

# orsel

Research and Development Pvt Ltd

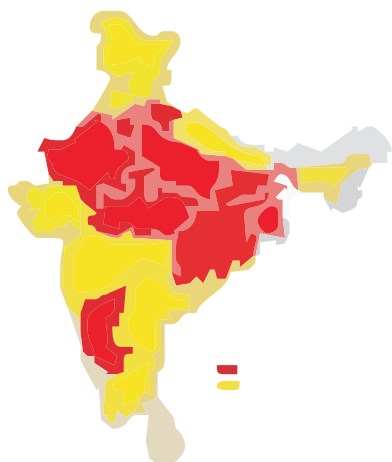
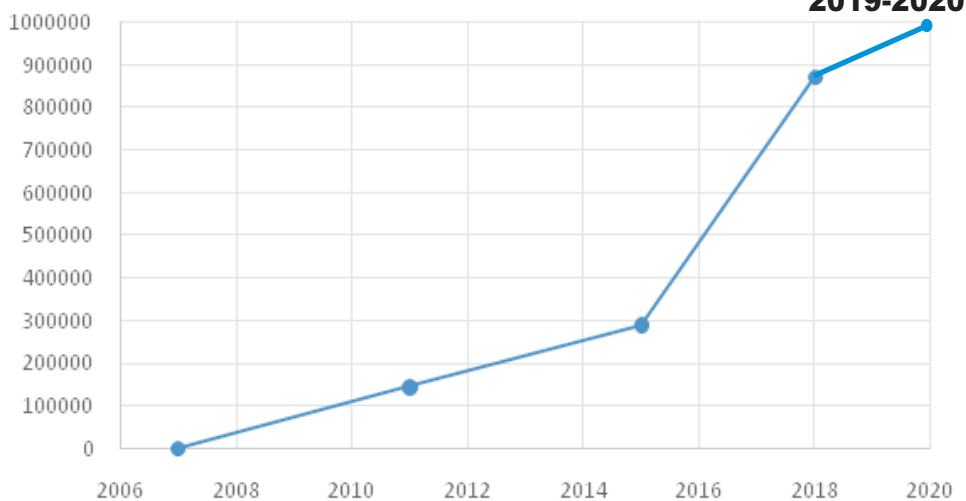


**“Social Elevation through  
Authentic Data”**

# Our journey so far...

In the span of **13** years

## Our Growth in US Dollar



**25** States Covered

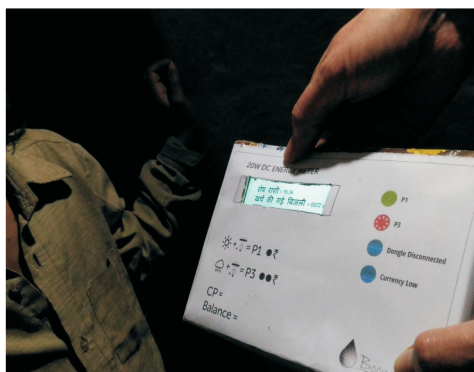


**250+**  
PROJECTS  
COMPLETED  
SO FAR



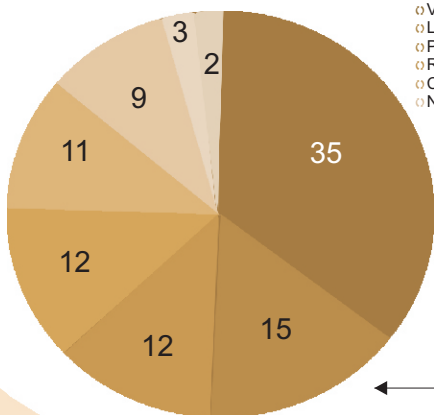
**22** MILLION  
HOUSEHOLDS  
SURVEYED

Pioneer in using Latest Technology

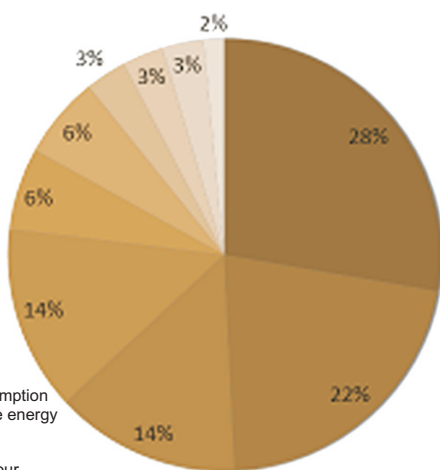


**METHODOLOGY USED IN  
SURVEYS/PROJECTS**

- RCT
- Vignette
- List Experiment
- Panel survey
- Randomization
- Conjoint survey
- Normal survey



