

FAQs for Pilot Agricultural Household Survey

Location & sampling

Who selects the final states for the pilot?

For the pilot, the survey firm can select their preferred states. Please indicate this clearly in your EoI.

Within the selected states, who finalizes the pilot districts and villages?

For the pilot, the survey firm will propose a sampling strategy. For the IAHS in 2026, the research team will provide the sampling frame

What is the total expected sample size for the pilot per location?

We expect the pilot sample to be around 100 farm households. Please include in your EoI how you would propose to split that across villages (i.e., number of villages and average number of households per village).

Will the pilot require a farmer listing exercise in selected villages?

Yes, both the pilot and the IAHS will require a farmer listing exercise.

What is the format of the farmer listing exercise in selected villages?

1. Survey team visits sample villages and undertakes a household listing of the entire village, capturing one or two pieces of information (in particular, whether the household is a farming household or not).
2. From the listing, the survey firm will sample households for inclusion in the study (perhaps with some replacements, in case of refusals) based on pre-determined criteria and code (proposed by survey firm; reviewed and approved by research team prior to launch).
3. Survey firm surveys the sampled households, shortly after the listing exercise.
4. Survey firm shares both the listing exercise and the sampled households with research team as part of the pilot deliverables.

Survey instrument

Who will develop the survey instrument?

The research team will develop the survey instrument.

How long will the survey be?

Approximately two hours (final number of questions TBD).

Who will code the CAPI version of the survey instrument?

The survey firm will be responsible for the CAPI format. The research team will review the tool before launch. In your EoI, please specify which CAPI software you have experience with.

Who provides the CAPI & GPS equipment?

The survey firm provides the equipment. If your firm does not have the equipment already, please make sure you budget for these items. Most tablets and phones have the capacity to collect GPS data, so this should not require a separate device.

What quality assurance (QA) checks are required?

Please propose a set of QA protocols in your EoI that you consider appropriate for ensuring exceptional data quality standards. We expect, at a minimum, pre-coded high-frequency checks (to be run every day) and structured back checks.

How long should enumerator training be?

The survey firm should propose a duration based on a two-hour survey and the specialized measurement techniques that the EoI outlines. Budget accordingly and we can always discuss and adjust if your firm is successful.

Who will be the primary respondent in each household?

This will be specified in the survey instrument (currently in preparation)

If the primary respondent is unavailable, will proxy responses be allowed?

This will be specified in the survey instrument (currently in preparation)

Biophysical & other measurement components

For the biophysical and other measurements, will they take place for all sample households or a sub-sample?

- Perimeter GPS walk to measure plot size of main plot: all sample households
- Identifying and photographing plots with zero-tillage and residue retention: this will be crop-and location specific. The research team will provide further details later, along with the survey instruments and protocols. For budget purposes, assume half the pilot sample
- Soil samples on main field: half of sample households, randomly selected
- Biophysical data collection & storage of leaf samples from the farmer's main plot: half of sample households (same sub-sample as the soil sample)

Will the research team provide detailed, step-by-step protocols for the plot measurement, soil sampling, plot photographing for ZT, and leaf sample collection?

Yes.

What are the storage & transportation requirements for the soil and leaf samples?

The protocols will outline these requirements in detail.

Are survey firms responsible for DNA fingerprinting?

No. Survey firms are responsible for collecting and transporting leaf samples to a lab (TBD). The research team will conduct the DNA fingerprinting.

Language

What local language(s) are required?

This will depend on the final set of states / districts.

Who is responsible for survey instrument translation into local languages?

The survey firm is responsible for survey translation into local languages

Budget and IAHS

Do we submit a budget for both the pilot and the IAHS in 2026?

No. The IAHS information is to provide context and set expectations for the upcoming work. With your EoI, please submit a budget for the pilot exercise with 100 households only. At the end of the pilot, you will be expected to submit a cost estimate for the IAHS along with the other deliverables. By that time, the research team will provide more detailed information about the IAHS.

Can you provide a budget ceiling or indicative budget range?

No. We will select survey firms for the pilot based on a combination of the quality of their EoI, their experience, and their cost-competitiveness. Please budget responsibly and carefully.

Do you have a preferred currency for the budget?

Please budget in INR.

How will the Pilot payments be structured?

Survey firms will receive some up-front payment, with remainder paid on successful submission of all deliverables.