

GALLUP®

FACE-TO-FACE WORK ORDER - ASIA 2023 GALLUP WORLD POLL OF INDIA

Market Xcel Data Matrix Pvt. Ltd.
17, Okhla Industrial Estate Phase 3, Okhla,
New Delhi - 110020, India.
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This Work Order is executed as of August 16, 2023, between Gallup and Market Xcel Data Matrix Pvt. Ltd. pursuant to that certain Consulting Services Agreement between the parties dated August 16, 2023. The parties hereby acknowledge and agree that, except as expressly provided below, this Work Order shall be governed by the terms and conditions of such Consulting Services Agreement as though such terms were reproduced and set forth below in their entirety.

Subcontracting

In the event that Consultant uses a third party subcontractor to complete any work under this Work Order, Consultant agrees that it remains responsible and liable for all acts and omissions of each subcontractor (including its employees) to the same extent as if such acts or omissions were by Consultant or its employees and shall be responsible for all fees and expenses payable to any subcontractor.

Furthermore, Consultant agrees that it will enter into a written agreement with each subcontractor that binds the subcontractor to terms that are at least as protective of the rights and requirements of the Consulting Agreement, including, but not limited to Section 5, Confidentiality and Intellectual Property Rights.

Use of Gallup Name

Pursuant to 5.5 Use of Gallup Name in the Consulting Agreement, Gallup expressly authorizes Consultant to use the Gallup® trademark in providing the services described in this Work Order. Consultant agrees that its interviewers should identify themselves as providing the services on behalf of Gallup® and that any written surveys, whether in paper or electronic format, will prominently feature the Gallup® trademark. Consultant does not have permission to use the Gallup® trademark on its website and does not have permission to disclose on its website that Gallup is a client.

Description of Work to Be Performed by Consultant

Consultant shall perform data collection services for Gallup related to Gallup's World Poll of India. Consultant shall complete 3000 or agreed upon number of in-person interviews.

Form Description	Number of Interviews
Form A (18.1)	N =3000

Estimated Period of Performance

Exact data collection periods will be communicated at a later date, but it is estimated to occur during second or third quarter of 2023. All data collection must be completed no later than October 31, 2023 unless there are extenuating circumstances and the change in timeline has been mutually agreed upon with the Regional Director.

Target Population

Adults 15 or older living in the household.

Gallup expects that the distribution of gender and age (targets to be identified prior to fieldwork) in the achieved, unweighted samples shall be within ten (10) percentage points of the national parameters. If the Consultant knows before the start of fieldwork that it is not possible to achieve this type of sample performance with a probability sample, it shall alert Gallup prior to fieldwork and discuss appropriate measures for addressing this problem.

Parental Consent

If the selected respondent is age 15-17, parental consent must be confirmed before the interview is conducted.

Sampling

Gallup will draw a nationally representative sample of 300 ultimate clusters and provide the list to the Consultant. Within each ultimate cluster, 1 random starting point will be selected and 10 interviews completed in each PSU. Gallup and Consultant will each review PSU population sizes, and in any cases where there will be insufficient households, Gallup will provide instructions to make adjustments (clustering) such that the selected PSU will encompass a wider geography. Prior to fieldwork, the Consultant must review the list of ultimate clusters and inform Gallup of any erroneous or incomplete information, such as incorrect or missing geographies and provide the correct information. If any ultimate cluster needs to be replaced prior or during fieldwork for any reason, the Consultant must communicate this information to Gallup and include the reason for each needed replacement. Gallup needs to approve any replacement prior or during fieldwork. It is the Consultant's responsibility to ensure interviewers go to ultimate clusters as they appear in the Gallup-provided list.

In instances where the population frame used to draw the sample needs to be updated (e.g., recent population census, country redistricting), Gallup may ask the Consultant to assist in obtaining information/population data.

Government Approvals

Consultant agrees to obtain all government approvals in writing, where applicable, prior to interviewer training and launch of fieldwork and will share them with Gallup. Such approvals can include those required from National Statistics Offices, government ministries responsible for overseeing large scale data collection projects as well as approvals required by country-level ethics committees or Institutional Review Boards (IRBs). It is the Consultant's responsibility to be thoroughly familiar with the official approval process and communicate this information to Gallup. Data collection cannot start until after the official letter from the government authorizing the Consultant to field the World Poll 2023 survey instrument has been received and provided to Gallup. Other authorizations, such as those needed from local authorities, the police, neighborhood/village chiefs, etc., may be necessary to ensure field teams' safety and those are the Consultant's responsibility.

In addition, the consultant agrees to abide by all government laws during the collection and transfer of data, including the protection of data that could be classified as Personally Identifying Information (PII) throughout the term of this Work Order. In case the country's legislation prevents PII transfer to the U.S. or the European Union, Consultant must inform Gallup prior to the finalization of the field questionnaire.

Covid-19 Safety Protocol

Consultant agrees to follow all applicable national and local guidelines that may be in place to ensure field staff and respondents' safety related to the Covid-19 pandemic. If at any point, face-to-face data collection is no longer possible due to a large increase in the number of Covid-19 cases in the country, the Consultant must inform Gallup immediately.

Length

Form Description	Number of Interviews	Gallup Length of Instrument in English (*Mean).
Form A (18.1)	N =3000	30

Length of survey is described as:

- **Gallup Length of Instrument:** Time from the start of the consent statement to the last question asked of the respondent. Respondent selection and post-interview variables coded by the interviewer are not included in the Gallup Length of Instrument estimate.
- **Length of Interview:** Time from introduction to the closing of the interview, with the respondent by the interviewer.

Languages

India: Hindi, Tamil, Kannada, Telugu, Marathi, Gujarati, Bengali, Malayalam, Odia, Punjabi, Assamese

Translation

Consultant will review the Master English language World Poll questionnaire with the India language(s) listed above.

