

## Work profile and expectations.

KANTAR Group is part of WPP PLC. and specializes in Information, Insight & Consultancy Division. KANTAR comprises of 12 specialized Operating Brands, each of them world-class in its sphere of expertise Presence in 100 countries with contribution from about 30000 employees Kantar's value to client's lies increasingly in the connections that can be made between these operating brands. Connecting different data-sets results in richer and deeper insights and allows offering more customised, more interesting and ultimately more effective solutions and services to clients

Kantar Operations (KO) is the specialized division of Kantar.

KO South Asia caters to Operations across the below functionalities in India, Sri-Lanka and Bangladesh for all Operating brands:

- F2F & CATI Data Acquisition
- Field Process Control
- Governance – Commercial, Quality & MIS
- Digital Data Acquisition
- DP, Scripting & Data Visualisation

Work of Intern is involved with - F2F & CATI Data Acquisition Wing

### **Brief on Kantar Operations – F2F & CATI Data Acquisition**

- Is the 'data collection' arm of Kantar IMRB, Kantar TNS and Kantar Millward Brown
- Caters to data collection requirement need of all research units
- Its core functions are primary data collection and data quality control
- Is responsible for all field logistics needed in different Research methodologies
- It is an ISO 20252:2012 Certified Unit
- 19 Field offices across 5 zones with close to 300 permanent staff
- Over 7500 Freelance Professionals for data collection and first line supervision
- Local field teams exclusively involved for KO's use in over 80 other cities and towns spread across the country
- Have locally available field teams catering to KO's needs in neighboring countries – Nepal, Bangladesh and Pakistan
- Special cell for Digital Operating System, Quality Control and Training & Process Control
- Executes over 7000 projects and conducts over 6.5 million interviews annually
- Able to run pan India projects effectively

### **What Students will do:**

Students will be given various project assignments that we undertake on behalf of our clients They would need to visit field to conduct interviews, market research surveys—among varied target respondents—at corporate, industries, trade places and households. Training will be imparted for each project. Students will be inducted through a process of General Briefing whereby they will be trained with requisites of market research basics, know how. We expect high involvement of students during this tenure.

The work done needs to be satisfactory and one just cannot drop in between. Upon successful completion of the work allotted, certificates will be issued from our end.

### **Structure of payment:**

Students will be paid based on the amount of work done across each project. The payment will be made based on per interview/activity done. Payment is made online, directly in to the student's bank account via NEFT transfer. We have payments based on man-day—this ranges from 320 to 400 per man-day.

There will be no separate payment for conveyance within the city. The conveyance amount is in-built in to interviewing payment—which is decided before start of project. For areas outside city (far off areas) travel cost would be provided.

### **Benefits to Students besides curriculum requisites:**

Earn while you learn, Gain confidence while approaching people. Get disciplined, considering tasks to completed and reported at decided time. Experience team work while on projects. Knowledge on various practical aspects of market, industry. Certificates post satisfactory completion of SIP.

### **Our expectations:**

All assignments are to be completed as per scheduled timelines with quality Bad quality work/fudging will not be entertained and would call for requisite action.

We expect a list of shortlisted students who are willing to work as freelancer in our organization

Send us the details of the candidate's w.r.t. – Name; contact no, educational background, Languages spoken.

Contact : **Tamal Mukherjee.**

Manager, Data Acquisition, Operations

4/1/1, Meher Ali Road.

Floor : 1st, 2nd & 3rd.

Pin : 700017

Kolkata.

D +91 (0) 3344 003808

M +91 (0) 9831 579448