PART-1

INTERNSHIP REPORT

Organization Profile

ORG Centre for Social Research
(A Division of the Nielsen Company)

ORG-MARG is part of the Nielsen network of companies in over 100 countries and **ORG Centre for Social Research** is the social research division of The Nielsen Company.

The ORG CSR Advantage

The advantage that ORG CSR has over all its domestic competitors is that apart from having an ISO 9002 certification for data management, it is simply the largest multi-disciplinary research organization in India in terms of manpower and field network, as well as being the one of the oldest.

ORG (Operations Research Group) was set up nearly four decades ago by Dr. Vikram Sarabhai and had notched up an impressive array of projects, emerging in the process as a leading agency for development research and policy planning. Four enterprising research professionals had created MARG in 1983, quickly established it as among the largest agencies in India. These two entities, known as the erstwhile ORG_-MARG, was formed in 1995. Today, as ORG CSR, the

company is uniquely placed to leverage its leadership status in three of our functional divisions, viz. retail measurement services (where Nielsen is the final word across over 100 countries), customized market research and social research, with free movement of professionals and knowledge across the three division based on client specific needs.

The breadth and depth of ORG CSR's infrastructure and services in India and South Asia are unparalleled. The company operates through many different information 'windows' – consumer and retail; quantitative and qualitative; syndicated and customized (client-specific) data; one-off, periodic and continuous studies.
The ORG Centre for Social Research operates through 10 fully equipped branch offices and field offices in 150 locations spread across the length and breadth of India. ORG CSR accounts for just over half the total number of people employed in the market research industry in South Asia. This formidable size and infrastructure means, quite simply, just one thing to our clients: *better information than is available anywhere else.*

Wide-ranging skills: Professionals with ORG CSR include specialists in the areas of social sciences, economics, demography, statistics, urban development, transportation, engineering, agricultural and natural science, planning, energy and environment, anthropology, industrial and chemical engineering, marketing, management, communications and computer applications.

Research Methodology: One of the important strengths of ORG CSR is its continuous concern and endeavour towards development of appropriate research designs and methodologies to study and explore particular dimensions of human behaviour, environment, social change, marketing practices and media trends.. Working with a variety of methodologies, the attempt is to ensure that the final research design and outcome is a holistic one. The specific areas where ORG CSR has made a pioneering contribution are retail store audit, readership studies, social and techno-economic evaluation, new product launches, welfare and environmental impact studies, systems studies in urban development and water resources and communications strategy development, education studies, family planning and energy surveys, crop surveys and forecasting and opinion polls.

Types of Services: ORG CSR Private Limited offers services in almost all fields of development planning and management - from the conceptualisation of projects, programmes and strategies to final implementation.. Today ORG CSR functions as a premier centre for consumer and development studies offering a wide spectrum of services – retail measurements, consumer research, industrial market research, media tracking, social research, environmental research and behavioural and attitudinal research.

Besides being an independent evaluating agency, ORG CSR serves as a source for policy ideas and specialised expertise. Senior professionals of the company are associated with several high level working committees, expert groups and study teams on issues of significance at various levels.

Survey research requires the generation of primary data, with larger studies calling for nation-wide surveys. At ORG CSR, these are met by drawing upon the skills of survey methodology as well as on the experience of the permanent field staff, spread over the entire nation. We are

credited with introducing original survey research methodologies appropriate to the Indian environment over three decades ago.

The main strength of the organisation is its array of professionals with multi-disciplinary expertise, including sociology, anthropology, economics, demography, population sciences, statistics, nutrition, education, geography, agriculture, psychology, urban/regional planning, rural development, agricultural, natural resource management, energy, forestry, environment, management, rural marketing and bio sciences.