- Energy Consumption and renewable energy
- Public Policy
- Public Health
- Voting Behaviour
- Environment & Deforestation
- Financial inclusion
- Environment & Agriculture
- Ethnicity & voting



**SECTORS COVERED**

# Our Goble Clieantes

Name	Fields	Universities
Abhijit Vinayak Banerjee	Economics	MIT
Aditya Dasgupta	Department of Government	Harvard University
Amrita Neelakantan	Environmental Biology	Columbia University
Anandi Mani	Economics	University of Warwick
Anirudh Krishna	Public Policy	Duke University
Anjali Bohlken	Political Economy	Sam Nunn School
Arne Jacobson	Environmental Resources	Humboldt State University
Achyuta Adhvaryu	Public Policy	University of Michigan
Amrit Amirapu	Political Science	Kent University
Anant Nyshadhami	Economics	Boston College
Anjali Ramakrishna	Climate Change	Mercator Research Institute on Global Commons & Climate C.
Antonella Bancalari	Public Policy	Institute for Fiscal Studies
Avidit Acharya	Political Science	Stanford University
Brendan Nyhan	Political Science	University of Michigan
Brian D. Blankenship	Political Science	University of Miami
Britta Augsburg	Public Policy	Institute for Fiscal Studies
David Blakeslee	Economics	New York University
Deborah G Drimer	Supply Chain Management	Johns Hopkins University
Dr. Ian Walker	Psychology	Bath University
Dr. Manoj Mohanan	Global Health Policy	Duke University
Dr. Vineeta Yadav	Political Science	Penn State University
E. Sridharan	Political Science	Uni. of Pennsylvania Institute
Elizabeth Ollard	Finance	The Institute for Fiscal Studies
Elisabeth Nierhoff	Climate Change	Mercator R. Institute on Global Commons and Climate Change
Emmanuel Teitelbaum	Political science	G. Washington University
Erik Wibbels	Political Science	Duke University
Elisa M. Maffioli	Public Health	University of Michigan
E. Sridharan	Political Science	University of Pennsylvania Ins.
Gareth Nellis	Political Science	University of California
Gautam Nair	Political Science	Yale University
Grace Mota	C.Resources, Economies,	International Institute for Sustainable Development
Harsha Thirumurthy	Global Health Economics	NC Gillings School
Jennifer Bussell	Political Science	University of California
Johannes Urpelainen	Energy Policy Expert	Johns Hopkins University
John Roemer	Political Science	Yale University
Jonathan Dingel	Trade Economics	University of Chicago
Julia YuJung	Political Science	Columbia University
Lakshmi Iyer	Economics	University of Notre Dame
Marc Jeuland	Public Policy	Duke University
Michael Aklin	Political Science	University of Pittsburgh
Mark Schneider	Political Science	University of Pennsylvania
Meha Jain		Agricultural production University of Michigan
Namrata R.Chindarkar	Public Policy	Lee Kuan Yew School