Consultant will review existing translations for errors. If errors are found, Consultant must contact Gallup immediately with details on what the error is and the proposed updates. Gallup must approve all translation changes.

Gallup will use an independent third party with knowledge of survey methods to review and revise the translation as necessary. The third party could be a translation review company such as RWS or cApStAn or a certified translator. Gallup will share the third-party's comments/suggestions for revisions and the Consultant must revise the translation, as needed. If the Consultant rejects a revision, he/she must briefly explain why the recommendation will not be incorporated into the translation.

Consultant will train interviewers not to interview respondents in dialects unless a translated questionnaire is available and agreed upon by the Regional Director. In such a case, the dialect is treated as any language that requires the interviewer to use different intonations and sounds while not straying from the translated script.

During data collection the flag for "language barrier" should only be used in situations where the respondent is unable to be interviewed in any of the pre-approved languages.

Any changes to the translation process should be approved by Gallup.

Use of Device

To ensure that no PII is accidentally saved on the devices used for collecting data, where data collection takes place F2F, interviewers should only use authorized devices provided by consultant and not use their own personal devices such as smartphones or tablets. Consultant should ensure that both before the commencement of the study and upon completion, all data are completely wiped clean from these devices. These devices should already meet all security requirements such as a strong password to open the device and not allow for any unauthorized software or applications to be installed.

Interviewer/Supervisor Training

If consultant is not based in the country of the survey, a member of the consultant's staff must stay in the country for the entire length of fieldwork and manage the project locally. The "on the ground" presence in-country cannot be led entirely by the Consultant's subcontractors. In countries where this is not practical, Consultant must inform Gallup prior to signing the Work Order to discuss an alternate solution to ensure the Consultant and staff have full oversight of fieldwork on a daily basis.

Consultant shall host one or more interviewer training school(s) for the length of 3 days (**with at least one or more days of training in-person**) to train all interviewers both centrally or regionally and use only persons approved by Gallup to conduct training and provide overall country supervision. All interviewers and supervisors must join training in-person vs. joining remotely (i.e by Zoom, or other online platform) unless approved beforehand by Gallup. In addition, Consultant shall spend at least one-half day to train supervisors to ensure they are thoroughly familiar with all quality control procedures using the SurveyToGo platform and their duties as supervisors. These include, but are not limited to selection of starting points according to the Gallup methodology described below, ensuring supervisors will check on correct application of the random route procedure for household selection, ensuring that interviewers are actually conducting interviews in the selected Primary Sampling Units and that interviewers are reading all questions to respondents exactly as written and reviewing and approving all cases on the STG platform according to Gallup requirements.

All interviewers and supervisors should take the World Poll interviewers' quiz/test and achieve satisfactory results. Supervisors should also prove competency through the World Poll supervisors' quiz/test. In addition, the consultant shall monitor supervisors to ensure they carry out their responsibilities according to Gallup's Quality Control (QC) requirements and best practices.

Gallup will work with Consultant to use its World Poll e-learning platform to administer the interviewer's and supervisor's training. Each individual selected for the training would need to go through the entire online training program, pass a final exam successfully and complete an evaluation of the e-learning platform. In addition, Consultant will gather all individuals selected for the World Poll e-learning platform for a full day in a central location for a debrief and in-person CAPI practice of the World Poll survey instrument. Gallup will provide the Consultant with credentials to access the World Poll e-learning platform.

Gallup will provide a training manual in English. Consultant must translate the manual into the language used in the training school to ensure all interviewers receive the same training.

Consultant will train interviewers not to interview respondents in dialects unless a translated questionnaire is available and agreed upon by the Regional Director. In such a case, the dialect is treated as any language that requires the interviewer to use different intonations and sounds while not straying from the translated script.

During data collection the code for “language barrier” should only be used in situations where the respondent is unable to be interviewed in any of the pre-approved languages.

Pilot Test of Field Instrument

The survey will be pilot tested, at the discretion of the Regional Director, with at least 10 respondents per language for multi-lingual countries, representing as much as possible the demographics of the country. Pilot tests can be conducted either in the office or in respondents’ homes. Feedback from the pilot tests will be provided to Gallup prior to start of fieldwork. Protocol and required feedback format will be provided.

Mode/Scripting of the Field Instrument

The consultant will use computer-assisted personal interviewing (CAPI) unless otherwise agreed to by the Regional Director. The Consultant is required to use the Dooblo CAPI system for data collection that provides quality control features needed to monitor fieldwork remotely and allows for all contact attempts to be recorded in the CAPI system. A local script will be provided in both English and in local languages. However, consultant still bears responsibility for the accuracy of local languages in the CAPI script and should test to ensure that in-language versions of the questionnaire display correctly. Consultant will certify that they have gone through a checklist provided by Gallup that covers all aspects of the presentation of the survey on CAPI devices in language and confirm they are correct before launching fieldwork. Consultant is responsible for arranging device settings in line with the Gallup-CAPI manual prior to fieldwork to ensure location services are turned on and that time is set properly on each device.

Consultants using Dooblo system are not responsible for paying data uploading fees or for the cost of data storage needed to house audio recordings and other attachments. However, the consultant should select a device that efficiently processes audio files per Gallup recommendations in the SurveyToGo manual. Devices should also use a recent android OS no older than 6.0 - 6.0.1 to prevent script errors. If the Consultant would like to use a system other than Dooblo (SurveyToGo) Gallup’s Regional Director must first approve that platform. Consultant must ensure Gallup has access to the proposed online CAPI platform at all times for the purpose of monitoring data quality.

For all CAPI surveys using SurveyToGo, the consultant shall conduct at least one day of training to ensure all field staff are familiar with and can operate the CAPI data collection devices. The Consultant will be responsible for the accuracy of translations loaded to the device and should check every translation using android devices rather than the studio. In addition and irrespective of the CAPI program used, the Consultant must ensure each interviewer and supervisor has his/her own CAPI credentials (i.e., name, ID and password) and credentials should not be shared among multiple users. Consultant further agrees such credentials cannot be stored in the CAPI device, such as on a label affixed to the device.

