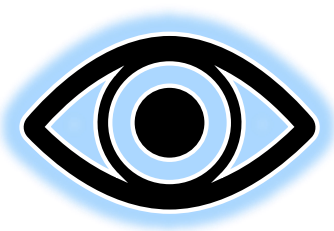


ABOUT BASIC PARADIGM

- Basic Paradigm is a social enterprise which undertakes projects, implements ventures and activities that benefit groups of people beyond those directly involved in doing the work of the organization.
- Established by a group of professionals associated with the social development sector, Basic Paradigm focuses on attaining good health and well-being as the last mile, and works towards attainment of Sustainable Development Goal 3.
- While Basic Paradigm operates as a social enterprise; it is also the for-profit and supporting arm of the not-for-profit organization SCHOOL (Society of Community Health Oriented Operational Links) and is governed by same set of boards of directors.

PRACTICAL VS THEORETICAL EXPOSURE

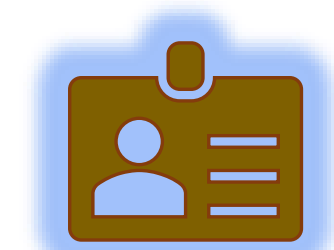
- Qualitative analysis can be tougher than quantitative analysis.
- Learning data analysis tools like SPSS is necessary for qualitative data analysis.
- Sequential order and skip logic should be considered when preparing a questionnaire.
- IBR approval for the questionnaire can lead to project delays or resubmissions.
- Reading multiple papers is required when writing a research paper.
- Data visualization using tools like Power BI or Google Studio enhances report representation.
- Research should stay focused on the topic to avoid deviation.



Healthy Ageing: Optimizing opportunities for older people to enjoy good quality of life.

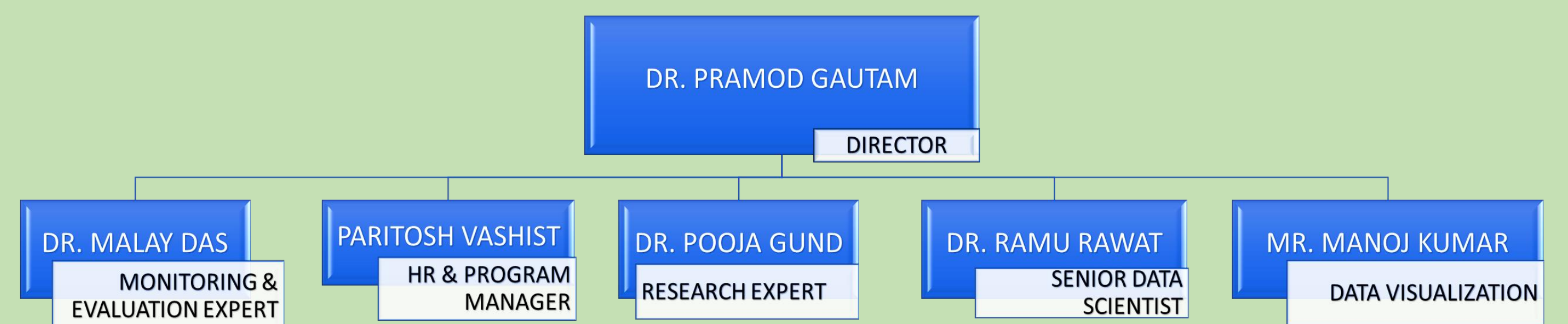


Reduced Inequalities, Quality Education & Improved Environment for Good Health & Well Being



Tagline: Exploring Pathways To Sustainability

ORGANIZATION STRUCTURE



SWOT ANALYSIS

STRENGTHS

- Have a team of experienced consultants who have a successful track record.
- Focus is on providing great customer service.
- Offer a wide range of services, including healthcare consulting, training, and research.

WEAKNESSES

- Some people may not know about us in certain areas.
- Prices for some services are higher compared to others.

SWOT

OPPORTUNITIES

- More and more people are looking for consulting services, which means there is a growing demand.
- Can expand into new markets and reach more customers.
- Can take advantage of new technologies to improve our consulting services.

THREATS

- There are larger consulting firms that we compete with.
- Political instability in some places can affect our business.

LEARNINGS

- Developing a request for proposal (RFP)
- Conducting primary and secondary research
- Writing a research paper
- Analysing data using SPSS software
- Creating a questionnaire using Kobo tool
- Visualizing data using Google Data Studio

CHALLENGES

- Faced difficulty in writing technical and financial proposal during RFP development.
- It was difficult to understand about different study designs.
- Initially, faced difficulty in analyzing data using SPSS software.

RESEARCH PAPER

Title: Exploring Fertility Preferences and Understanding Influencing Factors among Women Aged 25-34 in Uttar Pradesh.

Objectives:

1. To examine the Fertility Preferences of Women aged 25-34 in Uttar Pradesh.
2. To identify the Factors Influencing Fertility Preferences.
3. To provide policy recommendations for Fertility Management and Family Planning

Methodology:

- The analysis assessed the relationship between various independent variables (e.g., age, education) and fertility preferences among women aged 25-34.
- The data was analyzed using SPSS 20 software.

Conclusion:

The findings indicate that education level, marital status, occupation, and place of residence significantly influence fertility preferences. These insights can inform targeted interventions and policies to promote reproductive health and empower women in making informed decisions about family planning.

SUGGESTIONS

- Expanding into new markets enables the company to reach a broader range of clients and promote business growth.
- Investing in marketing and advertising efforts helps raise awareness about the company's services.

FINDINGS