Our Goble Cleantes		
Name	Fields	Universities
Nicholas Sambanis	Political Science	Yale University
Nikhar Gaikwad	Political Science	Columbia University
Prabhat Barnwal	Development Economics	Michigan State University
Prashanth N S	Public Health	Institute of Public Health (IPH)
Prof. Bansi Malde	Economics Health	Kent University
Prof. OrazioAttanasio	Economics Department	Yale University
Peter Lund	Advanced Energy System	Aalto University
Pooja Choksi	Environmental Biology	Columbia University
Rachel Brulé	Political Science	NYU Abu Dhabi
Rohini Pande	Public Policy	Harvard University
Ruth DeFries	Environmental Biology	Columbia University
Santosh Kumar	Economics Health	Sam Houston State University
Sebastian Vollmer	Economics Health	University of Gottingen
Semee Yoon	Sustainable Development	Yonsei University
Shikhar Singh	Political Science	Yale University
Simon Chauchard	Comparative Politics	Columbia University
Sukhwinder Singh	Agriculture	University of Michigan
Thad Dunning	Political Science	University of California
Vineeta	Political Science	Pennsylvania State University
William O'Brochta	Political Science	Washington University
Institutes		Locations
Azim Premji Foundation		Banglore, India
Boond Engineering & Development (P) Ltd		New Delhi, India
cKinetics Consulting Services Private Limited.		New Delhi, India
Council On Energy, Environment,and Water		Delhi, India
Centre for Policy Research		Delhi, India
Delhi Center, University of Chicago		Delhi, India
3ie		Washington D.C, USA
Health Care without Harm		Asia , Europe, US & Canada
Institute For Fiscal Studies		London, UK
Institute of Public Health (IPH)		Bangalore, India
International Alliance of Responsibility Drinking		Washington D.C, USA
Indian Institute of Technology in Bombay		Mumbai, India
Lung Care Foundation		Delhi, India
Microfinance Opportunities		Washington D.C, USA
Prayas (Energy Group)		Pune, India
Selco Foundation		Karnataka, India
Shakti Foundation		Delhi, India
Smart Power Foundation		Haryana, India
World Resource Institute		Washington D.C, USA
Watershed Organisation Trust		Maharastra, India

## Challenges Faced By MORSEL



Data collection in a particular community has been very difficult because of CAA and NRC. In few areas such as Bihar our team faced a lot of inconvenience.



# What We do?



Experts at Morsel help in assessing public and private policies. Our team of experts assists researchers by rendering study solutions.

## 1. Survey Experiments & RCTs

- Designing of study parameters.
- Drafting Questionnaires.
- Translation, Transcription and Interpretation.
- Developing Android based Instruments
- Intervention Design & Implementation.



## 2. Data Management and Analysis

- Can Exactly track the location of enumerator through latitudinal & longitudinal coordinates.
- Set pattern of monitoring on phone, back checks and real time checks.
- Surprise Incentives to the field team.
- Random assignments to supervisor.
- Text Audit, where time duration of the survey is recorded.
- Audio Audit- Here we randomly record one or more questions that are being asked during the interview.
- GPS recording of each subject's location.
- Fast cleansed data. Within 24 hours of the survey clients can get the cleaned data.
- We hire and train enumerators from rural parts of India. This is because their understanding of local people, culture and custom is better. It thus provides better insight and quality of data improves.
- Internship programs designed to train youth.



## 3. Data Security Management

- Cloud based web server. Encrypted, password protected data.
- IRB approved data sharing protocol.
- Secure connection.
- Data Security Officer.
- Account monitoring and control.



#### 4. Meta Data Management

#### 5. Record Management

#### 6. Data Analysis and Design

- Provides support for Statistical & Econometric Analysis of the qualitative & quantitative data.

### Other Services

#### Campaign Designing

Expertise in writing slogans, putting up street shows, puppet shows, scripts and various activities based on the subject matter. We assist in scripting and shooting documentaries as well.

#### Field Trip Coordination

MORSEL involves researchers in pilot surveys by coordinating their field trips.



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## OUR USP

MORSEL's USP lies in application of varied types of data collection methods to ensure authenticity of data.

### Electronic Data Collection



MORSEL is using ODK, SurveyCTO and Quest (Android based applications) and Qualtrics. Audio-Audit and record of time duration of each question is being collected.



# Benefits of Electronic data collection

## 1. Randomization

We used headphones so that only respondents could see and heard the questions and other details, this ensures anonymous and unbiased responses.



## 2. Conjoint Survey/Social Networking

### Part A1 - Conjoint Question (संयुक्त प्रश्न)

यह पहला प्रत्यासी है:



- ☒ इस प्रत्यासी का JLT एक प्रमुख स्थानीय माओवादी युद्ध ने समर्थन किया है.
- ☒ वह पासी है और दलित जाति से है.
- ☒ उसने कोई पढ़ाई नहीं की है.
- ☒ पार्टी कार्यालय आने से पहले वह व्यवसायी थे.
- ☒ वह झारखण्ड मुक्ति मोर्चा का सदस्य है.

