TNS Announce Huge Public Sector Win In India

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TNS Social Research Unit in India has been awarded a prestigious government project worth approx 1.8 m USD per year for the next 3 years.

This project, being undertaken in 9 states, is being run by the Office of the Registrar General on behalf of the Ministry of Health and Family Welfare.

This is the first time that a major exercise to generate vital statistics on maternal and child health indicators on a panel basis has been assigned to a private agency, and if the project is successful it will be extended to other states in India.

The project will involve gathering data about the health of pregnant women, young mothers and infants. Information to be collected will relate to diet and nutrition, hygiene practices, health screening, and other specific antenatal and early childhood health issues.

â€œThis is a very important win for our unit in Indiaâ€• said London-based Mark Francas, Global Deputy Head of TNS Political & Social, â€œand it will help consolidate TNS as a leading player in the social research market in the sub-continent.â€•

â€œThe win comes hot on the heels of the announced partnership between TNS and RMS in West Africa, which combined with our existing operations in South Africa and Kenya, gives us unmatched field coverage through sub-Saharan Africaâ€• added Francas. â€œIndia and Africa represent a key focus in our strategy for TNS Political & Social in the emerging markets of the developing worldâ€•.

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