Krea Launches The India Field Network

Contributed by Krea
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Krea, a specialist in Healthcare panels for India, has launched the India Field Network: to solve the LAST MILE issue in data collection.

Indian fieldwork is beset with niggling issues, vis-Ã -vis transparency, tech-absorption, speed and quality.

The need of the day is to have a cohesive, transparent system that ensures the selection of the right interviewer, the right respondent and that data collection is of the highest quality.

To this effect, krea has taken the first step in creating the first professional fieldwork consortium.

The India Field Network (IFN): for Quantitative and Qualitative data collection. Through a stringent selection mechanism, IFN has been created by bringing together specific domain and geo-focused fieldwork interviewers.

Kreator-in-Chief, Pravin Shekar states:
â€œIFNâ€™s goal is to integrate Access panels with fieldwork, thereby solving the Last mile issue: with precision and transparency. We are leveraging technology to this effect; be it mobile, online or the convergence wave.â€•

IFN provides a single-step â€œSeamlessâ€• outsourcing of data collection (across methodologies).

Further details at www.krea.in/ifn and www.IndiaFieldNetwork.in .

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