Starting Point Selection

As a general rule, Gallup in collaboration with local partner will pre-load GPS readings for each selected PSU for countries operating on the STG platform. This provides the general area within which the interviews would be expected to be completed. Consultant may be required to assist in selection or review of final GPS coordinates to ensure the selected area is workable (i.e., not on a mountaintop, in a military base, or in a lake) and/or to identify more precise latitude/longitude coordinates when the Gallup-provided GPS data identify only very large areas (i.e., geo-coordinates reflect an entire district or region).

Starting point structure: Based on pre-loaded GPS for each ultimate cluster, supervisor or country manager will select the starting point structure following instructions provided by Gallup.

Starting point structures will be established buildings/entities that are immobile and unlikely to be destroyed (e.g.: schools, places of worship, community centers, gas stations, street intersections, etc.) To accommodate multiple waves of data collection or to increase coverage of the sampled unit, more than one starting point structure can be selected within the same ultimate cluster.

Any other methods of selecting starting points must be approved by Gallup and described in detail in the Country Registration Form.

Household Selection

The following procedures will be used for household selection:

1. Main Households (HHs) and Replacement Households (RHs) will always have three attempts, except in the case of outright refusal, language barrier, or other dispositions that render the HH a failed attempt.
2. Skip between households (Main and/or Replacement) is a minimum of 3 (every third household). In multi-level dwellings/apartment buildings, an interval of 5 is recommended (every fifth household).
3. Replacement HHs – Consultant will continue applying the right-hand rule and the prescribed interval after exhausting the first 10 main households, as appropriate.
4. Apartment buildings – If an odd-numbered questionnaire, interviewer will go to the top floor and work his/her way down. If an even-numbered questionnaire, interviewer will go to the bottom floor and work his/her way up. Starting from the last successful HH, the interviewer will select every 3rd apartment/household in the building (however, Gallup recommends selecting every 5th household). Any number of HHs in that building can be completed, utilizing the interval and all households are eligible.
5. Attempts should be made over at least two days. However, in hard to reach areas, attempts must be spread out with a minimum of 2 hours between each attempt. Consultant must obtain prior approval from Gallup when using less than 2 hours between attempts.
6. In countries where addresses are sampled, either a sufficient number of addresses should be sampled within each PSU/final stage cluster to account for non-response and marked as either main or replacement or addresses are selected only for the main household and replacement households are households to the right or left of the sampled main household. The number of attempts and schedule of attempts should be the same as stated in point #5.

Random route procedures are described in greater detail in the Interviewers' Survey Operations Manual and it is the Consultant's responsibility to be thoroughly familiar with current procedures.

Respondent Selection

For CAPI studies, the Consultant must implement a Random Selection feature into the data-collection device to ensure all household members, aged 15 and older, have an equal chance of being selected for the interview (Household Enumeration Method).

Any other variants to this method must be approved by Gallup and described in detail in the Country Registration Form.

There will be **NO** quota sampling. Quota sampling means filling up a particular demographic group to a predetermined count or percentage of the sample. Examples of quota sampling include

matching the sample demographics to the population demographics or matching a socio-economic classification to a population or other distribution.

Permissions in the form of verbal consent must be obtained from a parent or guardian across ALL countries for surveys done with respondents Ages 15-17.

Quality Control

Consultant shall follow the standards for quality control that, at a minimum, include:

1. The Consultant will maintain a maximum workforce ratio of 1:8 supervisor to interviewer such that supervisors have ample time to complete oversight activities.
2. Consultant is responsible for evaluating supervisor performance assuring minimum Gallup requirements including but not limited to:
 - Participation in supervisor training.
 - Participation in interviewer training.
 - Completion of the e-learning course (where applicable).
 - Timely conduction of supervision throughout data collection showing comprehension and mastery of QC requirements.
3. At least 20% of completed interviews by each interviewer and at least 30% of all interviews must be validated through a combination of accompaniments, re-contacts and listening to audio recordings according to the following rules:
 - Each interviewer must be accompanied by a supervisor for at **least one full interview**, from start to finish, within the interviewer's first PSU. In subsequent accompaniments, the supervisor must be present for at least 50% of the interview. For example, if the interview is running 40 minutes, the supervisor must be present for 20 minutes. 10% of each interviewer's completed interviews must be accompanied by their supervisor.
 - Supervisors or members of an independent quality control team must validate at least 10% of each interviewer's interviews thru re-contacts in-person. If survey in CAPI, supervisors and quality control personnel must be proficient in handling back checks using CAPI devices, including the ability to understand the language of interview in the case of audio recordings.
 - The remainder of the 30% validations can be accomplished through either in-person, phone re-contacts or listening to audio recordings (provided they are of acceptable quality).
4. Validation of interviews done by phone will involve verification that interview was conducted, verification of correct selection of household member, and the verification of a standard set of items (see Quality Control Questionnaire). In addition, in-person re-contacts should also verify correct execution of random route procedures. All verifications apply to both CAPI and PAPI surveys and it is recommended to re-contact respondents within 7 days from completion of the interview.
5. In the case of a survey where interviews are recorded using CAPI devices (with permission from the respondent), it is still necessary to complete one accompaniment per interviewer in the first PSU and 10% of each interviewer's completed interviews must be accompanied while the remainder of validations for each interviewer can be done using in-person, telephone re-contacts or audio recordings. For each interviewer, Consultant (or supervisors) is expected to listen to a selection of audio recordings, irrespective of the language of interview based on the number of flags a particular case receives. Flags based on length should be prioritized for listening. Consultant agrees to communicate to Gallup the list of cases (subject numbers) for which supervisors listened to audio recordings, including whether recordings were listened to fully or

partially. If using the Gallup-provided QC Questionnaire, this information would already be included in that data.