### Part A1 - Conjoint Question (संयुक्त प्रश्न)

यह दूसरा प्रत्यासी है:



- ☒ इस प्रत्यासी का गांव के मुखिया ने समर्थन किया है.
- ☒ वह रविदास है और दलित जाति से है.
- ☒ उसने कोई पढ़ाई नहीं की है.
- ☒ पार्टी कार्यालय आने से पहले वह पार्टी कार्यकर्ता थे.
- ☒ वह झारखण्ड विकास मोर्चा का सदस्य है.

Social networking surveys can be conducted easily as we can create HH listing data and then map HH members using the listing data. Through this mapping of wages/income and expenses within the HH can also be done easily. This was not possible in the paper survey.

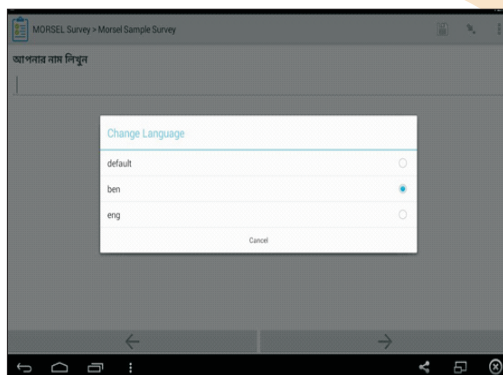
Conjoint survey and list experiment can be designed as we can randomize the attributes easily.



## Part A1 - Conjoint Question (संयुक्त प्रश्न)

A1. इन दोनों लोगों में से आप किसको पसंद करेंगे?

- ☐ पहला व्यक्ति
- ☐ दूसरा व्यक्ति



Screenshots of ODK/SurveyCTO

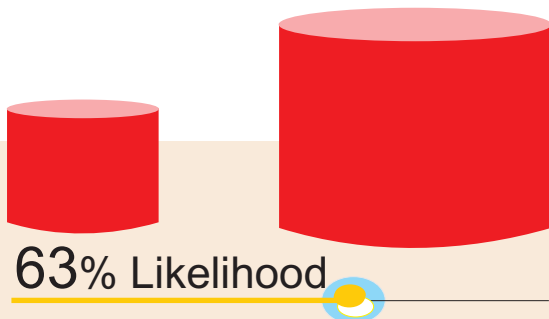
# We like Experimenting

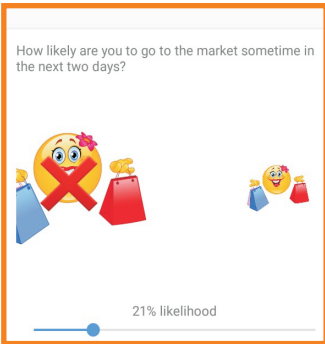
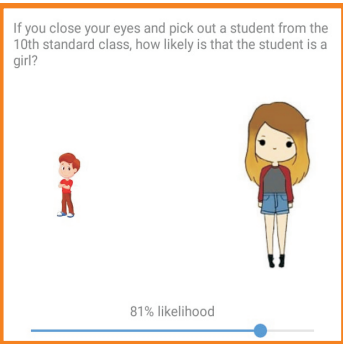
## 1. Likert Scale

a) Some researchers consider that the data recorded by Likert scale fails to give the right information. But Morsel has successfully experimented with Likert Scale questionnaire. Professor Manoj Mohanan (Public Policy and Global Health, Duke University) came up with the idea of using “Slider” and Morsel implemented it in the field very successfully. Under guidance of researchers we have developed a touchscreen based application that combines animated slider along with dynamic images that changes based on the probability indicated by the respondent.

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88. How likely are you to live for at least 10 more years?