1. Sectoral expertise

Over the years, ORG CSR has developed expertise in survey methodologies in the following sectors:

- Health, AIDS, Nutrition and Family Planning
- Population and Development
- Education
- Social Security and Welfare
- Gender Issues
- Income Generation and Rural Development
- Social Communication
- Environment and Natural Resource Management
- Micro Planning and Enterprise Development

2. Research methodology

Our research methods involve specially developed techniques in areas such as:

- Quantitative research
- Qualitative research
- Participatory Rural Appraisal
- Participatory / micro planning

Considering its expertise in social systems research, ORG CSR is recognized as one of the WHO/ICMR collaborative centres and we have set up the Sexual Health Resource Centre (SHRC) for DFID, in India. It is also actively assisting other nodal national and international agencies like DNES, NDDB, IDRS, UNICEF, SIDA, CIDA, ILO, USAID, The World Bank, DFID/ODA, WFP, UNDP, etc.

3. Wide range of studies

ORG CSR is the largest multi-disciplinary social research unit in the sub-continent, both in terms of staff strength as well as in terms of areas of operations. The range of assignments undertaken

over period has helped us to develop competencies in a variety of types of studies across key development sectors.

Nature of work experience in HEALTH AND FAMILY WELFARE

- Behavioural Surveillance Surveys
- National behavioural survey among general population and high-risk groups
- KABP studies on HIV/AIDS/STIs and condom usage
- Monitoring and evaluation studies on national AIDS programmes
- Economic aspects of chronic diseases
- Evaluation of targeted intervention programmes
- Advocacy studies on STD/HIV/AIDS prevention in school programmes
- Establishment and running of Sexual Health Resource Centre (SHRC)
- Studies on communication needs assessment
- Mapping of High Risk Group populations
- All India Family Planning Surveys
- National Family Health Surveys
- Studies on rural and urban health infrastructure
- Reproductive and Child Health facility surveys
- Studies on safe motherhood, child survival and immunisation
- Social marketing of condoms
- Evaluation of national programmes on blindness, tuberculosis and diabetics
- Studies on People Living With HIV/AIDS
- Implementation of zinc supplementation programme
- Development and establishment of Computerised management Information System (CMIS) for National AIDS Control Organisation
- Studies on health financing
- Training needs assessment of health functionaries
- Accessibility surveys of health and family welfare services

Nature of work experience in RURAL DEVELOPMENT

- Evaluation of government programmes
- Concurrent monitoring of programmes of Ministry of Rural Development
- Socio-economic impact assessment of programmatic interventions
- Poverty assessment, profiling and micro planning studies
- Techno-economic feasibility of income generating activities
- Institutional capacity assessment

- Beneficiary need assessment and communication need assessment for programme design
- Situation analysis and benchmark surveys for formative research
- Social audits through participatory rural appraisal and Quantitative Participatory Appraisals
- Vulnerability assessment and food security mapping
- Preparation of area development plans
- Assessment of micro finance activities and grading of Self Help Groups
- Market assessment, trade research and demand estimation for sub-sector development
- Consumer satisfaction surveys
- Computerised MIS design for physical and financial performance monitoring
- Evaluation of Panchayati Raj

***Nature of work experience in* WATER SUPPLY AND SANITATION**

- Performance evaluation of water supply and sanitation projects
- Baseline surveys for project design
- Water tariff designing based on WTP measurements for WATSAN services
- Evaluation studies on community based Operations & Maintenance of water supply infrastructure
- Water demand assessment studies
- Technical audits of WATSAN projects
- Techno-economic feasibility on water conservation and surface runoff harvesting methods
- Socio-economic surveys of consumers
- Institutional development and capacity building studies
- MIS design for project monitoring
- Action research and demonstration projects (Indira Gandhi Nahar Project)

***Nature of work experience in* NATURAL RESOURCE MANAGEMENT**

- Micro planning in watershed development
- Environmental Impact Assessment
- Enhancing community participation in community development
- Catchment area development programmes
- Surface water run-off assessment
- Soil and water conservation measures
- Water balance studies for watershed development
- Ground water recharge estimations
- Assessment studies on wasteland management

