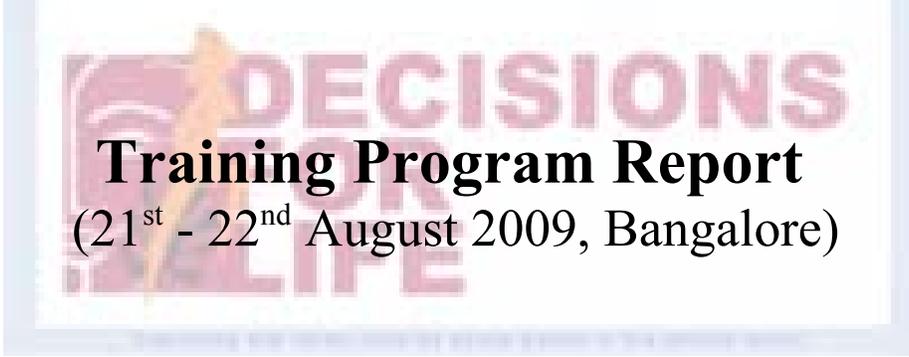


DECISIONS FOR LIFE



Training Program Report
(21st - 22nd August 2009, Bangalore)

- by Sunidhi Chatterjee
UNITES-DFL Campaign member

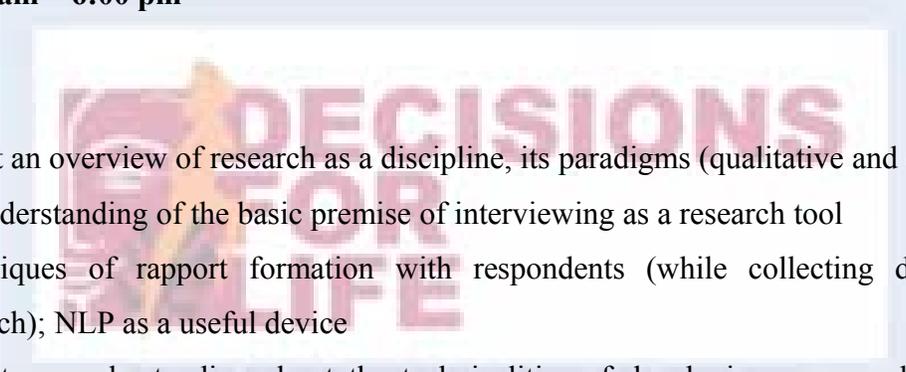
A two-day training program for the DFL members was organized in Bangalore, on the premise of acquainting them with various techniques of data collection in research, the primary focus being on the interview skills and other probing techniques.

The 'Decisions For Life' Project is fundamentally a research endeavor, being cultivated by IIM-Ahmedabad and UNITES, Bangalore. The Project, as known, aims to empower women by raising awareness amongst the young female workers about various facets of their lives. The Project aspires to reach out to these women by employing the traditional approaches to research and data collection, largely operating upon questionnaires and interviews, and so arose the need to conduct a training session on these lines.

Date: Friday, August 21, 2009

Time: 10:00 am – 6:00 pm

Objectives:

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- To get an overview of research as a discipline, its paradigms (qualitative and quantitative)
 - An understanding of the basic premise of interviewing as a research tool
 - Techniques of rapport formation with respondents (while collecting data for the research); NLP as a useful device
 - To get an understanding about the technicalities of developing a research instrument (both questionnaires as well as semi-structured interview schedules)

Proprietor:

Prof. Ravindran, Sr. Faculty, TISS, Mumbai.

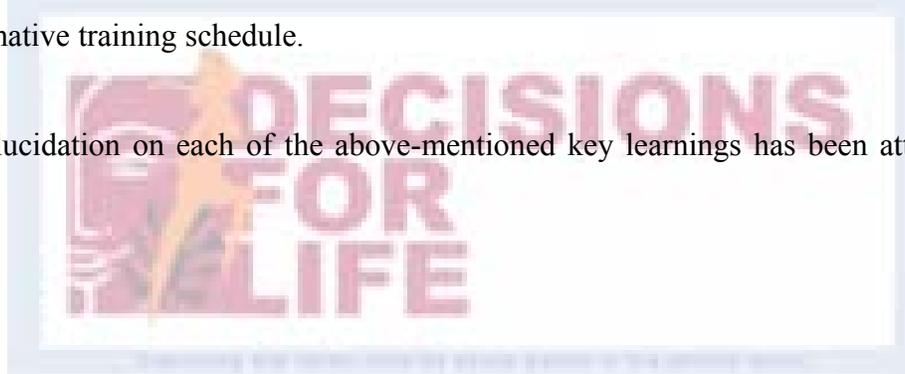
The session was initiated by a welcome extended by Prof Biju Varkkey, Faculty, IIM-A. After a round of brief introduction of all the participants, the session was handed over to Prof Ravindran. He duly addressed the gathering and asked about the expectations that all the participants had from the session that was to follow. After everyone had expressed their concerns and expectations, the gist of what followed was picked up and the training was begun.

