

Baseline Survey, Research and Data Analysis

21-23 April 2025

3-Day Residential Workshop



Workshop Overview

In today's world, research and data-driven decision-making are integral to various sectors, including NGOs, corporate organizations, and academic institutions. Whether conducting baseline surveys for community projects, market research for businesses, or educational studies, the ability to collect, analyze, and present data professionally is essential.

This workshop is designed to equip participants with scientific research and assessment approaches, focusing on quantitative and qualitative methodologies. With the growing use of digital tools for analysis, participants will also gain hands-on experience with SPSS software to streamline data processing and enhance research accuracy.

Key Learning Outcomes

By the end of this intensive workshop, participants will be able to:

- Understand scientific approaches to baseline and impact assessments
- Develop and write research project proposals
- Design research frameworks for diverse needs
- Create effective data collection tools
- Implement various data collection techniques
- Conduct statistical analysis using SPSS
- Interpret and present research findings effectively
- Develop comprehensive research reports

Methodology: The training will be highly interactive, combining theoretical inputs with hands-on exercises, group discussions, and practical demonstrations using SPSS software.

Training Facilitator: Dr. K. Arockiaraj is an educator, trainer, researcher, consultant, and author with 18 years of experience in capacity building for NGOs, corporate professionals, and academia. He has facilitated over 580 training programs on diverse topics and has served as a consultant for organizations like Child Fund, DBYaR, DB-Tech, Sanitation First, Restless Development India, UNDP, Magic Bus, and Impact Partners. Dr Arockiaraj has conducted 11 research workshops and is proficient in SPSS software. He has also authored a book guiding researchers in conducting scientific studies.

Programme details:

Venue : [KKID- Coimbatore](#). Language: [English](#). Last Date : [9th April 2025](#).

programme cost : [Rs.5000+18% GST per person \(Including boarding, lodging and resource\)](#)

Registration link: <https://forms.gle/mSatVNXXtptU8n6U8>

For more details: www.kkfindia.com; kkfprogrammes@gmail.com; trainings.desk1@kkid.org.