6. For CAPI surveys, Consultant agrees to monitor Key Performance Indicators (KPIs) and interviewers' productivity metrics throughout the duration of fieldwork. Gallup will share the list of 2023 KPIs the Consultant is expected to monitor at the interviewer level. As part of the weekly field updates, when requested by Gallup, consultant will share the KPI summary, including actions taken to remedy field issues.
7. If mistakes are found during validation, all of an interviewer's questionnaires must be checked to see if mistakes are systematic (for example, mistakes in skip patterns, wrong information in tracking sheet, etc.). If more than 25% of an interviewer's questionnaires are discovered to have mistakes, then all of his or her interviews need to be redone by another trained interviewer.
8. Consultant should provide a team of interviewers large enough that each interviewer completes no more than 10% of the total interviews.

Process for Capturing, Coding and Validating Verbatims

The information regarding the process for capturing, coding, and validating the verbatims for the following item (where applicable) are described below.

1. Items
 - a. Religion
 - b. Ethnicity
2. Interviewer will capture response using the pre-code list.
3. All responses coded as "Other" will be reviewed and, if required, will be recoded to one of the pre-codes. Some will be legitimate "Other" responses. This will be done in the CAPI or Dooblo platform. Consultant should not edit any SurveyToGo data outside of recoding of these "REV" variables.
4. All edits made after data capture will be stored as a separate variable in the CAPI or Dooblo platform.
5. "Other" responses not recoded will be included in the data file untranslated.

In one form of the questionnaire there will be 3 open ended items where verbatim responses will need to be captured. Verbatims will not need to be translated. Verbatims will need to be provided in the final data files.

Consultant will capture, code (utilizing a list provided by Gallup), and validate the verbatims for specific World Poll questions. For the following three items, the process for capturing, coding and validating verbatims is described below.

- Risk 1
 - Natural Disaster (will only be asked of respondents who experienced a natural disaster in the past 5 years)
 - Occupation (will be asked of all respondents)
1. Interviewer captures response verbatim in local language.
 2. Interviewer codes responses during the interview except for "Occupation" which will be coded afterwards.
 3. "Other" responses should be coded into the pre-code list where possible. (Some will be true Other" responses, but no more than 5%)
 4. Gallup will support the coding review process as follows in countries that use SurveyToGo (STG).
 - Gallup can: include the open-ends in the list for recording so that vendors can utilize the recordings as needed.

- Upon completion of interviewing and data delivery to Gallup, Gallup will provide an excel file to the vendor with all verbatims/codes.
- A coder will code “Occupation” using verbatims from the job/sector description to select one of the “sector” codes.
- The reviewer will review the ‘others’ to recode as needed so there are no more than 5% “other” and will also spot check (approx. 10%) of all codes compared with the original verbatim. In any cases found to be in error, a complete review should be made of that interviewer’s coding.
- After the “Occupation” coding and review of the other two items, vendor will send an excel file back to Gallup with any changes within 3-5 days of receipt.
- Gallup data analyst to pull any coding changes into the final country data file, replacing any prior codes.

In addition, there may be up to two additional open ended items where verbatim responses will need to be captured in one form. These open ends will apply to just a sub-set of all respondents. Verbatims will not need to be translated, however they will have to be reviewed for grammar, presence of any personally identifiable information which has to be deleted and completeness of response. Verbatims will need to be provided in the final data files.

Timing of Deliverables

Deliverable Due Dates	Type of Deliverable(s)
Upon signing of Work Order	<ul style="list-style-type: none"> • A detailed project timeline including all deliverables, field work, trainings, and pre-tests
Before country level training starts	<ul style="list-style-type: none"> • Before the sampling plan can be finalized, if there are updates to population frames in the form of a recent census, such information should be shared with Gallup (ideally this should be done right after the work order is signed) and be used in the updates to the sample design. • List of PSUs/Ultimate clusters and geo-coordinates for each PSU prior to fieldwork including any that were replaced in anticipation of security/accessibility issues. • Where relevant, review each PSU’s selected GPS coordinates to ensure that selected areas can be reached as part of fieldwork. • Written sampling plan using Word/Excel template if Consultant draws the sample. • Translations in all agreed upon languages and translation reviews from certified translator or 3rd party reviewer, complete and approved by Gallup • Weekly update every Monday on project status, completed activities, etc. • Ensure all survey languages appear properly in data-collection devices. • Ensure PSU list displays accurately, if using the SurveyToGo platform
Before fieldwork starts	<ul style="list-style-type: none"> • All questionnaire feedback during questionnaire review needs to be shared in Excel format Gallup provides including screenshots when possible. • Training report (number interviewers, any specific issue raised, etc.). Countries using the online training system

	<p>should also provide list of interviewers being trained, their grades and any feedback on their performance in training from their supervisor.</p> <ul style="list-style-type: none"> • Copies of final translated Excel and Word questionnaires in English and local language with track changes to indicate any deviations from the original approved versions based on training or pilot testing concerns (Excel, PDF and Word with font files) • Most current Census targets for data weighting including distribution of population by household size • Pilot Test Report using the Gallup template • The Pilot Test Report will include the time, date, and number of respondents that were administered the questionnaire. The consultant will include comments and recommendations for change (when appropriate) for each question on the instrument. • When Gallup programs the questionnaire, consultant will review the questionnaire, send feedback to Gallup, (use format sent by Gallup), and will ensure all survey languages appear properly in data-collection devices
<p>Once fieldwork has started</p>	<ul style="list-style-type: none"> • Weekly updates (every Monday) of completed interviews by region, urban vs. rural • Either email or telephone feedback to Gallup in case of any unanticipated problems arising during fieldwork • If any PSU needs to be substituted, send Gallup a written request for approval. For countries where Gallup draws the sample, the Regional Director will provide the list of replacements to Consultant in a timely manner.
<p>At the end of fieldwork</p>	<ul style="list-style-type: none"> • For STG countries, alert Gallup immediately following fieldwork once all cases have had status updated and validations are complete, no more than 5 days after fieldwork is finished. This alert is needed in order to activate data pull and cleaning process. • Except for “other” responses that may need to be recoded using the “REV” variable described above, Consultant is not authorized to make any change to the data in Dooblo. If an error has been identified (for example, incoherent date and time), Consultant shall provide Gallup using the Change Form Request document, the list of subject numbers and variables that need to be revised. Gallup internal staff will be evaluating any such requests for data revision. • Final sample including PSUs selected and replacements if apply.
<p>At a maximum of two weeks after fieldwork ends</p>	<ul style="list-style-type: none"> • Country Registration Form using Gallup template • The Country Registration Form will include a broad overview of the research to include Country, Languages, Sampling, interviewer demographics, any verbatims/code “other” translated into English, current events in the country, and specific questions on

