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FIELDWORK GUIDING TOOLS

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Santosh Singh and Sreyamsa Bairiganjan are researchers with the Rural Market Insight team at the Centre for Development Finance. These tools were developed for the field work component of the Centre for Development Finance and the World Resources Institute “Investing in clean energy for the base of pyramid”

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Fieldwork guiding tools

Santosh Singh and Sreyamsa Bairiganjan

Centre for Development Finance

These tools relied heavily on researchers for in-context improvisation and customization as per the field requirements and constraints. The tools mentioned here were used for the CDF-WRI energy research field work segment.

**FGD guiding tools for cook stove/lighting and market
development organizations**

Conducting FGD for CDF-WRI BoP Clean energy study

Steps for Conducting FGDs:

1. Identification of village/location for conducting the FGD.
2. Identification of user group and non-user group (from distribution/retail network).
3. Finalizing the FGD groups with the help of distributors/company/NGO/MFI etc.
4. Informing FGD members, translators and village head about the schedule of FGD.
5. Finalizing Logistics (ensure availability of necessary documents and tools)
6. Setting up the venue.
7. Introduce the research team and explain the purpose of FGDs to all the members.
8. Assign roles to each team member for guiding and documenting the FGD.
9. Ask for a brief introduction of each and every member.
10. Introduce topics as per the Content developed for the FGDs.
11. Record responses without interrupting the procedure.

Step 1: Identification of village/location for conducting the FGD.

The villages selected for the FGD would be of *three* types:

1. Villages where the product is doing well (as per available data)
2. Villages where the product is not faring well (as per available data)
3. Villages targeted as potential locations for launching the product

This variation in the village types would be helpful in presenting a holistic picture of the performance of the product and also the potential it holds. This would also help in identifying the shortcomings of the product in different given scenarios.

Step 2: Identification of user group and non-user group (from distribution/retail network).

The user group and the non user group would be identified using the product promotion figures and strategies as used by the company either through a distributor or a retail network. This segregation would help us in knowing the preferences of either group in using or not using the product.

In case of users, it would give an insight into the reasons as to why they preferred to take up the product, the various problems that they had to face in accepting the new product (complexity of technology/ cultural barriers/ geographical barriers, financial barrier etc.)

For non users, the focus would be on possible obstacles in product/technology adaption and use.

Step 3: Finalizing the FGD groups with the help of distributors/company/NGO/MFI etc.

Finalizing the FGD groups with the help of different stakeholders to ensure participation from each category of user/non-user groups. The FGD group will consist of 12-15 in number, depending on the product user base. The FGD groups should have a good mix of the direct users of the product (Household women folk in case of cook stoves) as well as the decision makers (the head of the family). Ideally the FGD members should be from the product user groups across different income levels from within the community.

<p>Step 4: Informing FGD members, translators and village head about the schedule of FGD.</p> <p>The participants are contacted a week in advance with the help of local distributors and retailers of the product. The FGDs are scheduled taking into account the availability of an optimum number of people for conducting the FGD.</p>
<p>Step 5: Finalizing Logistics (ensure availability of necessary documents and tools)</p> <p>Background information about the village is gathered prior to visiting the village and all the forms and recording devices are kept in order. The travel, stay and food arrangements are done in advance to ensure a smooth conduction of FGD.</p>
<p>Step 6: Setting up the venue.</p> <p>FGDs can be conducted in a place where 12-15 persons can be seated at ease. In villages, school buildings, health and community centers etc are easily available for conducting FGDs. These places can be arranged with the help of the local community heads.</p> <p>A semi-circular seating arrangement facilitates better interaction among participants because it allows them to freely see and hear each other. The moderator needs to be seated along with the group in order to make the group more comfortable and get better responses.</p>
<p>Step 7: Introduce the research team and explain the purpose of FGDs to all the members.</p> <p>The research team needs to introduce itself and clarify the objective of the FGD to its participants. The purpose of the FGD should be presented to the members of the FGD highlighting the benefits that they are going to get out of the entire process. This helps the group in opening up more easily.</p>
<p>Step 8: Assign roles to each team member for guiding and documenting the FGD.</p> <p>The roles of the researchers and the translator conducting the FGD should be clearly defined, so that there is no overlap /dark area between the questions asked and information gathered. This also helps in avoiding confusion between the participants in the FGD.</p>
<p>Step 9: Ask for a brief introduction of each and every member.</p> <p>Every member in the FGD should be asked to introduce himself/herself. This helps in breaking the ice between the moderator and the participants. A unique number tag should also be assigned to every member of the FGD. This number tag should help the researcher recording the proceedings to identify the income group and age group of the participant.</p>
<p>Step 10: Introduce topic for the FGD and guiding the discussion</p> <p>The researcher acting as the moderator of the FGD will introduce topics and questions relevant to the study and will ensure discussion on all relevant points as mentioned in 'points to be covered in FGDs'. Though this will happen in seamless manner and the researcher should use their discretion to drop a question at appropriate time without interrupting the flow of the discussion.</p>

