



**भारतीय दूरसंचार विनियामक  
प्राधिकरण**  
**Telecom Regulatory Authority  
of India**



[भारत सरकार / Government of India]

No. A-26/(12)/2025-CA

Date: 09.06.2026

To

All Empaneled Agencies of TRAI

Sub: Issue of clarification on LTE dt. 20.5.2026

Please refer to the LTE dt. 20th May, 2026 floated by TRAI on GeM for conducting a Pilot Consumer Survey of Telecom Sector. In this regard, queries have been received from the empaneled agencies for better clarity on the LTE. These queries have been considered and a para-wise clarification to the same is attached.

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Date: 09-06-2026  
14:47:06

(Alok Vohra)  
Deputy Advisor-I(CA)

| <b>ASCI (ADMINISTRATIVE STAFF COLLEGE OF INDIA)</b> |                                       |                              |  |
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| <b>S. No.</b>                                       | <b>Clause No. with Section of LTE</b> | <b>Clarification / Query</b> | <b>Response from TRAI</b>                                  |
| 1   | Section IV, Clause B(2),              | The LTE specifies OTP-based  | It is clarified that OTP-based authentication is a crucial |

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|   | Data Collection Methodology                    | authentication for CAPI interviews. However, from the respondent's behaviour it has been observed that, they don't find it authentic to share OTPs due to scaling of financial fraud these days, it is proposed to allow for missed call verification too.  | mechanism for verifying the identity and genuineness of survey participants. Such authentication measures are intended to uphold high standards of accuracy, transparency, and data integrity, while also ensuring effective monitoring and auditability of the overall survey process.  |
| 2 | Section IV, Clause B(2), CATI/CAPI Split       | Clause B(2) provides two options: (i) at least 80% CAPI + up to 20% CATI, or (ii) 100% CAPI. If an agency chooses 100% CAPI, will it be evaluated on equal footing with agencies opting for the 80:20 split?  | Yes  |
| 3 | Section IV, Clause B(3), Sampling Methodology  | The sample size of 384 per TSP per LSA is fixed. However, Annexure-2B shows that BSNL has significantly lower subscriber base compared to Airtel and RJIL. Will the same sample size of 384 apply uniformly to BSNL, or will TRAI provide revised sample sizes for low-subscriber TSPs as mentioned in Clause B(7)(iv)? | As per Clause B(3) of Section-IV, the sample size has been determined with a 95% confidence level and a 5% confidence interval for each Telecom Service Provider within every Licensed Service Area. Samples shall be drawn in proportion to the subscriber base of each segment to ensure statistical validity, accuracy, and comprehensive representation of consumer experiences. |
| 4 | Section IV, Clause B(7) (i), District Coverage | The LTE requires coverage of at least 4 districts in each LSA (Bihar and UP East). Please confirm whether the 4 districts are to be selected by the   | The selection of districts shall be finalized in consultation with TRAI.   |

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|   |   | awardee agency or whether TRAI will specify the districts. Also, should the districts be spread across urban and rural geographies?   |  |
| 5 | Section IV, Clause B(5) & Annexure-6, Question Tree | The LTE mentions that Annexure-7 contains a sample questionnaire format, but the document only contains Annexure-6 (Sample Format for Survey). Please clarify whether Annexure-7 will be shared separately, and if so, when. Will it be provided before or after award of the contract?   | It is clarified that the reference to Annexure-7 in the LTE is a typographical error and no separate Annexure-7 is proposed to be issued.  |
| 6 | Section IV, Clause B(9), Survey Timeline            | The survey timeline requires questionnaire submission within T0+20 days and field completion by T0+50 days, leaving only 30 days for field operations. Given that 3,072 samples need to be collected across 2 LSAs and 8 TSPs, please confirm whether TRAI considers this timeline sufficient, and whether any extension provision exists for justified delays? | TRAI considers the prescribed timeline to be sufficient for completion of the field operations. Agencies are expected to deploy adequate manpower and operational resources to ensure timely completion of the work within the stipulated timeframe. |
| 7 | Section III, Clause 30, Sub-contracting             | The LTE permits engagement of a survey agency for field survey activities subject to prior intimation and TRAI's  | It is clarified that:<br><br>(a) The intimation regarding engagement of a survey agency for field survey activities shall be made post   |