	fieldwork execution or replacements, specifically the number of canceled and replaced interviews per supervisor and reasons why. Gallup will provide a template outlining the format and types of information to be included.
One week after submission of data and deliverables	<ul style="list-style-type: none"> • 5-10 Interviewer Stories from the Field delivered in the Country Registration Form. • 10 photos of live fieldwork where permissible during the Gallup World Poll, including signed photo permission forms. With in-person interviewing the photos may or may not include respondents, that is still to be determined by Gallup. Gallup will provide the permission form to be administered. • Formal confirmation letter that recontact data was downloaded properly after Data Collection.
At the time Gallup sends the Consultant the country list of vetting queries	<ul style="list-style-type: none"> • Consultant must provide feedback to Gallup’s Regional Director within two business days of the email request.

Data Handling, Security and Retention

Consultant shall use a secure file transfer protocol for exchanging any data files between Gallup and Consultant. Consultant shall choose between the three services hosted by Gallup: SFTP, HTTPS and FTPS.

Consultant shall ensure that any exchange of data files between Consultant and Consultant’s team members in the field over public email services shall be encrypted and password protected.

Consultant shall require any contractor or third party collecting, hosting or storing data collected under the terms of this Work Order on behalf of Consultant to not access or use the data for any purpose other than as a conduit to secure the collection, hosting or temporary storage. Consultant shall be diligent in the management of collected data to ensure integrity and confidentiality. Data temporarily stored by any contractor or third party must be securely transferred to Consultant’s computing environment on frequent intervals. Consultant shall delete such collected data from contractor or third-party storage when the data has been securely transferred, stored, and backed up in Consultant’s computing environment.

After delivery of the dataset, Consultant shall answer any questions related to the project, reconcile discrepancies, and address any request from Gallup’s Regional Director. **In addition, Consultant shall store all materials including questionnaires, and survey data (whether in hard copy or electronic form) in a secure location for a period of 24 months following delivery of the final dataset to Gallup. Upon the expiration of 24 months, or earlier if Gallup provides written notice, Consultant shall use a secure method of destroying all materials including questionnaires, and survey data, both paper and digital versions. A signed Certificate of Destruction shall be provided by the Consultant to Gallup in order to certify the completion of secured destruction activities. Data for respondents who agreed to be recontacted for future research will also be retained by Consultant for 24 months so that Consultant may use such data for future studies requested by Gallup. Recontact data is not to be used for any other purposes.**

Cost and Terms of Payment

- **Option Clause:** Barring any major changes to the work order, Gallup shall have the option to renew consultant’s service under this work order for 2023 and future calendar years with the same cost and terms of payment specified herein, with the exception of increases due to inflation.
- **Timely Delivery:** Barring unexpected delays that are deemed reasonable by Gallup, Gallup may decrease the agreed payment terms proportional to delays in delivery. Any damages due to late delivery are subject to Clause 9.2 (Liquidated Damages and Remedies) of the Consulting Agreement.
- **Export of Service:** The deliverables/services from Consultant are exported from India to Gallup World Headquarters. The indirect tax rate (VAT/GST/CT) for services exported or provided outside of India is 0%. It is agreed that Total Contract Amount includes any tax obligation that may be imposed on the Consultant in relation to the amounts due or received under the Consulting Service Agreement.

<u>India</u>	<u>N=Size</u>	<u>Currency</u>	<u>COST</u>	<u>VAT</u>	<u>Cost + VAT</u>
Form A (18.1)	N =3000	USD	\$39,000.00	N/A	\$39,000.00
Total Contract Amount		USD	\$39,000.00	N/A	\$39,000.00

TOTAL CONTRACT AMOUNT NTE(not to exceed) \$39,000 USD.

- Any delay in delivery of the above documents will result in a corresponding delay in payment of final invoice.
- All invoices must be fully labeled with an accurate description of the questionnaire of data collection that is being billed and all charges itemized.
- Invoices must be made to: **Gallup Inc., 1001 Gallup Drive, Omaha, NE 68102**
- Consultant shall invoice Gallup in multiple invoices: (Any VAT, and verbatim coding must be itemized on the invoice separately from data collection cost.)
- Invoices should be sent electronically to the attention of: CHAYANUN SARANSOMRURTAI at chayanun_saransomrur@gallup.com

<u>Amount and Currency</u>	<u>Invoice Description</u>	<u>Invoice Timing and Instructions</u>
\$19,500.00	Invoice 1 of 3 for 50% (Pre-Survey)	Consultant shall invoice Gallup 50% up to 60 days prior to start of data collection. If Government permissions are required, then permission must be received and provided to Gallup prior to invoicing. Invoice must be itemized.
\$9,750.00	Invoice 2 of 3 for 25% (Data Delivery and Preview)	Consultant shall invoice Gallup 25% upon delivering data. Gallup shall pay this invoice after satisfactory preview of data by our quality assurance team. Invoice must be itemized.
\$9,750.00	Invoice 3 of 3 for 25% (Payment upon vetting)	Consultant shall invoice Gallup upon completion of ALL deliverables. Gallup shall pay final invoice upon completion of data vetting by Gallup. Invoice must be itemized.