Step 11: Record responses without interrupting the procedure.
The interference by the moderator would be the least minimum. The focus would be on promoting more user/non user driven content generation and recording.

Content for FGD: Cooking Solutions

1. FGDs for Users:
 - a. Resource Availability and Infrastructure
 - i. Basic Facilities (Availability and Quality)
 - ii. Infrastructure
 - b. Profiling the users
 - i. Income / Expenditure
 1. Sources of Income
 2. Seasonality of Income
 3. Expenditure Pattern and Timeline (availability of disposable income)
 4. Prioritizing Needs
 5. Banking Services
 6. Financial Literacy
 7. Others
 - ii. Education
 - iii. Decision Making
 1. Availability of information
 2. People affecting decision making
 3. Media Outreach
 4. Others
 - iv. Socio-cultural Dynamics
 - c. Traditional Stoves Vs. new Smokeless Stoves
 - i. Reasons for Shifting
 - ii. Other options
 - iii. Ease of Use
 - iv. Cost of shifting to a new/other product
 - v. Traditional Beliefs and Product Features
 - d. Acquiring Product
 - i. Price of product
 - ii. Availability of product (Place/time)
 - iii. Availability of finance
 - iv. Maintenance cost (after sale services)
 - v. Channels of distribution
 - vi. Others
 - e. Role of NGOs/Retailers/Distributors
 - f. Others

2. For Non Users

- a. Resource Availability and Infrastructure
 - i. Basic Facilities (Availability and Quality)
 - ii. Infrastructure
- b. Profiling the users
 - i. Income / Expenditure
 - ii. Sources of Income
 - iii. Seasonality of Income
 - iv. Expenditure Pattern and Timeline (availability of disposable income)
 - v. Prioritizing Needs
 - vi. Banking Services
 - vii. Financial Literacy
 - viii. Others
- c. Education
- d. Decision Making
 - i. Availability of information
 - ii. People affecting decision making
 - iii. Media Outreach
 - iv. Others
 - v. Socio-cultural Dynamics
- e. Reasons for non-adaptation
 - i. Product Perception
 - ii. Pricing
 - iii. Availability of finance
 - iv. Product Availability
 - v. Cultural social issues
 - vi. Fear of 'technology'
 - vii. Cost of switching
 - viii. Lack of Resources (raw material)
- f. Features of Existing Products
- g. Others

Content for FGD: Lighting solutions

1. FGDs for Users:
 - a. Resource Availability and Infrastructure
 - i. Basic Facilities (Availability and Quality)
 - ii. Infrastructure
 1. Charging point for single unit lamps
 2. Connectivity to grid and other alternatives
 - b. Profiling the users
 - i. Income / Expenditure
 1. Sources of Income
 2. Seasonality of Income
 3. Expenditure Pattern and Timeline (availability of disposable income)
 4. Prioritizing Needs
 5. Banking Services
 6. Financial Literacy
 7. Others
 - ii. Education
 - iii. Decision Making
 1. Availability of information
 2. People affecting decision making
 3. Media Outreach
 4. Others
 - iv. Socio-cultural Dynamics
 - c. Traditional/ Government based electricity V/s Alternative lighting solutions
 - i. Access to electricity
 - ii. Bases for pricing
 - iii. Reasons for Shifting
 - iv. Other options
 - v. Ease of Use
 - vi. Cost of shifting to a new/other product
 - vii. Traditional Beliefs and Product Features
 - d. Acquiring Product
 - i. Price of product
 - ii. Availability of product (Place/time)
 - iii. Availability of finance
 - iv. Maintenance cost (after sale services)
 - v. Channels of distribution
 - vi. Others
 - e. Role of NGOs/Retailers/Distributors
 - f. Others