***Nature of work experience in* EDUCATION**

- Impact assessment and cost benefit analysis of innovative programmes like Lok Jumbish and Akalavya
- Evaluation of District Primary Education Program

- NGO evaluation studies
- Evaluation of Total Literacy Campaign, Post – Literacy Campaign, Continuing education and Non – formal Education
- Dropout measurements through cohort analysis
- Learner achievement tests for assessing Minimum Levels of Learning
- Cluster evaluation of key education indicators
- Mid-day meal programme assessment
- Evaluation of Operations Blackboard programme
- Studies in design of pedagogy and usage of communication equipment
- Development of Education MIS
- Impact assessment and design of vocational education programmes
- Situation analysis of girl child seeking education
- Terminal assessment surveys

Nature of work experience in WOMEN AND CHILD DEVELOPMENT

- Work pattern of women and impact on health and nutrition
- Changing role of women and impact on demographic behaviour
- Estimation of female labour force
- Communication Needs Assessments for Integrated Child Development Scheme (ICDS)
- Evaluation of pulse polio
- Cost effective therapeutic supplementation of ICDS
- Micronutrient fortification studies
- Situation analysis of child labour in various industries
- Population socialisation among adolescents
- Multi Indicator Cluster Surveys

Nature of work experience in ENERGY AND FORESTRY

- Apex Regional Institution for coordination of biomass assessment
- Power consumption studies in agriculture sector
- Studies on Non Timber Forest Produce
- Village eco-development plans
- Market opportunity surveys and development of rural energy markets
- Wood balance studies
- Socio-economic c/b studies on social forestry
- Techno-economic feasibility studies on non-conventional energy sources, including biogas and wind energy
- Evaluation of energy conservation programmes
- Women's role in social forestry
- Energy surveys and preparation of Integrated Rural Energy Program
- Studies of forest based cottage industries
- Demand estimation and marketing of fuel wood
- District level agriculture planning

- Consumer response surveys on rural electrification
- Studies on electricity tariff in agriculture sector

Nature of work experience in AGRICULTURE AND AGRI BUSINESS

- Cropping pattern study
- Crop forecast survey
- Feasibility studies on agriculture market strategy
- Study on crop production, productivity and cost analysis
- Socio-economic evaluation of farmer families
- Benchmark socio-economic survey in irrigation command
- Water balance studies in agro-climatic regions
- Study on market trends and marketing infrastructure for agriculture commodities
- Preparation of land use action plan
- Marketing and accessibility studies for horticulture crops and spices
- MIS for agriculture sector
- Export competitiveness of agriculture and horticulture commodities
- Cold chain assessment
- Assessment of export potential of fresh and processed fruits and vegetables
- Techno-economic feasibility studies for development of horticulture and floriculture
- Study of market trends and market infrastructure for agriculture commodities
- Techno-economic feasibility studies for development of agro-processing industries
- Evaluation of Integrated Cereal Development Programme
- Studies on pre and post harvest infrastructure requirements

Scope of Work during Internship

At ORG CSR I was placed as a Project Trainee during internship period of 3 months from 1st Feb 2010 to 1st May 2010. This allowed me to explore research sector and understand different aspects of health care research.

Work Allocated

Data Analysis

Data Interpretation

Analysis Plan

Report Writing

Presentation of the report

Some of the projects I was involved with are;

Evaluation of Harm Reduction Services for Injecting Drug Users (IDUs) in Mumbai

Evaluation of Red Ribbon Express (RRE) Mission-An awareness campaign for HIV/AIDS

Evaluation of Tsunami Rehabilitation Program in Tamilnadu

Evaluation of Vital Registration System in Rajasthan

Weavers Census of India

Reflective Learning

Understanding different aspects of Health Care Research

Report Writing Skills

Understanding of Global Firm

Team work and co ordination of work

PART-2

Dissertation REPORT on

"Study on Extent, Pattern & Trends of Harm Reduction Developments for IDUs in Delhi"