Gallup's Responsibilities

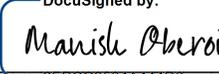
Gallup agrees to:

- Provide a list of selected PSUs where appropriate.
- Provide training materials and templates for reports and other deliverables
- Provide the Dooblo script and access credentials including location files.
- Pay Consultant's bills as set forth herein and in the Consulting Agreement.
- Provide a contact person to approve invoices and work submitted by Consultant. The contact person for this Work Order shall be: CHAYANUN SARANSOMRURTAI

GALLUP, INC.

MARKET XCEL DATA MATRIX PVT. LTD.

BY: 
6CB21A2924254ED...

BY: 
2EBCC9584A444D8...

PRINT NAME: Chris McCarty

PRINT NAME: _____

TITLE: World Poll Director People & Process

TITLE: _____

DATE: _____

DATE: _____

EXHIBIT A

Certification Regarding Debarment, Suspension, and Other Responsibility Matters

1. As a vendor, consultant, or subcontractor of Gallup, Inc. (Gallup), you hereby certify to the best of your knowledge and belief you, or in the case of a business, the business and its principals:
 - a) Are not presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from transactions funded with Federal or State money by any Federal or State department or agency;
 - b) Have not within a ten-year period preceding this certification been convicted of or had a civil judgment rendered against you for the commission of a fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State statutes or regulations involving investment or investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion or a conspiracy to commit any of these offenses;
 - c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.
2. As a vendor, consultant, or subcontractor of Gallup, Inc., you hereby certify to the best of your knowledge or belief you, or in the case of a business, the business and its principals, conform to the following research ethics for purposes of all surveys and studies you conduct:
 - a) You have knowledge and comply with the applicable age of consent in all relevant countries;
 - b) You have knowledge and comply with any legislation relating to the conduct of human subject research, including any restrictions or requirements, such as the need to prepare a research protocol for an ethics review board;
 - c) You comply with all country-specific laws that govern human subject research; and
 - d) You adhere to Gallup’s ethics protocol as set forth in the Survey Operations Manual.
3. Where you or the business and its principals is unable to certify to any of the statements in this certification, you shall attach an explanation to this proposal.
4. This certification shall be an on-going obligation on the part of the vendor, consultant, or subcontractor. Should there be any change with regards to the accuracy of this certification during the course of your contract with Gallup, you shall immediately notify Gallup of such change and the circumstances related to the change. Gallup will evaluate the effect any change in this certification will have on the corresponding contract.

SIGNATURE: DocuSigned by:
Manish Oberoi
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NAME/BUSINESS NAME: **MARKET XCEL DATA MATRIX PVT. LTD.**

TITLE: _____

DATE: _____

EXHIBIT C

Security Requirements

Security Requirements

1) **Applicability** –

- a. The following requirements apply to all systems processing, transmitting, or storing Gallup related data (identified as “sensitive” or “confidential” data below) which includes Personally Identifiable Information (PII), survey responses, survey reports, call recordings, transcripts and similar “sensitive” or “confidential” data. These requirements also apply to networks that may have connectivity via VPN or other similar technologies to such systems and networks. In addition, if any third parties (vendor’s, contractors, sub-contractors, SaaS/IaaS/PaaS-cloud systems, colocation facility) are used that access and/or host “sensitive” or “confidential” data, the requirements outlined within Section 6 (below) must be flowed down to all applicable parties.
- b. Requirements that are currently not applicable at the time this agreement is signed (ex. no third parties are currently used or Wi-Fi is not used for given scope), but become applicable at any point in time while Vendor is processing, transmitting or storing Gallup related data, must comply with stated requirements.

2) **Cloud Services** –

- a. If Vendor utilizes Cloud-based systems or applications (e.g., IaaS, PaaS, SaaS) to fulfill the services being contracted with Gallup, Vendor agrees to the following below:
 - i. Vendor shall notify Gallup in the event of cloud services being further sub-contracted to an external Vendor, prior to use. Upon approval from Gallup, Vendor shall ensure Gallup’s security requirements are met by the sub-contracted external Vendor.
 - ii. Vendor shall provide Gallup with advanced notice prior to any substantive changes that may impact or change the services being delivered to, or where data is being processed or stored; including, but not limited to, changes to technical infrastructure affecting service offerings, processing, or storage of data in a new geographical or legal jurisdiction, or the use of peer cloud services or other subcontractors.

3) **Third-Party Attestation** –

- a. Vendor and/or third parties used by Vendor shall implement a risk management program to formally identify, assess, treat, and monitor risks regarding the Vendor’s business and perform periodic risk assessments to evaluate the risk profile regarding the collection, storage, and use of in-scope information and data.
- b. If Vendor holds a valid independent third-party attestation such as: (ISO 27001, ISO 27002, PCI-DSS, SOC 2 (at least confidentiality and security trust principles), NIST SP 800-171, StateRAMP, or FedRAMP), then the requirements in Section 6 (below) will not require an additional assessment to be conducted, only if the third-party attestation is current. Any attestations older than 1 year are not acceptable.
- c. Vendors must use best efforts to continually identify and mitigate internal and external risks of physical and logical security of all in-scope systems/location (network, servers, applications) storing, transmitting, and processing in-scope information and data.

