MANAGEMENT DEVELOPMENT INSTITUTE GURGAON

Centre for Financial Services (CFS)

REQUEST FOR PROPOSAL (RFP) / TENDER DOCUMENT

Engagement of Data Collection / Research Fieldwork Agency

Date: 12 November 2026 | Proposal submission deadline: 30 November 2026

1. Invitation for Proposals

The Centre for Financial Services (CFS), Management Development Institute Gurgaon (MDI Gurgaon), invites proposals from experienced data collection and research fieldwork agencies for a research project related to AI adoption in banks. The study will involve data collection from banking professionals across different managerial levels and functional areas.

2. Project Details:

Project Area: Agentic AI Adoption in Banking
Approximate Survey Sample: 250–300 banking professionals from different banking functions

Data required for qualitative phases: FGDs with 3 levels of banking employees
Geographical Coverage: India / Pan-India preferred
Nature of Engagement: Project-based assignment
Expected Fieldwork Period: December 2026 – February 2027
Expected Completion: February 2027

3. Scope of Work

The selected agency will be expected to support the research team in activities including:

- Identification and recruitment of suitable respondents working in the banking sector for qualitative and quantitative phases.
- Administration of structured questionnaires to approximately 250–300 banking professionals from different departments.
- Ensuring adequate representation of respondents across:
  - Senior management
  - Middle management
  - Operational/frontline managerial levels
- Ensuring participation from relevant banking functions, including:
  - Operations
  - Risk and Compliance
  - Information Technology / Digital Transformation
  - Analytics / Artificial Intelligence
  - Customer Service
  - Credit / Lending
  - Process Excellence / Transformation
  - Other relevant banking functions
- Ensuring representation, wherever feasible, from different categories of banks such as:
  - Public Sector Banks
  - Private Sector Banks
  - Foreign Banks
  - Small Finance Banks / other relevant banking institutions

- Obtaining informed consent from respondents before participation.
- Ensuring that only eligible and genuine banking professionals participate in the study.
- Maintaining respondent anonymity and confidentiality throughout the data collection process.
- Conducting preliminary quality checks before submission of data.
- Providing respondent profiling information such as managerial level, function, years of banking experience, type of bank, and exposure to AI/digital initiatives.
- Providing periodic progress updates to the research team.
- Submitting the final cleaned dataset in the format prescribed by the research team.
- Supporting clarification or replacement of responses found to be incomplete, duplicate, invalid, or inconsistent during quality assessment.

4. Desired Agency Profile

Preference will be given to agencies with:

- Prior experience in academic, management, banking, financial services, or B2B research.
- Demonstrated ability to recruit managerial and professional respondents.
- Experience in conducting primary research with banks, financial institutions, or corporate professionals.
- Strong respondent-verification and data-quality processes.
- Ability to conduct pan-India data collection.
- Experience working with universities, business schools, research centres, consulting organisations, or public institutions.
- Ability to maintain confidentiality and comply with ethical research requirements.
- Capacity to complete fieldwork within the agreed project timeline.

5. Proposal Submission Requirements – Interested agencies may submit a brief proposal containing:

- Agency profile, registration details and contact person.
- Relevant assignments/client references and proposed team credentials.
- Sampling, respondent-verification, consent, data-security and quality-control methodology.
- Detailed work plan with timeline to deliver 250–300 valid responses.
- Financial quotation, preferably specifying:
  showing cost per valid completed response,
  any respondent incentives separately,
  applicable taxes and any additional charges separately.
- Capability and separate quotation, if applicable, for recruitment of participants for interview /FGDs.

The lowest commercial quotation may **not necessarily** be the sole basis for selection. Greater weight may be given to respondent quality, relevant experience, and ability to meet the study requirements.

6. Commercial and Contractual Conditions

- Payment shall be linked to accepted deliverables and verified valid responses, as specified in the final work order.

- No additional expense or respondent incentive shall be payable unless expressly approved in writing.
- The agency shall not subcontract substantive fieldwork without prior written approval.
- All research data and project-specific deliverables shall be transferred securely to MDI Gurgaon; any permitted retention or reuse must be expressly authorised.
- The agency shall follow applicable law, informed-consent requirements and written data-handling instructions of the research team.

7. Submission Instructions: Interested agencies may send their proposal and commercial quotation to:
Send proposals to: ***arindra.mishra@mdi.ac.in and rajesh.singh@mdi.ac.in***

Email subject: Proposal for Data Collection – AI in Banking Operations

Proposal submission Deadline: 30 November 2026.

Shortlisted agencies may be invited to discuss or present their fieldwork approach.

Management Development Institute Gurgaon

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