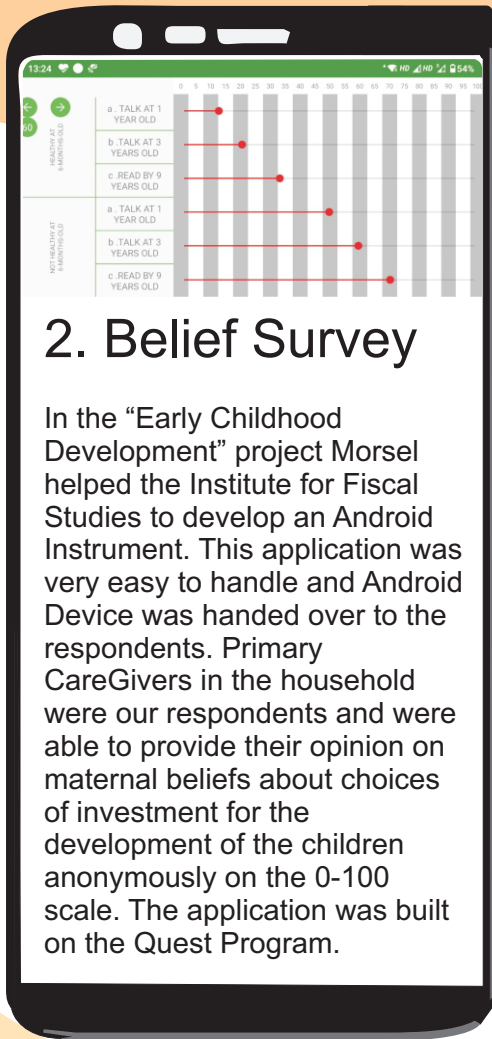


b) Used the innovative method in the year 2007 for project based on “Caste Politics and Redistribution”for Avidit Acharya, Princeton University, Professor Joan Roemer, Yale University and Professor Rohini Somanathan, Delhi School of Economics. We have used the concept of plates to classify the respondents into poor, middle and rich class. The plates were designed into respective categories, focusing on their lifestyle. We got better variation on 1-50 scale rather than 1-5 scale by using sliders.

Table 5. Perceptions of Distribution Policy

	Respondents	Rich	Middle	Poor
BSP	4415	313.58 (205.61)	259.43 (117.31)	426.99 (229.67)
SP	4391	317.64 (191.45)	317.41 (141.50)	364.95 (197.68)
INC	4342	323.88 (180.60)	281.26 (103.03)	394.86 (190.45)
BJP	4268	410.03 (203.34)	282.81 (112.13)	307.16 (182.94)

Results Obtained Through Likert Scale in “Caste, Politics & Redistribution” Project



## 3. Interactive Voice Response

Under direction of various researchers Morsel came up with the idea of quick and cost effective way to get respondents to answer specific questions. For this we used Interactive Voice Response and sent the recorded messages and questions. With certain instructions respondent can choose their response from the given set.



## 4. Randomization of Videos in Survey at Kashmir

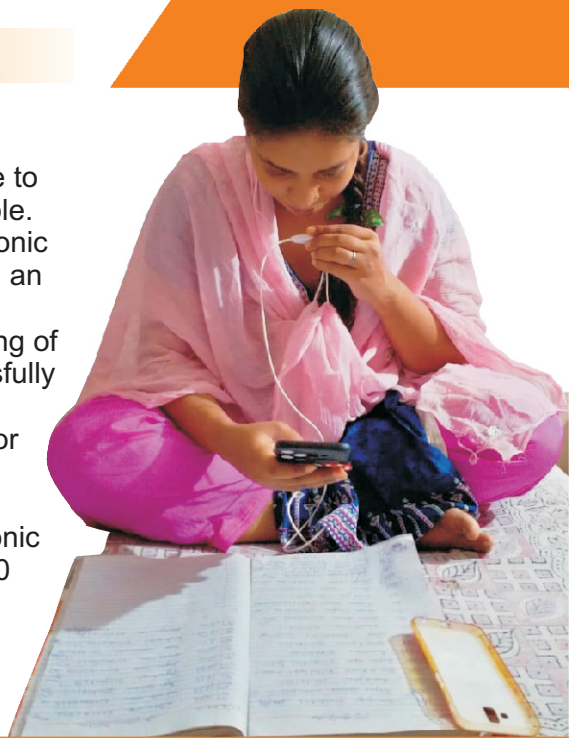
Under direction of Professor Nicholas Sambanis, Yale University and Gautam Nair, Yale University we experimented to randomize the videos and asked questions based on it. The videos were:

- Fervor in Kashmiri youth to join Indian Army.
- Stone pelting at Lal Chowk, Srinagar, Jammu & Kashmir.
- How Indian economy is going to surpass economies of China and Pakistan in the next 10 years.

