PART : I

INTRODUCTION TO THE ORGANIZATION

1.1 An Introduction to The Nielsen Company, India

The Nielsen Company is the leading provider of marketing information, audience measurement, and business media products and services in the country. It has its research offices in seven metro cities viz. Delhi, Mumbai, Pune, Kolkata, Chennai, Banglore and Vadodara. Nielsen's operations span more than 100 countries. Headquartered in New York, their major regional business centres are located in Schaumburg, Illinois; Wavre, Belgium; Hong Kong; Sydney, Australia; Buenos Aires, Argentina; and Nicosia, Cyprus

ORG Centre for Social Research

ORG –CSR is the Social Research wing of The Nielsen Company which is one of the largest Market research companies in the World. The Clientele comprises of various Central and State Government departments , various Multilateral and Bilateral agencies working in the development sector . The organization provides exposure to diverse areas ranging from Health , Education , Micro Finance , Water and Sanitation etc. besides providing ample opportunities to pursue ones area of interest in the development sector

ACNielsen ORG-MARG is owned by VNU, an international information company. VNU is active in the markets for consumer and professional information in over 100 countries, including most European countries, the United States, Canada, South Africa, and the Asia Pacific region including India. ACNielsen ORG-MARG has 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-MARG is now part of the ACNielsen network of companies in over 100 countries and ORG Centre for Social Research is the social research division of ACNielsen ORG-MARG Private Ltd

1.2 History

The Nielsen Company (erstwhile ACNielsen) was established in the United States in 1923 by Arthur C. Nielsen, Sr., one of the founders of the modern marketing research industry. Among many innovations in consumer-focused marketing and media research, Mr. Nielsen was responsible for creating a unique retail-measurement technique that gave clients the first reliable, objective information about competitive performance and the impact of their marketing and sales programs on revenues and profits. Nielsen information gave practical meaning to the concept of market share and made it one of the critical measures of corporate performance. Mr. Nielsen also founded the business known today as Nielsen Media Research, the global leader in television audience measurement and other media research services.

ACNielsen opened its first international office in the UK in 1939 and, after World War II, progressively expanded its operations in Western Europe, Australia and Japan. The company increased its presence in Asia Pacific in 1994 by acquiring Survey Research Group, and in the Middle East and Africa in the late 1990s through the acquisition of AMER World Research.

In 2001, ACNielsen became part of VNU, a world leader in marketing information, media measurement and information and business media.
In 2003, VNU announced a new organizational structure for VNU Marketing Information (MI), its largest business group, to address evolving client needs and to create an enhanced platform for accelerated growth.
In 2005, VNU attempted to expand into healthcare and pharmaceutical information by acquiring IMS Health. Although the merger was terminated in the face of shareholder opposition, the two companies agreed to work together to develop new capabilities.
In 2006, VNU was acquired and taken private by a consortium of six private equity firms.

In 2007, VNU changed its name to The Nielsen Company. This new identity emphasizes its best known brand name and underscores its commitment to create an integrated, streamlined global organization.

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 ACNielsen ORG-MARG, the company is uniquely placed to leverage its leadership status in three functional divisions, viz. retail measurement services (where ACNielsen 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 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. ACNielsen ORG-MARG 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 their clients: *better information than is available anywhere else.*

1.3 Types of Services

ACNielsen ORG-MARG 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 ACNielsen ORG-MARG 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, ACNielsen ORG-MARG 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 ACNielsen ORG-MARG, 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.

Some of their note-worthy pioneering achievements include:

First Retail Audits	1963
First Retailer Census	1965
First National Readership Survey	1970
First Prescription Audit	1970
First Advertisement Monitoring	1972
First Child Labour estimation in India	1983
First Doctor/Hospital Census	1996
First Rural Household Panel	1998
All-India Family Planning surveys	1970, 1980, 1990
First National Baseline Behavioural Survey	2001.

1.4 Strength of the organisation

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, ORGCSR 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

Their 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, ORGCSR is recognised 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

ORGCSR 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. Following are the variety of types of studies across key development sectors.

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

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

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)

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

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

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

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

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

1.5 Largest office network in the sub-continent

The core professional strength comprises a committed team of professionals, most of them are from top national / international institutes, with years of professional experience behind them. These professionals include nationally reputed specialists in the areas mentioned above. They are located at the following centres in India:

- Bangalore
- Baroda
- Bhubaneshwar
- Chennai
- Hyderabad
- Kolkata
- Lucknow
- Mumbai
- New Delhi

1.6 **List of Clients**

National

- The Planning Commission of India, New Delhi
- Office of Comptroller and Auditor General of India, New Delhi
- Ministry of Agriculture, Govt. of India
- Ministry of Rural Development, Govt. of India
- Ministry of Consumer Affairs, Food and Public Distribution, Govt. of India
- Ministry of Water Resources, Govt. of India
- Ministry of Environment and Forest, Govt. of India
- Ministry of Surface Transport, Govt. of India
- Ministry of Urban Development, Govt. of India
- Ministry of Human Resource Development, Govt. of India
- Ministry of Communication, Govt. of India
- Ministry of Health and Family Welfare, Govt. of India
- Ministry of Defence, Govt. of India
- Ministry of Social Welfare, Govt. of India
- Ministry of Industries, Govt. of India
- Ministry of Information and Broadcasting, Govt. of India
- Ministry of Railways, Govt. of India
- Ministry of Science and Technology, Govt. of India
- National Capital Region Planning Board, New Delhi
- Various Ministries and Departments of Govt. of India and State Governments viz. PWDs, Irrigation and Water Resources
- Central Water Commission, Govt. of India
- National Highway Authority of India
- National Council of Educational Research and Training (NCERT)
- Directorate of Advertising and Visual Publicity (DAVP)
- Housing & Urban Development Corporation (HUDCO), New Delhi
- Urban Development Authority of Number of States