- 2. For Non Users
 - a. Resource Availability and Infrastructure
 - i. Basic Facilities (Availability of other forms of electricity)
 - b. Profiling the users
 - i. Income / Expenditure
 - ii. Sources of Income
 - iii. Seasonality of Income
 - iv. Expenditure Pattern and Timeline (availability of disposable income)
 - v. Prioritizing Needs
 - vi. Banking Services
 - vii. Financial Literacy
 - viii. Others
 - c. Education
 - d. Decision Making
 - i. Availability of information
 - ii. People affecting decision making
 - iii. Media Outreach
 - iv. Others
 - v. Socio-cultural Dynamics
 - e. Reasons for non-adaptation
 - i. Availability of other forms of electricity
 - ii. Better pricing options
 - iii. Product Perception
 - iv. Availability of finance
 - v. Product Availability
 - vi. Cultural social issues
 - vii. Fear of 'technology'
 - viii. Cost of switching
 - ix. Lack of Resources (raw material)
 - f. Features of Existing Products
 - g. Others

Content for FGD: Market development organizations

1. FGDs for Users:

- a. Resource Availability and Infrastructure
 - i. Basic Facilities (Availability and Quality)
 - ii. Infrastructure
- b. Profiling the users
 - i. Income / Expenditure
 - 1. Sources of Income
 - 2. Seasonality of Income
 - 3. Expenditure Pattern and Timeline (availability of disposable income)
 - 4. Prioritizing Needs
 - 5. Banking Services
 - 6. Financial Literacy
 - 7. Others
 - ii. Education
 - iii. Decision Making
 - 1. Availability of information
 - 2. People affecting decision making
 - 3. Media Outreach
 - 4. Others
 - iv. Socio-cultural Dynamics
- c. Traditional methods V/s New methods
 - i. Reasons for Shifting
 - ii. Other options
 - iii. Ease of Use
 - iv. Cost of shifting to a new/other product
 - v. Traditional Beliefs and Product Features
- d. Acquiring Product
 - i. Price of product
 - ii. Availability of product (Place/time)
 - iii. Availability of finance
 - iv. Maintenance cost (after sale services)
 - v. Channels of distribution
 - vi. Others
- e. Role of NGOs/Retailers/Distributors
- f. Others

2. For Non Users

- a. Resource Availability and Infrastructure
 - i. Basic Facilities (Availability of other forms of electricity)
- b. Profiling the users

- i. Income / Expenditure
 - ii. Sources of Income
 - iii. Seasonality of Income
 - iv. Expenditure Pattern and Timeline (availability of disposable income)
 - v. Prioritizing Needs
 - vi. Banking Services
 - vii. Financial Literacy
 - viii. Others
- c. Education
- d. Decision Making
 - i. Availability of information
 - ii. People affecting decision making
 - iii. Media Outreach
 - iv. Others
 - v. Socio-cultural Dynamics
- e. Reasons for non-adaptation
 - i. Availability of other forms of electricity
 - ii. Better pricing options
 - iii. Product Perception
 - iv. Availability of finance
 - v. Product Availability
 - vi. Cultural social issues
 - vii. Fear of 'technology'
 - viii. Cost of switching
 - ix. Lack of Resources (raw material)
- f. Features of Existing Products
- g. Others

Company questionnaire

Date of Survey: _____

Questionnaire for Company: _____

Product / Technology: _____

1. Name of the Company: _____

2. Contact Details: _____

3. Respondent name and Designation: _____

4. Invested Capital: _____

5. Number of Employees : _____

6. Organization Type:

a. NGO

b. Registered private limited (Listed/Not listed)

c. Government supported

d. Business facilitator/ Incubator

e. Other _____

7. Production details

Product	Plant Capacity	Cost of single unit	Cost of additional unit	Quality Specifications	Others

8. Production cost breakup

Product	Subsidy (if any)	Labor cost/unit	Cost of raw material/unit	Others

9. Past product performance details

Product	2007-2008		2006-2007		2008-2009 (Projected)	
	Production	Sales	Production	Sales	Production	Sales

10. Inventory Details:

Product	Avg Monthly Stock	Warehousing Cost	Delivery Time Lag	Others

11. Product technical suitability

Product	Technological innovation	Environmental Impact	
		Measurable	Non-measurable

a. Please provide details of measurable and non-measurable impacts of product.

