**Market Assessment & Consumer Preference study for clean household energy in Urban Nepal**

**COVER PAGE**

1. Implementing Organization:
2. Proposal for:

Part A ONLY

(Market Assessment study for clean household energy products in Nepal)

Part B ONLY

(Consumer Preference study for clean household energy products in Nepal)

BOTH Part A and Part B

1. Total Proposed Budget (in USD):
2. Project Manager:
   1. Full name:
   2. Position/title:
   3. Address:
   4. Phone:
   5. Email:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature and Date

**ORGANIZATION OVERVIEW (1 PAGE)**

*A brief overview of the organization and outline of experience conducting similar kind of market research or analysis. Include samples of previous work if applicable as annexure.*

**ORGANIZATIONAL QUALIFICATION (1 PAGE)**

*Unique qualifications of the organization and its staff, such as: understanding of and experience in conducting market research, experience working with consumers and conducting consumer research in developing countries. If the organization plans to hire any sub- contractors a letter of support from each sub-contracting organization and their qualifications must be provided as part of annexure .*

**DETAILED METHODOLOGIES FOR THE PROPOSED STUDY**

**PART A (up to 3 PAGES)**

*Detailed methodologies for all aspects of the study. Proposed timeline and approach for completing the work, including a description of overall process. The timeline should include all key deliverable dates and a plan for meeting those deadlines.*

**DETAILED METHODOLOGIES FOR THE PROPOSED STUDY**

**PART B (up to 3 PAGES)**

*Detailed methodologies for all aspects of the study. Proposed timeline and approach for completing the work, including a description of overall process. The timeline should include all key deliverable dates and a plan for meeting those deadlines.*

**BUDGET (1 PAGE)**

*Broad overall budget, including budget for potential sub-contractors in US Dollars (note that indirect cost estimates may not exceed 13%)*

**PART A**

|  |  |
| --- | --- |
| **Market Assessment Budget** | **USD** |
| Personnel costs |  |
| External Consultant |  |
| Travel & Accommodation |  |
| Communication |  |
| Others (explain) |  |
|  |  |
| Total |  |

**PART B**

|  |  |
| --- | --- |
| **Consumer Preference Study Budget** | **USD** |
| Personnel costs |  |
| External Consultant |  |
| Travel & Accommodation |  |
| Communication |  |
| Survey costs |  |
| Others (explain) |  |
|  |  |
| Total |  |

**ANNEXURES**

*Appendices may be provided for supplementary materials as relevant, but review will be based mainly on the information provided in the project plan.*