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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 EXIT- non HH | **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** |
| **Gender** | Male / Female | Q8 |
| **Age Group** | 25 to 50 Years | Q7a |
| **NCCS** | NCCS A, B | Q15 |
| **Decision Maker** | Purchase decision maker of household items | Q19a |

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| **Type of Interview** |
| **Exit** | **Catchment** |
| TG: The common TG person carrying floor cleaner or mosquito repellant in their basket at assigned store | TG: The common TG person purchased floor cleaner or mosquito repellant from Dmart (Applicable Delhi, Mumbai and Bangalore) or Spencer’s (Applicable for Lucknow) in last one week's visit. Please note this purchase should have been made offline only. |

| **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** |
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| Final translated live link or Q’re | TBD |
| 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 | 10th April |
| Confirmation on QC complete by IQC team | 10th April |
| Final CE Data to CRDC/GO | 10th 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** |

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

*In the event of lower incidence at exit of categories of interest the same might need to be covered through catchment.*