- d. Vendor bears the responsibility to check all third parties used for current certifications/attestations.
 - e. If such a risk assessment cannot be performed or certifications or attestations expire, Vendor shall permit Gallup or an independent third-party representing Gallup to assess Vendor's compliance with these minimum-security requirements.
- 4) **Right to Audit** –
- a. Vendor shall maintain all necessary documentation to show compliance with the minimum information security requirements set forth herein. Upon request, Vendor shall permit Gallup or an independent third party to audit Vendor's compliance with the minimum information security requirements. If any such audit reveals material gaps or weaknesses in Vendor's security program, Gallup shall be entitled to suspend transmission of data, and/or services to Vendor. Vendor is to cease processing of any data until such issues are resolved to the satisfaction of Gallup. Gallup reserves the right to terminate Vendor services without penalty if identified gaps or weaknesses are not resolved within a reasonable period.
- 5) **Exceptions** –
- a. At any time, if any of the requirements in Section 6 (below) hinder availability of the system or access to the system, Vendor may choose to either defer or not implement these security measures. Any such exception(s) must have reasonable rationale, be internally documented, and communicated and approved by Gallup. Such exceptions that are not permitted if critical or high-risk items have a high probability of causing direct impact to confidentiality or integrity of "sensitive" or "confidential" data.
- 6) **Minimum Security Requirements** – All information technology systems shall be protected with sufficient physical and logical security controls, based upon industry accepted standards for architecture and infrastructure, not exclusive to but including the following items:
- a. All servers and network equipment shall be housed in a server room which is separated with access controls that are limited to personnel essential for the proper and continued function of this equipment. Such access controls could include technologies such as physical keys, cipher locks or proximity badges as long as they can be adequately restricted to the required personnel.
 - b. All systems must employ strong authentication (username/password) requiring a minimum of 12 characters with a mix of at least one of each uppercase, lowercase, special characters, and numbers.
 - c. Systems must automatically lock accounts after six failed authentication attempts. Vendor may choose to not implement or have higher threshold of failed attempts in case compensating controls such as throttling brute force attacks or 2 factor authentication is implemented for the system in question.
 - d. For systems with internet-facing connections (ports/services exposed to Internet such as VPN, Web server, File Transfer server etc.), Vendor must employ a Stateful Inspection firewall to segregate and protect the corporate network from unauthorized internet traffic.
 - e. If Vendor employs wireless network infrastructure such as Wi-Fi on production network it must use WPA2 or equivalent secure protocols. WEP and WPA1 or insecure wireless protocols must not be used.
 - f. All computer systems (servers, workstations, endpoints, mobile devices) must run a known antimalware software to prevent malicious code. Antimalware shall be configured to conduct real-time scanning as well as scheduled scanning no less than one time per week. Antimalware shall be configured to automatically check for and download updated protection signatures or engine once per day.

- g. All transfer of Gallup related “sensitive” or “confidential” data must be encrypted while traversing the Internet/WAN. Such data must be protected using secure protocols such as HTTPS, FTPS, SFTP or SCP.
- h. All Gallup data classified as “sensitive” or “confidential” data must be encrypted using strong encryption.
- i. Vendor shall ensure data and any related configuration information are securely backed up.
- j. Vendor shall patch all systems with latest available security patches for operating system, database, application, third party software (Adobe Reader, Flash etc.) and firmware.
- k. Legacy systems that are no longer getting security patches by manufacturer must not be used to transmit, store or process “sensitive” or “confidential” data and must be adequately isolated if they cannot be completely decommissioned.
- l. Vendor must have some means of assessing technical risks on their systems. This may include vulnerability scans run by third parties, clients, or Vendor.
- m. Vendor shall remediate all critical, high and medium risk vulnerabilities discovered during scanning activities. Compensating controls may be used to lower the risk if eliminating the risk is not possible.
- n. Only Vendor owned equipment shall be allowed on Vendor’s network (physically or VPN). If Vendor’s business model or use of subcontractors cannot accommodate this, compensating controls must be put in place to adequately protect the corporate network and “sensitive” or “confidential” data.
- o. Industry best practices such as vendors hardening guidelines, CIS benchmark or similar must be used to secure all devices (workstations, servers, firewalls, routers, printers, etc.) used or deployed.

7) Data Retention and Secure Disposal –

- a. Vendor shall store all paper questionnaires, tracking sheets and survey data (whether stored in hard copy or electronic form) in a secure location for a period of 12 months following delivery of the final dataset to Gallup.
- b. Upon the expiration of 12 months, or earlier if Gallup provides written notice, Vendor shall use a secure method of destroying all questionnaires, tracking sheets, and survey data both paper and digital versions (whether stored in hard copy or electronic form), and any other data collected under the terms of this Agreement.
- c. A signed Certificate of Destruction shall be provided by the Vendor to Gallup in order to certify the completion of secured destruction activities.
- d. Any data stored within systematic backups shall not be retained longer than 12 months, and must age-out accordingly.

8) Incident Reporting –

- a. If Vendor becomes aware of a Security Incident (e.g., a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of or access to Customer Personal Data), Vendor shall notify Gallup without undue delay with notification sent directly to incidentreport@gallup.com. Vendor shall take all reasonable steps to contain, investigate, and mitigate any security incidents. Additional considerations shall be coordinated with Gallup regarding the gathering of digital evidence where necessary. Vendor shall provide Gallup with timely details and information regarding the security incident, including, but not limited to, the measures taken to mitigate or contain the security incident, the status of the investigation, a central point of contact where additional information may be obtained, and the categories and number of data records involved in said security incident. Vendor shall provide

appropriate support and availability of services for an agreed upon timeframe when Gallup submits notification to end/terminate services.

SIGNATURE: ^{DocuSigned by:} Manish Oberoi
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NAME/BUSINESS NAME: **MARKET XCEL DATA MATRIX PVT. LTD.**

TITLE: _____

DATE: _____

EXHIBIT H

ESSENTIAL TERMS

As a vendor, consultant, or subcontractor of Gallup, Inc. (Gallup) for work performed on behalf of The Food and Agriculture Organization of the United Nations, you hereby certify that you will conform to the following Essential Terms as applicable. The term “Contractor” in these Essential Terms will also refer to you as Consultant.