Almost every participant had an interest in being acquainted with the rudiments of interviewing as a tool of data collection. With keeping this as the central point of focus, the training session begun, while including:

- an understanding of the two paradigms of research, namely Qualitative and Quantitative, the procedure for carrying out the data,
- the philosophical antecedents to research as a discipline,
- about how a research instrument can be developed, about ways to ensure that it is both reliable and valid,
- and most importantly, about some discrete techniques that would facilitate the Campaign Members to form a rapport with the respondents while collecting data for the Project.

The session for the day was concluded by extending a note of thanks to Prof. Ravindran for the highly informative training schedule.

A detailed elucidation on each of the above-mentioned key learnings has been attached in the Appendix.



Date: Saturday, August 22, 2009

Time: 9:30 am – 5:30 pm

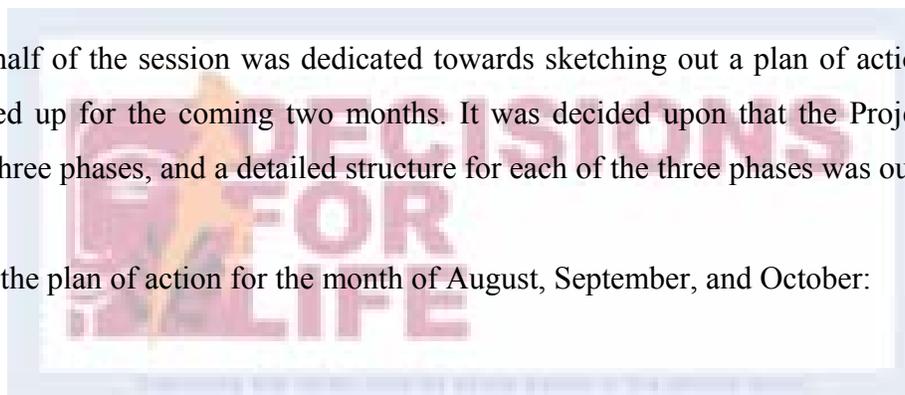
Objectives:

- To review the draft of the questionnaire prepared by the IIM-A team
- Finalize upon the Launch Plan and decide upon the Plan of Action for the coming two months.

The second day of the session began on an interactive note, where all the participants broke into groups and worked upon the review work regarding the questionnaire. The draft was read through carefully, and any flaws or discrepancies found were pointed out. Suitable modifications were suggested and doubts were clarified.

The second half of the session was dedicated towards sketching out a plan of action for all the activities lined up for the coming two months. It was decided upon that the Project would be launched in three phases, and a detailed structure for each of the three phases was outlined.

Following is the plan of action for the month of August, September, and October:



Date	On the Event of:	In the Presence of:	Actual Event
August 26, 2009	Women's Equality Day	DFL Members	Press Conference
September 14, 2009		Mr. Sanjeev Reddy (MP, Rajya Sabha), Dutch Funders	Another Press Release
October 7, 2009	Decent Work Day	A panel, members, other Participants	Final Launch

With this, a work plan for the final launch was discussed and the responsibilities were disseminated accordingly.

The Campaign Members were presented with the goals to be achieved in the next two months and targets were set accordingly. A detailed sketch of the plan of action has been attached in the Appendix.