To give respondents secure environment and to maintain secrecy, headphones were used. This assured the security of the respondent and helped us in getting unbiased response so that quality data can be obtained.

## 5. Telephonic Data

Due to Covid-19 pandemic face to face interviews were not possible. Morsel conducted many telephonic surveys in this period. We used an Android Application, which was enabled with the online recording of the survey. Morsel had successfully trained more than 100 interviewers at the same time for one project using online applications and collected the largest data set using a telephonic survey was consisting of 30,000 Households' information.



## 6. Child test and Learning assessments:



MORSEL has done many Child tests and Learning assessments for the children. We performed below mentioned test with the Children:

### WPPSI:

Wechsler Preschool and Primary Scale of Intelligence (WPPSI) which is a test that use to assess the intelligence of the children ages 2 years 6 months to 7 years 7 months. This test helps to observes children's Fine Motor activities, Cognitive Development, Imagination, Thinking Power, Language development and creation of unique ideas.



## DABERON:

This test performed to assess Fine Motor development in the children of age group between 2.6 years 7.7 years. This test observed Eye and Hand Co-ordination, Identification, Age Appropriate Development, Gross Development, Language Development and Fine Motor activities.

## Child Test:

The research team develop a combination of different tests for 3 different age groups; 3-6 years, 6-10 years, and 10-15 years. This test observed

Reasoning Power, Identification, Cognitive Development, Eye and hand Co-ordination, Language development and Fine Motor activities.

## CREDI:

The Caregiver Reported Early Development Instruments (CREDI) were designed to serve as a population-level measure of early childhood development (ECD) for children from birth to age three. As the name suggests, the CREDI exclusively relies on caregiver reports, and thus primarily focuses on milestones and behaviours that are easy for caregivers to understand,



# TESTIMONIALS



**Prof. Laxmi Iyer**

University of Notre Dame



It has been a pleasure to work with Morsel. We were provided the data very quickly. Morsel managed all aspects of the survey including help with piloting, creating the electronic template, hiring and training enumerators and doing back checks via phone and face-to-face interviews.



IARD worked closely with Morsel to develop and implement a large-scale survey in five Indian states. Throughout the process, they were responsive, professional, accommodating, and were able to provide valuable local insight when we needed it.



**Jennifer Tujagu** Vice President, IARD



**Dr. Britta Augsburg**

Associate Director, Institute of Fiscal Studie



The team from Morsel took the challenge head-on and did not shy away from any suggestions and things we wanted to try. It was a good experience working with Morsel, who has a team that deeply cares about this work. Regular newsletters, which include reports from the survey team in the field, are just part of what makes Morsel a great team to work with.



I am working with Morsel since 2011 and Morsel proved to be very affective partner. They provide high quality data at regular basis and they are also very responsive to feedback and quality control checks. I experienced Morsel being very positive and I would recommend it to other researchers around the world.



**Dr. Guy Stuart**  
Executive  
Director, MFO





**Nikhar Gaikwad**

Assistant Professor,  
Columbia University

“Morsel team on a large-scale survey research project on gender and politics in Meghalaya. The team did a fantastic job over the course of the engagement, from conducting focus groups and in-depth qualitative research to implementing complex survey and behavioral experiments to effectively coordinating the data collection process. I was particularly impressed with the quality of the data and the capabilities of the different team members. Our survey was offered in several regional languages and required a high degree of familiarity with local tribal customs and practices.”



**Johannes Urpelainen**

Professor,  
Johns Hopkins  
University

“I am working with Morsel since 3 years. Morsel can provide good quality data and now they are using electronic devices and they are quite fast. My experience in terms of integrity and professionalism is good. I would recommend Morsel for surveys and doing experiments in affordable price.”



**Antonella Bancalari**

Research Assistant, Institute For Fiscal Studies

“I have been working with Morsel for one and a half year and it has been a great experience and had a very good quality of data. I receive the data very fast, they are quite responsive and something that is very good and I will definitely recommend Morsel for the fact is that they are familiarized with experiments, randomized controlled trials. I think that's what makes Morsel different from other survey companies, besides the fact that they have a good quality of data and they are quite affordable.”