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|    |  | <p>concurrency. Please clarify: (a) at what stage should this intimation be made — at bid submission or post award? (b) what level of detail is required — name of agency, their credentials, scope? (c) will TRAI's concurrence be obtained before or after contract signing?</p>  | <p>award of the contract.</p> <p>(b) The details to be furnished shall include the name of the agency along with its credentials and relevant experience.</p> <p>(c) TRAI's concurrence shall be obtained before engagement/finalization of the survey agency for field activities.</p>   |
| 8  | Section III, Clause 16, Performance Bank Guarantee | <p>The PBG is required within 7 days of Work Order issuance. Please confirm the exact percentage - Clause 16 states 5% but Clause 17(ii) mentions both 5% and 3% in different sub-clauses. Which percentage applies for the initial PBG and which for the extension period?</p>   | <p>It is clarified that the Performance Bank Guarantee (PBG) requirement shall be 5% of the contract value. The reference to 3% appearing in Clause 17(ii) is due to a typographical error. Accordingly, the applicable PBG for the initial contract period shall be construed as 5%.</p>   |
| 9  | Section III, Clause 12 & 13, Technical Evaluation  | <p>The scoring criteria for "Experience in conducting similar All India survey (<math>\geq</math> Rs. 1 Crore) covering <math>&gt;50\%</math> States/UTs in last 3 years" awards up to 40 marks. Please clarify if a contract of Impact Assessment with survey, Monitoring and Evaluation through survey will be counted?</p> | <p>The experience gained through impact assessment, monitoring, and evaluation assignments involving survey-based data collection may be considered under this criterion, provided that the assignment involved conducting a survey of comparable scale and complexity and otherwise meets the prescribed requirements relating to contract value, geographical coverage, and time period specified in the LTE.</p> |
| 10 | Section III, Clause 12 & 13, Technical             | <p>The scoring criteria for "Experience in conducting similar All India survey (<math>\geq</math> Rs. 1</p>   | <p>In reference to Section III Clause 13 A(4), it is stated that TRAI has prescribed the requirement of experience</p>  |

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|  | Evaluation | Crore) covering >50% States/UTs in last 3 years" awards up to 40 marks. Please extend the duration from 3 years to 5 years and also allow ongoing projects. | <p>within the last three years to ensure that the selected agency possesses recent and relevant experience in conducting large-scale surveys of similar nature and complexity. As such this request cannot be acceded to.</p> <p>Further, It is clarified that ongoing projects may also be considered under this criterion, provided that the assignment otherwise satisfies the prescribed requirements relating to scope, geographical coverage, and contract value. In such cases, the bidder shall furnish the relevant work order and supporting documentary evidence demonstrating the award and ongoing execution of the assignment.</p> |
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| <b>Pricewaterhouse Coopers (PwC)</b> |                 |                       |  |  |  |
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| <b>S.No.</b>                         | <b>Page No.</b> | <b>Clause</b>         | <b>Relevant Text of the ToR</b>  | <b>Query</b>   | <b>TRAI Response</b>   |
| 1                                    | 13              | Section III, 13, A, 4 | Experience in conducting similar All India survey ( $\geq$ ₹ 1 Crore) covering >50% States/UTs in last 3 years | We request a relaxation of the survey experience requirement (>50% States/UTs) as the current scope of work is concentrated in the Bihar and UP (East) Licensed Service Areas (LSAs). The clause maybe modified to "Experience in conducting | In reference to Section III Clause 13 A(4), it is stated that TRAI has prescribed the requirement of experience within the last three years to ensure that the selected agency possesses recent and relevant experience in conducting large-scale surveys of similar nature and complexity. As such this request cannot be acceded |

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|   |    |                  |  | Household survey in India in the last 10 years”   | to.   |
| 2 | 22 | Section IV, B, 2 | Data collection for the survey shall be undertaken through two standardized and technology-enabled methodologies, namely Computer Assisted Telephonic Interviews (CATI) and Computer Assisted Personal Interviews (CAPI)...  | Since CATI requires an existing contact database, we request you to clarify, if necessary, customer databases with contact details will be provided. A sample frame is necessary to draw the sample.              | Since the proposed sample size of the survey is very small and limited to only two LSAs, the agency will have to deploy their own means for collection of data through CAPI and CATI. |
| 3 | 23 | Section IV, B, 2 | The Awardee Agency may undertake the survey using either of the following options: <ul style="list-style-type: none"> <li>• At least 80% of the total survey samples shall be conducted through the CAPI (Computer-Assisted Personal Interviewing) method, with the remaining up to 20% through the CATI (Computer-Assisted Telephone Interviewing)</li> </ul> | As the ToR also allows for a 100% CAPI approach, we seek confirmation that choosing this option will not negatively impact on the technical evaluation. Also, CATI would demand having the phone numbers apriori. | It is clarified that no specific weightage is assigned to the survey methodology adopted (CAPI or CATI) as part of the technical evaluation.  |