- Narmada Planning Group, Madhya Pradesh and Gujarat
- Sardar Sarovar Narmada Nigam Ltd., Gandhi Nagar Gujarat
- Command Area Development Authority IGNP, Bikaner, Rajasthan
- Water and Sewerage boards of number of State Governments
- Electricity Boards of Number of State Governments
- Municipal Corporation of Number of States
- National Dairy Development Board (NDDB)
- Department of telecommunications

International

- The World Bank
- Asian Development Bank (ADB)
- World Health Organisation (WHO)
- Food and Agriculture Organisation of the United Nations (FAO)
- United Nations' International Children's Educational Fund (UNICEF)
- United Nations Population Fund (UNFPA)
- United Nations Development Programme (UNDP)
- International Development Research Centre (IDRC)
- The Ford Foundation
- Department for International Development (DFID)
- United States Agency for International Development (USAID)
- Danish International Agency for Development (DANIDA)
- Swedish International Development Agency (SIDA)
- Norwegian Development Agency (NORAD)
- Canadian High Commission
- The Embassy of Sweden
- Australian High Commission
- Aus Aid
- Save the Children Fund, UK
- Adam Smith Institute, UK

- NICARE, UK
- BBC World Service Trust
- Australian Education Institute, Australia
- Macro International Inc. USA
- Family Health International (FHI)
- Arcadis Euroconsult, Netherlands
- Japan International Co-operative Agency
- Nippon Koei, Japan
- System Science Consultancy Inc., Japan
- Micronutrient Initiatives
- GTZ
- Swiss contact, SDC

1.7 Involvement in the organization

I have worked with ORG-CSR, The Nielsen company, as a project trainee during the internship period of 3 months from 1st Feb 2010 to 1st May 2010 and involved in many tasks and projects from the first day of joining the organisation which helped me to understand research field and different aspects of health care research.
Following are some projects in which I was involved:

RRE(Red Ribbon express)

RRE is a project of NACO and Rajiv Gandhi Foundation. RRE project is about spreading awareness on HIV/AIDS through Train and Bus carvans. This is the II stage of RRE. Train was flagged off on December 1,2009, on "**World AIDS Day**", the activities will be for a period of one year till December 1,2010. It will Cover 25,000 Kms., 21 States, 141 Districts &152 Halt Stations.

My Task was :

- I prepared Presentation on RRE for TOT(Training of Trainers).
- Checked and corrected questionnaire of RRE
- Attended Training of trainers.
- Make relevant changes in the questionnaire as was discussed in TOT.

Survey to assess Post campaign impact of “Smokeless Tobacco Users" and Baseline For Tobacco control campaigns

It’s a study sponsored by Ministry of Health and Family Welfare, GOI and World Lung Foundation.

My task was :

- I have done some work on analysis plan of this project.

Pre Bid proposal of annual Health survey

Arranged documents for Pre- bid proposal of Annual health survey.

End-Line Assessment of WFP(World Food Programme) support to ICDS(Integrated Child Development Services) under ICP(India Country Programme)

The current WFP India Country Programme (ICP) is operational from April 2003 and continued till December 2007. The second phase of ICP was launched in April 2008 and it would end in March 2013. The End Line evaluation of the ICP first phase has been done to achieve the desired programme objectives for the development of an effective plan for the ICP 2008 to 2013.

My task was:

I done report writing on few chapters of this report.

Concurrent evaluation of NRHM: Strengthening Infrastructure and Management Practices

This is a project of NRHM (National Rural Health Mission), MoHFW (Ministry of Health and Family Welfare).

Done some data entry for the factsheet of this project.

Trac study for IUD use behaviour among women and men in 3 Project "Pehel" states in India.

It's a project of PSI who is currently implementing a three-year (2008-2010) women's health program, named as "Pehel" in Uttar Pradesh, Rajasthan and Delhi. This project comprises of two components:

- Prevention of unwanted pregnancies using Intra Uterine Device (IUD)
- Increasing access of safe and legal Medical Termination of Pregnancy through Medical Abortions (MA)

This document focuses on IUD intervention. The aim of the IUD intervention is to increase the use of IUDs as a long term contraceptive method for women. I done documentation of methodology for this project as told by my mentor Dr P K Chopra.

Coverage evaluation survey

Done work on analysis plan of CES and data entry on few fact sheets.

1.8 Reflective Learning

- Report Writing Skills

I have developed report writing skills, as I have worked on report writing of few projects.

- Team work and co ordination of work

I have learned to work in a team in a friendly manner and enthusiastically.

- Understanding different aspects of Health Care Research

- Review and Editing of the Questionnaires

In accordance with the discussions and results of the ToT, the learner along with the other team members participated in the reviewing and editing of the questionnaires.

- Pre-Testing of the Questionnaires

In order to ascertain the suitability of questionnaires in actual field conditions, all the instruments are pre-tested (with respect meaning of the questions, language, terminology etc.) in the field by the professional and the executives involved in the study. I done pre testing of my own questionnaire prepared for my own study.

- Sample Selection

The next stage of this process was sample selection. The selection of the sample districts, villages and urban wards was done centrally, i.e. in Delhi office according to the State wise data of the census 2001. The method used for the sample selection was Random Sampling, a sub-method of the Probabilistic methods of sampling in quantitative research methodology. The sample list prepared had the following components: State name and code; District name, type and code; Sub-District/Town name, type and code; PSU (village/ward) name, type and code; total number of households and population; and the schedule numbers.