“My team and I have been working with Morsel since 2016. They have been conducting a panel survey for us from farmers across northern India for three years and have been doing a fantastic job. Morsel sends regular updates while in the field and answers any questions that we may have quickly. I would recommend Morsel to any other research group interested in collecting survey data in India.”



**Meha Jain** Assistant Professor, University of Michigan



“Morsel conducted a large survey for my project in Madhya Pradesh, which required travel to remote areas. The enumerators were very thorough, professional, and treated people with respect. They organized the data well and were very responsive to questions. I look forward to working with Morsel for surveys in the future. Columbia University.”

## **Ruth Defries**

Professor, Columbia University

“We worked with Morsel in 2016 on a technically demanding project that involved household sample, social network and neighbourhood surveys in the slums of Jaipur and Patna. This was a very demanding research setting, and we were very happy with the survey teams, technical training, and data quality provided by the Morsel team. We were also pleased that they responded quickly to our requests for changes and course corrections. We would be very glad to work again with Bhartendu and his team again.”



**Erik Wibbels,  
Anirudh Krishna**  
Professor, Duke University



**Thad Dunning**

Professor,  
University of California,  
Berkeley

Morsel is a very reliable enterprise and I recommend it to colleagues throughout the world, seeking to do survey research in India. I have been working with Morsel since 2010. We planned a survey together in Rajasthan “Study of effects of Local Panchayats Reservation in Gram Panchayats spread throughout the state of Rajasthan. The experience was very well and I worked subsequently on repercussions of that study with Bhartendu in Bihar, Jharkhand and UP.



**Amrita Neelakantan**

Ecology,  
Evolution and Environmental  
Science, Columbia University

MORSEL field team was great to conduct repeated surveys in remote areas around a protected area landscape for my PhD. The team was motivated, trustworthy and completed the work on time. Aided by their data and management staff the whole survey went smoothly including multiple iterations of questionnaires and tracking of households through the multi-season period. I would work with them again and highly recommend them for other projects in the conservation - development fields in India.



**Michael Aklin**

Assistant Professor of  
Political Science  
University of Pittsburgh

Working with Morsel has always been a pleasure. I have worked with Morsel on surveys conducted across several states in India, and Morsel was always able to meet the needs that my colleagues and I had. The team understands the demands faced by researchers and will do its best to collect high-quality data. To do so, Morsel will carefully provide support and feedback at all stages of the process in a transparent manner.



**Marc Jeulandg**

Associate Research  
Professor of Global Health  
Duke University



I worked with Morsel on an exploratory data collection project related to energy reliability in Uttar Pradesh and Bihar. The team was very professional and patient; worked well with my students on troubleshooting existing data sources and providing valuable input on ways to sample villages to meet our objectives; provided expert and quality coding of electronic data collection instruments; delivered data in a timely fashion to facilitate quality control. I highly recommend Morsel as a reliable partner for data collection, also at a reasonable rate.



**Abhishek Jain**

Senior Programme  
Lead, Council on Energy,  
Environment and Water



I have been working with Morsel now for close to five years. In these years, we have undertaken numerous surveys with Morsel in various states focusing on households, farmers, and government facilities. What I appreciate about Morsel is the unique combination of good-quality data and reasonable cost structure. With a growing base of work, maintaining the quality could be a challenge, and senior management at Morsel is well aware of the same and are trying their best to expand without compromising on the service quality.



**Gareth Nellis**

Professor,  
University of California,  
San Diego



I have worked with Morsel on several projects and have found them to be an excellent partner. They are professional, responsive, and open to new ideas and approaches. I have recommended them to many other researchers and will continue to do so in future.



# STAFF TESTIMONIALS



**Yashashvi Singh**  
Senior Program  
Developer



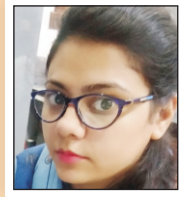
Working at Morsel since last 4 years. I have learned a lot and also received a lot of opportunities to prove myself. Here the working environment is challenging as for every client customized app needs to be developed and every app develops certain glitches which needs to be rectified. This is the challenge. In spite of this I enjoy working here due to friendly environment.

