

ASER Associate - Survey Unit, ASER, Madhya Pradesh

A. About Pratham Education Foundation:

Pratham Education Foundation (hereinafter referred to as “Pratham”) was founded in 1995 to provide preschool education to children in the slums of Mumbai. Over the last 30 years, Pratham has grown to be one of India’s largest NGOs working to provide quality education to underprivileged youth and children in over 25 states and union territories across the country, with a range of interventions.

Pratham is a widely recognized organization, having received notable awards such as the Lui Che Woo Prize, the WISE Prize for Innovation, the Skoll Award for Social Entrepreneurship, the Henry R Kravis Prize in Leadership and the CNN-IBN Indian of the Year for Public Service. For more details, refer to www.pratham.org.

B. About ASER:

[ASER](#), the measurement, assessment, and research arm of Pratham, focuses on generating evidence at scale using simple yet rigorous methods. It aims to strengthen the link between evidence and action by building the capacity of individuals and institutions to design, conduct, and understand assessments focused on key outcome indicators.

One of ASER flagship initiatives is the Annual Status of Education Report (ASER), one of the largest citizen-led household surveys in India, conducted annually since 2005. ASER has been providing district and state-level estimates of children’s foundational reading and arithmetic abilities in rural India for over 20 years, and continues to be an important resource for educational planning and policy implementation.

C. Position Summary:

The ASER Associate will be responsible for coordinating and supporting the implementation of research, assessment, and evaluation activities for projects in the state. The role requires extensive field engagement, including regular travel to rural areas, and working closely with survey teams, partner organisations, and local communities.

The Associate will be involved in planning and managing field-based surveys, ensuring quality training for enumerators, monitoring survey implementation, and ensuring that data collection processes are carried out in adherence to protocols and timelines. The role also includes coordinating with different stakeholders from government departments, NGOs, academic institutions and others, as well as supporting data-related processes, and assisting in the dissemination of findings to relevant policymakers.

The position requires the ability to manage field operations, work with teams on the ground, handle multiple tasks simultaneously in dynamic field settings, and take ownership of end-to-end implementation of primary data collection activities in the state.

D. Key Responsibilities:

- Coordinate research, assessment, and evaluation studies for ongoing and new projects in the state.
- Support the development and piloting of survey tools, evaluation formats, and field protocols.
- Prepare, translate, and proofread survey tools, questionnaires, training materials, and other documents in Hindi and English.
- Plan and manage ASER and other field-based surveys in collaboration with team members.

- Identify and finalize partners/surveyors for conducting surveys.
- Train surveyors and field teams to effectively carry out assessments.
- Monitor and coordinate survey implementation and field operations.
- Oversee and coordinate data entry processes for surveys.
- Disseminate findings from ASER and other studies to diverse stakeholders.
- Build and maintain relationships with partner organizations and explore opportunities for collaborations.
- Lead capacity-building initiatives within the state.
- Undertake additional responsibilities as required for ASER projects.

E. Required Qualifications and Skills:

1. Education

- Minimum graduate degree in any discipline.

2. Work Experience

- Prior experience in field operations, program implementation, survey coordination, or large-scale data collection is highly desirable.
- Experience in managing or supporting on-ground teams, supervising field logistics, conducting training workshops and capacity-building sessions, will be an advantage.
- Freshers with a strong willingness to work extensively in the field and manage operations are encouraged to apply.

3. Technical and Soft Skills

- Working knowledge of MS Office (Excel, Word, PowerPoint) for basic data handling, reporting, and coordination.
- Basic understanding of survey processes and data collection workflows (training, monitoring, data entry coordination).
- Ability to plan, organize, and execute field activities across multiple locations.
- Mandatory proficiency in Hindi (able to read, write, and speak), with proficiency in English preferred.
- Strong ability to coordinate and build relationships with diverse stakeholders, including surveyors, partner organizations, community members, and internal teams.
- Good communication skills for training large groups and facilitating field processes.
- Ability to build and maintain working relationships at both the community and institutional levels.
- Analytical skills will be an added advantage.

4. Requirements

- Comfortable with extensive travel, especially in rural and remote areas.
- Ability to manage multiple tasks simultaneously and respond to field-level challenges in real time.
- Strong attention to detail in monitoring surveys and ensuring data quality.
- Ability to work under pressure and meet timelines during intensive survey periods.

F. Location: Bhopal, Madhya Pradesh (with extensive travel, particularly in rural areas within the state, and occasional travel to other states and New Delhi)

G. Duration: Minimum 2 years' commitment

H. Remuneration:

The salary for this position is in the range of Rs 30,000-35,000 CTC per month (based on education and work experience). This includes Provident Fund contributions. Taxes as applicable will be deducted. A laptop shall be given separately. Travel, food, and lodging costs for work-related travel outside the base location shall be separately borne/ reimbursed by Pratham

I. Reporting: The selected candidate will report to the Unit Head, Survey Unit. The selected candidates will closely work with Zonal Managers.

J. Application Procedure

To apply, fill out the Google form link here: <https://forms.gle/guBUWH3QNTSdq7a48> and upload the following document:

- Latest CV (File name: Full name_CV_AA)

Incomplete applications will not be considered. Shortlisted candidates will be contacted for subsequent rounds: telephonic/online interview, written assignments, field round and a final interview.

K. Application Deadline: May 31, 2026

Note: Due to the high volume of applications we receive, we will not be able to provide individual responses to every applicant and will reach out only to shortlisted candidates. We appreciate your understanding and patience.