Source of Instructions

The Contractor shall neither seek nor accept instructions from any authority external to FAO in connection with the performance of its obligations under the Contract. Should any authority external to FAO seek to impose any instructions concerning or restrictions on the Contractor’s performance under the Contract, the Contractor shall promptly notify FAO and provide all reasonable assistance required by FAO. The Contractor shall not take any action in respect of the performance of its obligations under the Contract that may adversely affect the interests of FAO, and the Contractor shall perform its obligations under the Contract with the fullest regard to the interests of the FAO.

Officials Not to Benefit

The Contractor warrants that it has not and shall not offer to any representative, official, employee, or other agent of FAO any direct or indirect benefit arising from or related to the performance of the Contract or of any other contract with FAO or the award thereof or for any other purpose intended to gain an advantage for the Contractor.

Observance of the Law

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the Contract. The Contractor shall promptly correct any violations thereof and shall keep FAO informed of any conflict or problem arising in relation to national authorities. In addition, the Contractor shall maintain compliance with all obligations relating to its registration as a qualified vendor of goods or services to FAO, as such obligations are set forth in FAO vendor registration procedures.

Labor

The Contractor shall:

- respect the prohibition of forced or compulsory labour in all its forms;
- respect the freely exercised right of workers, without distinction, to organize, to further and defend their interest as well as the protection of those workers who exercise their right to organize.
- ensure equality of opportunity and treatment in respect of employment and occupation; and
- ensure fair and reasonable conditions of safety, health and welfare.

The Contractor represents and warrants that neither it, its parent entities (if any), nor any of the Contractor’s subsidiary or affiliated entities (if any) is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to

interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral or social development.

Mines

The Contractor represents and warrants that neither it, its parent entities (if any), nor any of the Contractor's subsidiaries or affiliated entities (if any) is engaged in the sale or manufacture of antipersonnel mines or components utilized in the manufacture of anti-personnel mines.

Sexual Exploitation

The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of any direct beneficiary of the FAO projects or programmes receiving the goods or services provided under this Contract, or to any persons related to such beneficiaries, by its employees or any other persons engaged and controlled by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all reasonable and appropriate measures to prohibit its employees or other persons engaged and controlled by it from exchanging any money, goods, services, or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any direct beneficiary of the FAO projects or programmes receiving the goods or services provided under this Contract, or to any persons related to such beneficiaries.

Terrorism

The Contractor agrees to undertake all reasonable efforts to ensure that none of the funds received from FAO under this Contract are used to provide support to individuals or entities:

- associated with terrorism, as included in the list maintained by the Security Council Committee established pursuant to Resolutions 1267 (1999) and 1989 (2011); or
- that are the subject of sanctions or other enforcement measures promulgated by the United Nations Security Council.

Sanctionable Actions

The Contractor shall observe the highest standard of ethics and will certify that it has not and will not engage in Sanctionable Actions during the selection process and throughout the negotiation and execution of this Contract. The Contractor expressly agrees to abide by the UN Supplier Code of Conduct.

FAO, without prejudice to any other rights or remedies it may possess, may terminate the Contract forthwith if the Contractor, in the judgment of FAO, has engaged in Sanctionable Actions in competing for or in negotiating or executing this Contract, and as appropriate, impose sanctions, as per the prevailing Sanctions Procedures (http://www.fao.org/fileadmin/user_upload/procurement/docs/FAO_Vendors_Sanctions_Policy_-_Procedures.pdf), and request full or partial restitution of sums previously paid by FAO under this Contract.

For the purpose of this Article, Sanctionable Actions are defined as follows: "Corrupt practice" means the offering, giving, receiving or soliciting, directly or indirectly, of anything of value whether tangible or intangible to improperly influence the actions of another party; "Fraudulent practice" means any act or omission, including misrepresentation that knowingly or recklessly misleads, or attempts to

mislead, a party to obtain a financial and/or other benefit and/or to avoid an obligation; “Collusive practice” is an arrangement between two or more parties designed to achieve an improper purpose, including influencing improperly the actions of another party; “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 party; “Unethical practice” is the conflict of interest, gifts and hospitality or post-employment FAO policy (<http://www.fao.org/unfao/procurement/codedeconduitethique/en/>), as well as any provisions or other published requirements of doing business with the Organization, including the UN Supplier Code of Conduct; and “Obstructive practice” is an act or omission by a Third Party that may prevent or hinder the work of Investigation Unit of the FAO Office of the Inspector General.

Disclosure of Sanctions or Temporary Suspension

The Contractor should not be suspended, debarred, or otherwise identified as ineligible by any Intergovernmental or UN Organization, including any organization within the World Bank Group or any multi-lateral development bank, or by the institutions and bodies of transnational economic unions (e.g., of the EU). The Contractor is therefore required to disclose to FAO whether itself, or any of its affiliates, or agents, is subject to any sanction or temporary suspension imposed by any such organization or National Authority at any time during the three years prior to this Contract and at any time throughout the execution of this Contract. The Contractor recognizes that a breach of this provision will entitle FAO to terminate its Contract with the Contractor, and that material misrepresentations on its status constitute a fraudulent practice.

Collaboration with Certain Countries

FAO reserves the right to communicate in writing to the Contractor, countries from which no goods or services shall be purchased directly or indirectly for purposes of delivery, distribution, installation, or use under this Contract. These communications shall be deemed a condition of this Contract and be incorporated by the Contractor in any contracts with authorized subcontractors.

Notices And Communications

All notices and other binding communications shall be in English, or the language of the Contract, and shall be deemed to be validly given if sent by registered mail, by fax or by email with return receipt to the other Party at the address or numbers of either Party as indicated in the Contract.

DocuSigned by:
SIGNATURE: Manish Oberoi
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NAME/BUSINESS NAME: **MARKET XCEL DATA MATRIX PVT. LTD.**

TITLE: _____

DATE: _____