communication costs between Delhi and Various field centres (telephone, telegram, etc.)	lumpsum	15000	1	15000
Drafting, reproduction of reports	Piece	2000	20	40000
Questionnaire Printing, and other stationary	Piece	5	4000	20000
Posters/ flyers etc Production (2000 nos) - Pre survey	Piece	20	2000	40000
Posters/ flyers etc Production (2000 nos) - Post survey	Piece	20	2000	40000
Total Reimbursable Expenses				300000

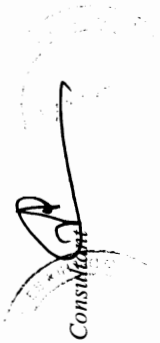
Reimbursable Expenses (in INR.) for 2nd Survey (Mid-term Survey - 2014)				
Description	Unit	Unit Cost	Total units	Total cost
Return Flights	Trip	12000	8	96000
Miscellaneous travel expenses	Trip	1000	25	25000
Communication costs between Delhi and Various field centres (telephone, telegram, etc.)	lumpsum	15000	1	15000
Drafting, reproduction of reports	Piece	2000	20	40000
Questionnaire Printing, and other stationary	Piece	5	4000	20000
Posters/ flyers etc Production (2000 nos) - Pre survey	Piece	20	2000	40000
Posters/ flyers etc Production (2000 nos) - Post survey	Piece	20	2000	40000
Total Reimbursable Expenses				276000


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Reimbursable Expenses (in INR.) for 3rd Survey (Endline Survey - 2016)				
Description	Unit	Unit Cost	Total units	Total cost
Return Flights	Trip	12000	8	96000
Miscellaneous travel expenses	Trip	1000	25	25000
Communication costs between Delhi and Various field centres (telephone, telegram, etc.)	lumpsum	15000	1	15000
Drafting, reproduction of reports	Piece	2000	20	40000
Questionnaire Printing, and other stationary	Piece	5	4000	20000
Posters/ flyers etc Production (2000 nos) - Pre survey	Piece	20	2000	40000
Posters/ flyers etc Production (2000 nos) - Post survey	Piece	20	2000	40000
Total Reimbursable Expenses				276000

Total Reimbursable Expenses (in INR.) for ALL THREE Surveys				
Description	Unit	Unit Cost	Total units	Total cost
Return Flights	Trip	12000	26	312000
Miscellaneous travel expenses	Trip	1000	75	75000
Communication costs between Delhi and Various field centres (telephone, telegram, etc.)	lumpsum	15000	3	45000
Drafting, reproduction of reports	Piece	2000	60	120000
Questionnaire Printing, and other stationary	Piece	5	12000	60000
Posters/ flyers etc Production (2000 nos) - Pre survey	Piece	20	6000	120000
Posters/ flyers etc Production (2000 nos) - Post survey	Piece	20	6000	120000
Total Reimbursable Expenses				852000

This appendix will exclusively be used for determining remuneration for additional services.



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APPENDIX F - SERVICES AND FACILITIES PROVIDED BY THE CLIENT

A Office space and Logistic Support:

The Client shall not provide any office space, transport or other logistical support for the purpose.

B. Information:

OSRP/ OWD, both at HQ and at lower levels, may provide available information relevant to the survey's and as requested by the Consultant. The Consultant shall be responsible for any translation of documents and for processing of data.

Client may also provide available details pertinent to following:

- Reports of earlier studies conducted, if any and available with OWD/ OSRP.
- Statistics on completed stretches and sections of the project roads.
- Contact addresses of bodies representing Road Users at local levels, if available with OWD/ OSRP.
- Traffic count based on data generated from various tollbooths that may help in taking proportionate sampling at the time of survey, if available with OWD/ OSRP.
- Coordinating offices contacts for this survey.
- Authority letter to conduct interviews on project roads
- Letter of introduction to different departments of OSRP/ OWD/ GOO, if required.
- Any other support/ facilitation as and when required

C Staff:

OSRP/ OWD may second one member of staff to work alongside the Consulting team for the duration of the survey primarily as a learning exercise and also to enhance cooperation and dialogue.

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APPENDIX G - FORM OF ADVANCE PAYMENTS GUARANTEE

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OFFICE OF THE ENGINEER-IN-CHIEF (CIVIL), ORISSA
NIRMAN SOUDHA, KESHARI NAGAR, UNIT - V, BHUBANESWAR - 751 001

Letter No. PMU - WB - 58 / 2009 - 43484 Dt. 17.9.2011

From

Er. Nalini Kanta Pradhan
Chief Engineer, World Bank Projects, Orissa
Tel : -91 674 239 6783 / Fax: +91 674 239 0080
Email: pnuosrp@gmail.com

To

M/s Marketing and Development Research Associates
34-B, Community centre, Saket,
New Delhi-110 017

Fax:+91-11-26968282
Email: info@mdraonline.com; abhishek@mdraonline.com

Kind Attn: **Mr. Abhishek Kumar, Authorised Signatory**

Sub: Consulting Services for Carrying Out Road User Satisfaction Survey in Project Corridors of Orissa State Roads Project.

- AWARD OF CONTRACT

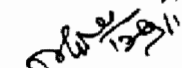
- Ref:**
- i.) Request for Proposal and its corrigenda issued in this office letter No. 5627 Dt.04.02.2011, No. 13359 Dt.21.03.2011 and No. 13590 dated 22.03.2011.
 - ii.) Your Proposal received on 8th April, 2011
 - iii.) Public Opening of Financial Offers communicated in this office No. 26581 Dt.30.05.2011
 - iv.) Call for Negotiation issued vide this office No. 27392 Dt. 04.06.2011


Sir,

In inviting a reference to the negotiation initiated with your authorized representative on 22nd June, 2011 and concluded on 5th September, 2011, this is to intimate that proposal for the aforesaid consultancy services submitted by your firm, i.e. **Marketing and Development Research Associates, New Delhi, India** for an amount of **Rs. 69,88,500/-** (Indian Rupees Sixty nine lakhs Eighty eight thousands Five hundred only) excluding applicable Service Tax, is hereby accepted. Accordingly in pursuant to Clause 7.1 of ITC, the contract is hereby awarded in favour of your firm.

You are requested to send your authorized representative alongwith all supporting documents within a fortnight to sign the Contract.

Yours sincerely,


Chief Engineer
World Bank Projects, Orissa

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POWER OF ATTORNEY



AUTHORIZATION LETTER

We hereby authorize **Mr. Abhishek Kumar**, Project Director, MDRA for negotiation and executing all the necessary papers with respect to the proposal and project - Consultancy Services for "Carrying out Road User Satisfaction Survey in Project Corridors of Orissa State Roads Project" for **Chief Engineer, World Bank Projects, Orissa** on behalf of **Marketing & Development Research Associates (MDRA)**.

For MDRA

P N Vasanti
Director

New Delhi
June 7, 2011