Product	Non Measurable Impact	Measurable Impact	
		Qualifying for CDM Revenue	Non-CDM Revenue
1. A1	1. 2. 3. 4. 5.		

12. Raw material sourcing

Product	Key raw material	Constraints in sourcing raw material	Cost of sourcing	Partnerships/Tie – ups

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13. How did you estimate demand for the product?

14. Details of product sales and promotion strategy

Product	Sales Partner	Promotion strategy

15. Others notes / observation

Retailer/Distributor questionnaire

Date of Survey: _____

Retailer Questionnaire for Company: _____

Product / Technology: _____

1. Name of the Retailer: _____
2. Contact Details: _____
3. Qualification: _____
4. Shop Location: _____
5. Invested Capital: _____
6. Number of Employees : _____
7. Shop Type:
 - a. Exclusive Shop
 - b. Multiple Brands (Similar Products)
 - c. Multiple Brands (Multiple Products)
 - d. General Store
 - e. NGO / MFI
 - f. Others (_____)

8. Product Procurement

Product	Delivery	Purchase Price	Specific Training	Promotional Material	Others

9. Inventory Details:

Product	Avg Order Size	Avg Monthly Stock	Warehousing Cost	Delivery Time Lag	Others

10. Product Sales

Product	Sales Price	Payment Method	Avg Sales Per month	Peak Sales Period	Warranty/Guarantee	Others

11. Please provide the features of the products which you highlight to your customers in direct sales?

Product	Price	_____	_____	_____	Others

12. Do you offer after sales service to any of these products?

- a. Yes
- b. No

13. If yes, Please provide the details of the after sales service?

Product	Service Charges	Done by company technicians?	Time taken	Most common complaint

14. Do you any partnership with any NGO or any other agencies for product sales or promotional activities?

- a. No
- b. Yes (Details:_____)

15. Do you keep record of product enquiries?

- a. Yes
- b. No

16. What is the average conversion rate of enquiries? _____

17. Based upon your sales experience/customer interaction, please mention three most important features responsible for product sale in order of importance.

- a. _____
- b. _____
- c. _____

18. Based upon your sales experience/customer interaction, please mention three most important factors responsible for product non-acceptance.

- a. _____
- b. _____
- c. _____

19. If you employ sales executive / field staff directly engaged in sales, do they get training for sales?

- a. Yes
- b. No

20. Others notes / observation

Village details form

-
-
1. Name of the Village: _____ 2. Block: _____
3. District: _____
4. Distance from the nearest Town: _____ km 5. Number of
households: _____ 6. Population: _____
7. FGD Codes: _____ 8. FGD Date:

9. Social Capital/Infrastructure/Utilities Available:

Sl. No.	Institution	Presence Yes-1 No – 0
1	Primary Health Center	
2	Primary/Middle School	
3	Market Place	
4	Chaupal / Common Meeting Place	
5	Self Help Groups	
6	Micro Finance Institutions	
7	NGOs	

Sl. No.	Utilities / Services	Yes – 1 No – 0
1	Has access to electricity	
2	Is connected by 'Pakka ' Road	
3	Has drip irrigation systems	
4	Telephone / Mobile Connectivity	
5	Drinking Water	
6		
7		

10. Are any competitive products /technology (considering the product/technology under study) already being promoted in the village? If yes, name the product and offering organization?