**Manisha Awasthi**  
Senior Data Analyst



I am associated with MORSEL from last 2 years, MORSEL is a place for equal opportunities to everyone. Working with MORSEL gave me a good chance of learning and improving my technical skills into implementation. Working environment is very friendly each and every person of the organization work very hard and create a happy atmosphere of

**Tatheer Fatima**  
Data Manager



Working with morsel since three years as a data manager. MORSEL provided me a great environment to learn and develop my skills in most effective ways. We provide high-quality data and are also responsive to feedback and quality control checks. Best things about here is superb colleagues and employers.



**Anshu Agarwal**  
Executive Data Manager



Working at Morsel from past 6 years. My journey from being a fresher (Data Entry Operator) to Executive Data Manager has made me learn a great deal. Prominent among them is that at MORSEL we stick to authenticity and accuracy of the data and take care of satisfying clients. We cherish these rules on and off the field. The cordial behaviour of the staff and MD adds zeal to my work and life. Here we strive for excellence in every endeavour.



**Gaurav Pravin**

**Application  
Developer**

I have been associated with Morsel for the last 3 and a half years, as a Application Developer The organisation is wonderful space for learning and for growth. The leadership is not hesitant in offering lead roles and challenging tasks to young and willing employees. As an employee of Morsel, I have been able to sharpen my ability to delive best results by resolving conflicts through strategic and crafty interventions. In my opinion, Morsel is one best organisations for young and talented people looking for a fulfilling career.



**Shailendra Kumar**

**Senior Project  
Manager**

I am working in the MORSEL from past 8 years. Here I had started my career as interviewer now I am working as a supervisor, I had faced so many real life field challenges in my working period and learn a lot from them. MORSEL gave me the opportunity to enhance my practical experience in my domain. I work very efficiently in Bihar and Jharkhand State.





**Bishnudutta  
Behuria**

**Senior Project  
Manager**

“My journey with MORSEL for the last 4 and half year has been really fantastic. The Management have provided proper guidance and nurtured me from Senior Supervisor to Senior Project Manager with in this short span of time. The Work atmosphere in MORSEL is quit Homely.



**Hariom Tripathi**

**Senior Project  
Manager**

“I am working in the MORSEL from past 7 years. I am working as a supervisor, I had faced so many real life field challenges in my working period and learn a lot from them. MORSEL gave me the opportunity to enhance my practical experience in my domain. I work very efficiently in Maharashtra State.



## Challenges





# Our Endeavours:

## 1. Abhigya foundation



Abhigya Foundation is a non-profit organization aiming towards shortening the wide communication gap between all the three basic institutions involved in the development of a child i.e. The Teachers, The Parents, The School. The foundation is working towards to connect all these institutions together for the cognitive development of a child. The foundation is sketching a durable Solutions and low-cost intervention that can be run easily in schools.

## 2. Dr. Banwari Lal Sharma Gurukul:

Under the banner of Abhigya Foundation, our team started a college in Namisaranya, Sitapur. The college focuses on a child's overall development in terms of information processing, conceptual resources, perceptual skills, and language learning through field-tested resources and tools. The school encourages the students to aspire for excellence in every field such as sports, humanity, not only in academics.







I started this venture with a very low budget with a vision to provide high quality data in India to researchers from all over world. One good policy can change India and that can be crafted only after using good quality data. To find right solutions for issues at national level, authentic data has to be provided. At MORSEL, we strive to get the most accurate and reliable data to bring about social transformation. After working 8 years I can proudly say that we are the best research company in India.

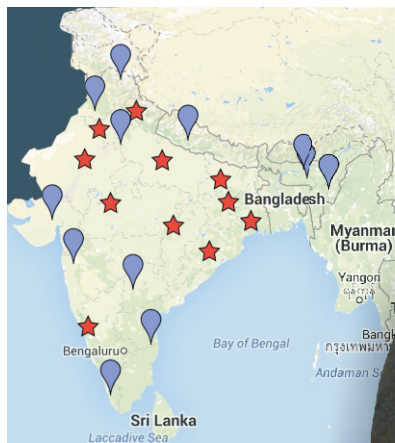
**Bhartendu  
Prakash Trivedi**

Managing Director  
MORSEL Research and Development Pvt Ltd

## Where are we working?

 Morsel has good presence in the state

 Morsel has very strong hold in the state.



[www.morselindia.org](http://www.morselindia.org)  
[care@morselindia.org](mailto:care@morselindia.org)  
07379266808