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| **Date** | 18th March 24 | **Version** | V2 | **Copy of this FBN to be sent to DA , PPH & QC**  |
| **NAME OF THE PROJECT** | CLEANER | **Job no#** | YA.0273.00215.001 |
| **HH or Non HH**  | MT Observation- NON HH EXIT | **Product Category** | Floor Cleaner, Mosquito Repellant |
| **Adhoc / Track** | Adhoc | **If Track (Total Number of waves):**  | 1 |
| **CAPI / PAPI** | CAPI | **If Track (mention frequency of wave)** | NA |
| **RPM Executive In charge**  | Ram Gupta | **RPM Manager** | Kaushal Sharma |
| **CSTSS Executive In charge** |  | **CIPD Manager** |  |
| **CS Executive In charge** | Vasvi Khanna | **CS Manager** | Manisha Parwal |

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| **Target Respondent Profile – (Mention target respondent PROFILE and also include THE DEFINITION and respective question numbers from the final link or q’re.)** |
| **Particulars** | **Details** | **Reference Q. No** |
| **TG** | Person entering and interacting with the aisle | Q13a |

| **Basic Details of the study** |
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| **Starting points to be picked up through Random Sampling or Purposive?** | No |
| **Random Sampling unit will be electoral roll / Voter or polling booth list?** | NA |
| **Right Hand Rule ( RHR) to be followed within Starting points ( SP) ( Yes / No)** | No |
| **Zonal spread of starting points to be maintained or natural fall out as per sampling :** | No |
| **If sampling unit is Polling Booth from where the first HH will be knocked? (*** The HH falls right hand side of the polling booth
* HH which is at the nearest xing of the road or lane of polling booth
 | NA |
| **If sampling unit is area purposive from where the first HH will be knocked?** 1. Once you reach the area look for the mid-point of that area. Slight here & there is ok.
2. Once you reach the mid-point , HH which is at the nearest xing of the road or lane of mid-point
 | NA |
| **Contacts to be maintained in each SP? ( Yes / No)** | No |
| **Area Summary sheet / General Contact sheets to be maintained? ( Yes / No)** | No |
| **Contacts to be given any serial number? ( Yes / No)**  | No |
| **If Area Summary sheet / General Contact sheets needs to be maintained, needs to be dispatched? ( Yes / No)** | No |
| **Listings: If there is any Fixed number of listings in each SP? ( Yes / No)** | NA |
| **Listings: If there is any maximum number of listings in each SP? ( Yes / No)** | NA |
| **Listings: Which is non-qualifying for main to be given any serial number by SP ? ( Yes / No)** | NA |
| **Listings: Which is non-qualifying for main to be maintained & dispatched? ( Yes / No)** | NA |
| **Main / Detail Interview: If there is any maximum number of Main / Detail Interview in each SP? ( Yes / No)** | No |
| **LOI Listing** | NA |
| **LOI Main** | NA |
| **Is there any skipping ? ( Yes / No)** | No |
| **If Yes for Skipping , then is it after valid listing or valid main ?** | No |
| **If Yes for Skipping , Number of HH needs to be skipped** | NA |
| **Kish Grid to be followed? ( Yes / No)** | No |
| **For Kish Grid , which serial number to be followed , Listing or Main/Detail** | NA |
| **If any quota? If yes please mention in the grid below. ( Yes / No)** | Yes |
| **Quota to be maintained center wise or state wise or zone wise?** | Center wise, Store type of category |
| **Concept Test : Number of concepts** | NA |
| **Concept Test : Number visit** | NA |
| **Define working days a week and Non-working a week – If Applicable**  | Weekday and Weekend both |

| **Team Composition** |
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| **If any tele callers required?** | No |
| **Profile of the interviewer?** | HH |
| **Gender of the interviewer? Male / Female / Mix** | Mix |
| **Any additional checker is required?** | No |

| **FW Materials / Schedule** | **Frequency / Schedule / date / Remarks** |
| --- | --- |
| Final translated live link or Q’re | 19th March 2024 |
| Images or videos folder if applicable | NA |
| OE Link | NA |
| Translated Show cards | NA |
| Translated OE sheets | NA |
| Budget | NA |
| LOI calculator  | Done, shared |
| Concept  | NA |
| Stimulus  | NA |
| Photo cards | NA |
| Who will print Concept / stimulus / Photo cards | NA |
| Concept / Stimulus / Photocard : To be returned ? | NA |
| Show Cards | NA |
| Products | NA |
| Tele calling script | NA |
| Database by centers and segments if any | 19th March 2024 |
| Quota sheet | 19th March 2024 |
| Contact sheet | NA |
| Others (please specify) |  |

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| Early Warning Note ( EWN) Sent On | 22nd Feb |
| Date of field briefing to EIC’s  | 20TH March |
| Briefing /Mock calls of Freelancers - *(In case of lengthy and complex qnnr it is mandatory to provide one additional day for training / mock calls)* | 21st March |
| Date of team briefing : ( should be a gap of one day post sharing of Final material) | 21st March |
| Date of Mock call :  | 21st march |
| Fieldwork Start Date: ( should be a gap of one day post Mock call) | 27th March |
| Fieldwork End Date:  | 8th April |
| First Sync / Dispatch  | 27th March |
| Final CE data to be synchronized on / Dispatch to be done on | 8th April |
| Final OE entry to be done | NA |
| Confirmation on QC complete by Field Team | 8th April |
| Confirmation on QC complete by IQC team | 8th April |
| Final CE Data to CRDC/GO | 8th April |
| Final OE Data to CRDC/GO  | NA |

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| Frequency of Synchronization of interview (if CAPI) | NA |
| Frequency of OE Entry & Synchronization (if CAPI) | NA |
| Frequency of Status update ( If CAPI) | Everyday by PMT |
| Frequency of Status update (if PAPI) | NA |
| Frequency of Dispatch (if PAPI) | NA |
| Dispatches to be sent to ? Name & Office | NA |
| Feedback Qre to be sent to Name & Office | NA |
| Feedback qre to be sent within number of days of launching? | NA |
| Date of launch of each centre to be confirmed ( Yes / No) | Yes |

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| **Details of the study** |

*Details about study mentioned in attached PPT*

*5 days of observations at each store – across 3 weekdays and 2 weekends*

*All reporting to be done at an overall level given the sample sizes*

*The Observation Timings are 10:00 am – 9:00 pm. We propose to do observation in 2 shifts*

*Shift 1 – 10:00 am – 4:00 pm*

*Shift 2 – 4:00 – 9:00 pm*