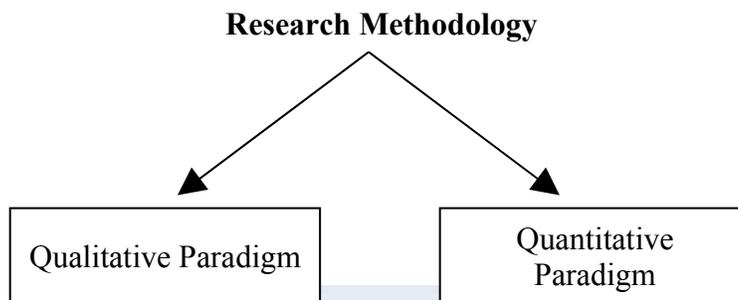
Photo Gallery



APPENDICES

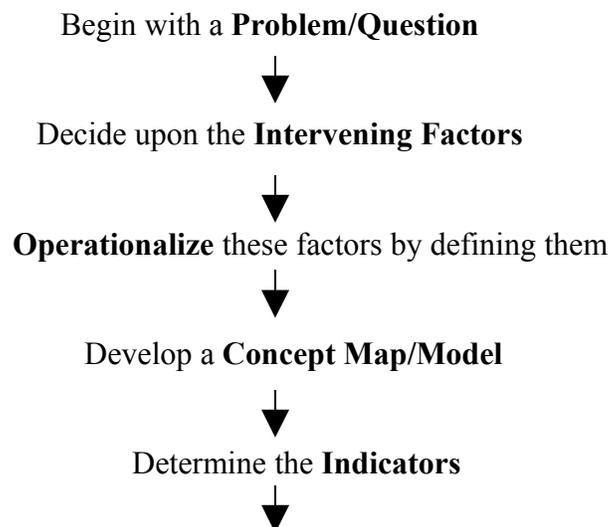
Key Learnings of the Day 1: August 21, 2009

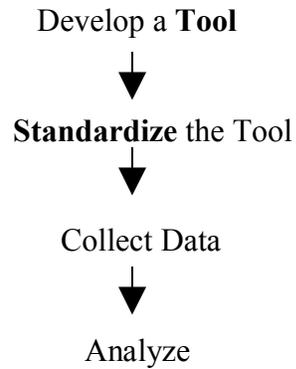
1.) About the Research Paradigms:



- The two paradigms of research are not at extreme ends, but appear to exist simultaneously in almost all research subjects.
- The basic premise on which they differ is the ‘methodology’ they follow; while the Quantitative Paradigm focuses on Logic (rules of inference, and so objective by nature), the Qualitative Paradigm focuses more on Epistemology (i.e. the theory of knowledge and interpretation and as a result more subjective in nature).

2.) Procedure for carrying out a research:





3.) The **philosophical antecedents** to research entail how the research as a discipline took its current shape, with discrete references to Metaphysics, Axiology, and Epistemology.

4.) Because the data collection of the Project would be carried out partly by employing questionnaires, it becomes of considerable importance that the Campaign Members have an insight into how an instrument like that is developed and then **standardized**. The standardization procedure, as pointed out by Prof. Ravindran, is an extensive procedure and is accomplished by adhering to many technical measures. The Reliability and Validity procedures were explained in detail.

5.) **Interview** as a technique of Data Collection and **Rapport Formation**

As aforementioned, this was the primary objective of the training session. While assuming the principal aim of an interview to ‘ask questions’, a lot was elucidated upon how to approach respondents with relevant questions and how to ensure that the data collected is authentic and that it confirms to the purpose of the research. For this purpose especially, considerable time was devoted to acquaint the participants with the importance of observing the Non-Verbal cues while interviewing. With this came a detailed understanding of one of the most rigorous techniques of rapport formation – the Neuro-linguistic Programming (NLP). This one facet of rapport formation was demonstrated with the help of three experiential exercises.

Key Learnings of the Day 2: August 22, 2009.

Plan of action for the Pre-Launch time and the actual Launch

1.) **Location:** Bangalore

2.) **Participants:**

Delhi	Hyd	Mumbai	Ahdhd	Cochin	B'lore	UNI	DFL	Media/ Others	Guests
5	5	5	5	10	50	15	15	20	10

*An approximation: 150 participants.

3.) **Guests for the Panel Discussion/Guest of Honor:** List yet to be finalized.

4.) **Work on the media:** would begin 26th August onwards, as a part of the Pre-Launch idea.

5.) **Event Management:** considering almost all pertinent aspects under this category, the work was disseminated amongst the members, and deadlines were set. (A detailed report on the October 7th Launch will be available soon)

