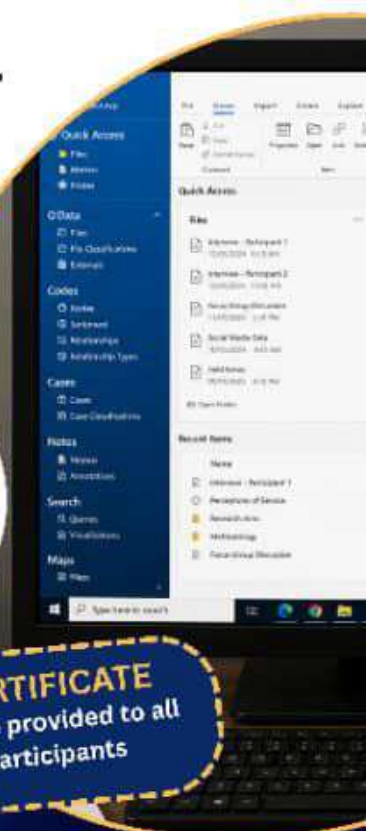




# THE INDIAN ANTHROPOLOGICAL SOCIETY



**CERTIFICATE**  
will be provided to all participants

ONE DAY WORKSHOP ON

# NVIVO & QUALITATIVE RESEARCH

From Data Collection to Meaningful Insights

A practical, hands-on workshop to help researchers and students master qualitative data analysis using NVivo software and strengthen their research skills.

**LEARN**  
Qualitative Research Fundamentals

**APPLY**  
NVivo for Coding, Analysis & Visualization

**GENERATE**  
Reports, Models & Thematic Insights

**ENHANCE**  
Your Research & Career Prospects

- WHO SHOULD ATTEND**
- Students (PG/PhD)
  - Researchers
  - Faculty Members
  - NGO & Development Professionals
  - Market & Social Researchers

### WORKSHOP AGENDA

- Session 1: Introduction to Qualitative Research**
  - What is Qualitative Research?
  - Types, Sampling, Ethics & Challenges
- Session 2: Introduction to NVivo**
  - NVivo Interface Overview
  - Creating Projects & Importing Data (PDF, Word, Audio, Video, Surveys)
- Session 3: Coding & Thematic Analysis**
  - Open, Axial & Selective Coding
  - Nodes, Hierarchies, Memos & Annotations
  - Building Themes & Coding Practice
- Session 4: Queries, Visualization & Reporting**
  - Word Frequency, Text Search, Matrix Coding
  - Charts, Mind Maps & Models
  - Exporting Reports & Visualizing Findings

Hands-on practice with real qualitative data throughout the day.

- ### KEY FEATURES
- 100% Hands-on Practical Sessions
  - Real-life Research Datasets
  - Step-by-step Guidance
  - Workshop Materials & Resources
  - Certificate of Participation

**DATE**  
6th JUNE 2026 (Saturday)

**VENUE**  
KOLKATA  
Specifics of the venue will be informed by 31 May, 2026.

**REGISTRATION FEE**  
**₹ 600/-**  
(Inclusive of Workshop Materials & Certificate)



**Speaker**  
**Dr. Kallal Banerjee**  
Professor, School of Management,  
Swami Vivekananda University

**REGISTER NOW!**

Please send your application to: [indanthsoc@gmail.com](mailto:indanthsoc@gmail.com)  
Registration fee submission details will be provided to those selected candidates who will send mail ([indanthsoc@gmail.com](mailto:indanthsoc@gmail.com)) showing interest for participation by 31 May, 2026.

- Limited Seats! So Mail Us & Register Now
- Prior Registration is Mandatory
- E-material Included