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|   |    |                       | method; or<br>• 100% of the survey samples may be conducted through the CAPI method.   |  |   |
| 4 | 13 | Section III, 13, A, 4 | Experience in conducting similar All India survey ( $\geq 1$ Crore)₹ covering >50% States/UTs in last 3 years  | Since we will be engaging a survey agency to support our field data collection, we request clarification on whether our survey partner's experience will count towards the eligibility criteria. | It is clarified that the survey agency engaged by the awardee agency, if permitted by TRAI, shall only be responsible for execution of survey and field data collection activities. Accordingly, the experience, credentials, or qualifications of such engaged survey agency shall not be considered for the purpose of meeting the eligibility criteria or technical evaluation requirements prescribed in the LTE. |
| 5 | 16 | Section III, 18       | The Purchaser reserves the right to increase or decrease the number of consumer surveys, amounting maximum up to twenty five (25) percent of the total contract value... | We request you to kindly confirm whether the pilot survey is strictly limited to Bihar and UP (East) or may be scaled later (and implications for pricing).                                      | It is clarified that the present assignment is a pilot project and is currently limited to the two Licensed Service Areas (LSAs), namely Bihar and UP (East), as specified in the LTE as per Clause B(7) of Section IV.   |
| 7 | 23 | Section IV, B, 2      | ...an OTP-based authentication   | We request you to clarify if TRAI  | It is clarified that the backend  |

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|   |    |                     | mechanism shall be employed prior to each interview to verify the identity and genuineness of the participant.  | will provide the necessary backend technical support for enabling OTP-based authentication.   | technical support required for enabling OTP-based authentication shall be provided by TRAI, if so required.  |
| 8 | 16 | Section III, 17, ii | The contract period may be extended-up to maximum twelve (12) months, on six (6) month basis, at the same rate and terms & conditions, as per the contract, at the sole discretion of TRAI... | We request you to kindly clarify if a price revision mechanism can be considered for any extension beyond the initial 12-month contract, to account for inflation and increases in operational costs. | Clause 17, Section III specifies that contract period may be extended up to maximum twelve (12) months, on six (6) month basis, at the same rate and terms & conditions, as per the contract, at the sole discretion of TRAI, to cover the consumer survey in the extended period. |

**Deloitte Touche Tohmatsu India LLP**

| SN | Clause No. with Section of LTE | Clarification / Query   | TRAI Response   |
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| 1  | GeM Bid Document               | As per the GeM bid document, the estimated bid value is mentioned as ₹1,00,000. Kindly clarify whether this is the total estimated value for this Limited Tender Enquiry (LTE) or only an indicative/system value on GeM. | The estimated bid value of ₹1,00,000 in the bid document is a typo error. The agencies may quote their best rates for participation in the LTE. |
| 2  | Section IV, Clause B.3 (Data   | It is mentioned that sampling will be proportional to   | LSA/State wise subscriber base data of all the service providers is available on  |

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|   | Sampling Methodology)                                 | subscriber base by service provider. Kindly clarify whether TRAI will share subscriber database / district-wise breakup / to enable selection of respondents/subscribers for survey. Further please clarify the following:<br>a. Rural: urban distribution ratio<br>b. Who should be considered as the actual respondent: one in whose name the connection is registered or who is actually using the connection (voice or broadband)<br>c. If the subscriber is registered in one region but residing in another State then should that person be considered as respondent for the survey. | TRAI's website. However, district-wise information on subscribers is not received in TRAI.<br><br>Further, with regard to the specific queries:<br><br>(a) The distribution between urban and rural respondents shall be in consultation with TRAI.<br><br>(b) The respondent for the survey shall be the person who is actually using the telecom connection/service (voice or broadband), irrespective of the name in which the connection is registered.<br><br>(c) Yes. A subscriber registered in one region but residing in another State may be considered as a respondent for the survey, provided that the subscriber is an active user of the service under assessment. |
| 3 | Section III, Clause 30 (Sub-contracting / Assignment) | It is understood that clause restricts assignment/ sub-letting but mentions partner organizations with prior approval. However, we understand that for in-person data collection/fieldwork the agency may take support of an existing empaneled survey partner with whom the agency already has an established service agreement. Please confirm  | The clause is clear.  |
| 4 | Section III, Technical                                | For the criterion: "Experience in   | It is clarified that ongoing projects may also be   |

