

Case Study I:

Program Objectives

To Conduct data collection among farmers for livestock management and income augmentation by the animals.

Targeted Area

Our client is a consultant company working with their client on new vaccination for livestock and management techniques for farmers in rural locations.

The Problem

Client is looking to conduct data collection in very small rural villages with limited resources and income to keep the sample to minimum income group and also assess the income from livestock for the farmers in the area.

Client major concerns is with compliance of sampling plan with the target group and is we will be able to target requested respondent types.

The Plan

We have created a sampling plan city wise for the client in first phase to augment the requested sampling type and created robust plan for sampling across the off-grid locations with data collection over offline mobile app.

Compliance among the sampling plan is very high and our team can achieve the required target group data collection.

The Reporting

Daily reporting of the fieldwork is submitted to client with respondent profiles and in accordance with sampling plan.

Collected data is been directly uploaded to client server via offline survey platform in which responses is filled over mobile app.

Key metrics for overall process is created with assessment and identification of key takeaway during the research.

The Results

We submitted collected data to our client with key takeaways on sampling report and process with summary report.

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Case Study II:

Program Objectives

To Conduct research among farmers for using farming equipment's in the daily work.

Targeted Area

Study is carried on pan India level with consumers in major villages across India.

The Problem

Our client is looking to gather much information on the agriculture equipment's used by farmers across different regions and states in India.

With study running into multiple locations client data collections instructions needs to be followed along in same pattern as indicated by client procedure at each location.

The Plan

A detailed field plan is created with the client for different states across India and the same is followed by our team.

The research is targeted towards the heavy equipment's used by farmers in field and during harvesting time.

The Reporting

Daily reporting on progress.

Weekly submission of collected data.

The Results

- Detailed fieldwork report is being submitted for data collection.
- Data in Excel formats is being submitted for further analysis.

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Case Study III:

Program Objectives

To Conduct customer satisfaction research among farmers for using harvester for harvesting of crops regularly.

Targeted Area

Study is carried on pan India level with consumers in major villages across India.

The Problem

Our client is a harvester manufacturer which sells its harvester in all major agriculture areas in India and wanted to conduct regular research among users for satisfaction on sales and service of the product and team satisfaction score.

With study running on monthly basis our team will connect with customer on two points after sale which is after 1 month and after 1 year for the satisfaction scores.

The Plan

A detailed field plan and team is managed by us to dedicatedly work on requested project on monthly basis and data quota.

The research is targeted on customer satisfaction with live updated from our team on each interview complete is coming under non-satisfied category.

The Reporting

Daily reporting on progress.

Weekly submission of collected data.

The Results

- Detailed fieldwork report is being submitted for data collection.
- Data in Excel formats is being submitted for further analysis.

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