

**Field Observation Report Sundar Nagpur Visit DEC 2023**  
**FIELD VISIT OBSERVATION REPORT**

**NAME** : **B. Sundar**

**PROJECT** : **MH LOKSABHA IMPACT ASSESSMENT SURVEY P2**

**Date** : **From 28-DEC-2023 To 30-DEC-2023**

**Objective** : ***To understand the process of Survey on field as first-person***

Total number of days on field –3

Total number of interviews done – 44

**Learnings**

1. I learned how field survey is done and the origin of data.
2. Found out the disparity of lives people live with the expanse our nation has.
3. The biggest realization was the reach Axis My India has, with 250 million Indian households and people working at grass-root levels (literally) are knowledgeable enough to handle the works. AMI is a true-bred raw data gathering research firm.

**Observations Points**

1. Coordination between departments is very essential for people on field.
2. No person available in the morning to receive calls from field people including Ops Manager.
3. There were mismatched village names with respect to Vidhansabha. The villages we went were not in the list too. The gaps have not been identified by me yet.
4. For non JIO-SIMs, there were data Syncing issue. We need to take immediate action with respect to SIM Service provider and choose the right one for seamless operations.
5. Caste list was not shared to me nor informed to me during training to keep an update within the TAB. This was showed to me after reaching HO by Mr. Suraj Jasutkar.

6. FR Report was made by IT Team as part of App but this was not allocated for this project. IT Team was not told to do so.
7. Gifts were over on Day 2 second half till Day 3 first half. No gift was given to many respondents for this period.
8. People are reluctant to disclose Income.
9. Thakre & Suraj Sawarkar are awesome pair. Very supportive & informative on the job training inputs by them.

**Suggestions/Recommendation for Improvement:**

1. Face reading
2. FR should carry a First Aid kit.
3. Quality team should be sent on field frequently.
4. Cold calling should be taught by Training team... Sales style of door to door.
5. Marathi and Hindi both should be there in all questions.
6. MLA & MLC names should be displayed before we ask questions to people that whether they know about them? It is not rightly placed in the order of questions.
7. MLA & MLC names to be shown while survey than FR telling it.
8. The FR, Akshay Thakre with whom I worked, should be invited for training at HO since he has good political knowledge.
9. If people prefer a candidate from a particular party such as Modi or Gadkari then why the next question is that which party, you would like to have in Centre or State? This is illogical sequence of questions.
10. Gift should be suitable & durable. Shampoo etc sachets are broken and leaking.