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|   | Evaluation (Experience Criteria)         | conducting similar All India survey ( $\geq$ ₹1 Crore) covering >50% States/UTs in last 3 years”, kindly confirm:<br>(a) Whether ongoing projects can be considered.<br>(b) Whether work orders are acceptable for ongoing assignments/completed projects. | considered under this criterion, provided that the assignment otherwise satisfies the prescribed requirements relating to scope, geographical coverage, and contract value. In such cases, the bidder shall furnish the relevant work order and supporting documentary evidence demonstrating the award and ongoing execution of the assignment. For completed projects, work orders along with completion certificates or other appropriate documentary evidence may be submitted. |
| 5 | Section III, Technical Evaluation        | Kindly clarify whether survey experience for Government / PSU / Multilateral agencies (like World Bank, ADB, UN agencies) Private sector assignments all qualify under “similar All India survey”.   | Section III Clause 13 about Technical Evaluation is clear.  |
| 6 | Section IV, Clause B.7 (Coverage)        | It is specified that survey will cover Bihar and UP (East) with at least 4 districts each. Kindly confirm whether district selection will be prescribed by TRAI or decided by the agency.  | It is clarified that the selection of districts shall be finalized in consultation with TRAI.   |
| 7 | Section IV, Clause 14 (Terms of Payment) | The current payment terms are 5% + 45% + 50%. Kindly request consideration to rebalance payments more towards survey completion stage. Considering the requirement of resources for extensive data collection exercise, it is requested that TRAI          | <b>Refer Section IV, Clause 14</b> , TRAI has already provided for release of 50% of the total payment upon submission of the Draft Survey Report (comprising 5% on approval of the survey instrument and 45% upon submission of the Draft Survey Report). Considering that the present assignment is a pilot project with a limited  |

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|   |                                 | consider inserting a payment milestone of 20% upon submission of the Interim/ Progress Report.   | geographical scope covering two LSAs, TRAI considers the existing payment milestones to be adequate.                 |
| 8 | Section IV, Timeline (Clause 9) | Kindly confirm whether timeline extensions are permissible in case of external constraints (e.g., elections, weather disruptions, local restrictions). | In such cases, relevant provisions of <b>Clause 19 (e) of Section II</b> "Force Majeure" clause shall be applicable. |

| <b>Academy of Management Studies (during Pre bid meeting)</b> |   |  |
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| <b>S.no</b>   | <b>Query</b>  | <b>TRAI Response</b>                   |
| 1   | Kindly clarify whether the proposed survey is intended to be a purely quantitative survey, a qualitative survey, or a mixed-method survey incorporating both quantitative and qualitative elements. | Please refer clause B(5) of section IV |

| <b>Ernst And Young (Post Pre-bid Meeting)</b> |                         |   |  |
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| <b>S. No</b>                                  | <b>Clause Reference</b> | <b>Query</b>  | <b>TRAI Response</b>   |
|   | Section III,            | As per Clause 30, sub-letting of the contract is not permitted; however, engagement of partner organizations with prior intimation and concurrence is allowed. <b>Can the Awardee</b> | It is clarified that the awardee agency may engage a Survey Agency, if so permitted by TRAI, Also, the survey agency shall only be responsible for execution of survey |

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| 1 | Clause 30<br>(Further assigning / sub-letting)                | <b>Agency engage an empanelled data collection agency exclusively for field data collection (CAPI/CATI), while retaining full responsibility for project execution, quality, and compliance?</b>  | and field data collection activities.  |
| 2 | Section IV<br>(Data Collection Methodology – OTP requirement) | The LTE mandates OTP-based authentication for respondent verification during CAPI surveys. <b>Considering potential challenges in rural locations such as connectivity issues and in light of the new DPDP compliance requirements, is there any flexibility or alternative mechanism permitted in place of OTP-based authentication?</b> | It is clarified that OTP-based authentication is a crucial mechanism for verifying the identity and genuineness of survey participants. Such authentication measures are intended to uphold high standards of accuracy, transparency, and data integrity, while also ensuring effective monitoring and auditability of the overall survey process. |
| 3 | GeM Bid + Section IV<br>(Qualitative component not defined)   | The scope indicates inclusion of both quantitative and qualitative survey elements. <b>What is the minimum number of qualitative surveys (e.g., In Depth Interviews /Focused Group Discussions) expected under this assignment?</b>   | Please refer clause B(5) of section IV   |
| 4 | Section IV & Annexure-2B<br>(Sampling & respondent sourcing)  | <b>Will TRAI facilitate coordination with TSPs to support access to respondent samples for field data collection, or is the Awardee Agency expected to independently identify and source respondents?</b>   | The Awardee Agency is expected to independently identify and source respondents  |