Remarks:

FGD member detail form

<i>S.No.</i>	<i>FGD Member's Name</i>	<i>Gender</i>	<i>Age</i>	<i>Education (Use the code list for response)</i>	<i>Duration of Exposure to Technology</i>	<i>First hand user of technology</i>	<i>Income Group</i>	<i>Occupation</i>	<i>Other Observation</i>
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									

Remarks:

Codes

Education:

Illiterate – 0
Can Read and Write – 1
Some School – 2
Matriculation – 3
Graduation – 4
Professional – 5

Occupation:

Farmer (own land) -1

Landless Farmer – 2
Labourer - 3
Government Job – 4
Shopkeeper – 5
Small/Micro Enterprise Owner - 6
Others – 6

Data Information set from different sources

DATA/INFORMATION set from different sources

COMPANIES

- Business model

Product manufacturing - Scale/ Quality standards

Tool used : Structured Interview
1. How many units of the product were produced in the last year?
2. What is the plant capacity? Maximum number of units which can be produced from a single plant?
3. What would the cost of producing additional units?
4. Is there any quality standard that the company adheres to? Example.ISI, ISO standards
5. Others

Technical suitability (In geographical context)

Tool used: Structured Interview
1. What is the technological innovation in the product?
2. Is there any environmental impact of the innovation? Yes/ No
a. If yes, then what and how is it quantified?
3. Is geographical location of high significance in case of the product outreach?
a. Raw material input requirement
b. Ease of access: Rail / Road network
c. Others

Subsidies/Government regulations

1. Is there any subsidy provided for the product by the state/ central government?
2. Is the product regulated by the state/central government in any way?

Product

Product id	Product variants			Product price range/model	Targeted market
1. Type of product	Model 1	Model 2	Model 3		

Funding (Received and Targeted from international/national agencies)

Donor Agency Code	Duration of the funding	Fund corpus	Single time/ Recurring	Start date
National agency : 1 International agency: 2				

Product distribution network

1. How many distribution channels does the company have?
2. What is the retailing channel for the company?
3. Is the product promoted through partnering : a. NGOs b. Panchayats c. Health Care centers/Schools

d. Rural Kiosks/ Sagar chaupals
e. Others
4. Does the product have a marketing/promotion process? If yes, what?

Financing model

1. Does the company has tie ups with Microfinance Institutions/ Regional Rural Banks? Yes/No
2. If yes, then what is the profit sharing ratio? (Subject to disclosure by the company)
3. Is there an installment option available to the end users?
4. What is the seed capital investment in the product?

Service network

1. Who takes up the responsibility for the after sales service? a. Company b. Distributor c. Retailer d. End user
2. If the company is responsible, then is the service undertaken by the company itself or is it outsourced to its local network?
3. What is the annual cost incurred in maintaining the service network?

Retailers/Distributors

Service network

1. Does the distributor/retailer carry out product servicing?
2. If yes, how often does the product require servicing? Monthly figures or Annual figure
3. What is the annual expenditure incurred on after sales service?

Product promotion and marketing

1. Is there a promotion strategy in place?
2. If yes, what are the methods of product promotion? a. Panchayat meetings, using resource persons in the village. b. Posters c. Product Demo d. Education people about the benefits of the product using key people like Village heads/ Doctors/Teachers
3. Visual aid

End users (Focus Group Discussions)

Technical suitability

1. Ease of use
2. Availability of raw material
3. Fuel Cost comparison of the alternative product/technologies
4. Frequency of service/maintenance required
5. Cost of maintenance (time cost, money cost)

Cultural factors

1. What is the traditional method of lighting/cooking currently in practice?
2. Does it satisfy all the lighting/cooking needs / Do you have to use any other product (lighting/cooking) occasionally?

DATA/INFORMATION GATHERING FROM SECONDARY SOURCES.

Companies

Demand estimation

1. What was the estimated demand forecasted by the company?
2. What is the break even time estimate for the company?
3. What is the current sales figure?
4. How has the product been segregated to suit the demand of the current market?

Environmental Impact of the product

1. What is the environmental benefit of using the product?
2. Does the benefit translate in terms of revenue either through CERs or VERs?
3. If yes, how much revenue was generated through CERs and VERs?

Retailers/Distributors

End users

What is the overall size of the village?
What is the number of users?
How long have the villagers been using the product?

Data from primary sources

DATA/INFORMATION GATHERING FROM PRIMARY SOURCES
COMPANIES

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Retailers/Distributors

Constraints to scalability

Business risk

Geographical risk

End users

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