

**The National Small Industries Corporation Ltd.
“NSIC Bhawan” Okhla Industrial Estate
New Delhi-110020**

**CORRIGENDUM for
Request for Proposal**

For

**Conducting study for Market Mapping for
opportunities under E-Commerce**

With reference to tender Ref. No. NSIC/HO/TISDC/Study-Ecommerce/2015-16, dated: 10.08.2015 in respect to Conducting study for Market Mapping for opportunities under E-Commerce. The page no 6 and 7 may be read as under:-

recommend improvement in NSIC Shopping portal to position in a better place in the Mapping outcome.

2. Methodology for the Proposed Market Mapping:

- 2.1 Preparation of standard questionnaire in consultation with NSIC.
- 2.2 To identify top five states which are E-commerce centric and volume of the sale being carried out.
- 2.3 To study those top five states which are E-commerce centric with a sample data of 100 units per state preferably retailer, buyers and MSMEs.
- 2.4 Every sample size of data collection in one state should not be less than 80 in equal proportionate, in the category of Retailers, Buyers and MSMEs.
- 2.5 The data population shall comprise of significant stake holders of popular, fast moving online products
- 2.6 Data to be collected mainly through questionnaire, interview methods and through Electronic media.
- 2.7 Distribution of questionnaire to 1000 units on a Pan-India basis on a sampling method.
- 2.8 Obtaining of questionnaire duly filled in from at least 400 units.
- 2.9 Personal discussion and interviews with a sample of at least 200 units rated.
- 2.10 Analyzing the data so received and evaluating the same in terms of objectives of the scheme as mentioned above.
- 2.11 Market Mapping of various E-commerce Portals.
- 2.12 Positioning of NSIC's Shopping Portal aggressively in the Market Map by suggesting improvement.
- 2.13 Preparation and submission of the draft report.
- 2.14 Incorporation of views from NSIC.
- 2.15 Presentation by the consultant / agency and discussion on the report.
- 2.16 Submission of final report. (5 copies in printed form and soft copy)

