



Three-day certification training program on Approaches to Ethnographic Research

Understanding Lived Worlds and Social Realities



**26th to 28th
November**



#2/86/1-A, DVG Smaraka
Bhavana, 5th main Road,
Bull temple road, NR colony,
Bengaluru -560019.

Organized by

Grassroots Research and
Advocacy Movement (GRAAM)



www.graam.org.in

About the Training

Understanding human behavior, relationships, and cultures requires more than just data, it demands immersion. Ethnography, one of the most powerful qualitative research methodologies, allows us to step into people's lived worlds and interpret how social realities are constructed, experienced, and understood.

This three-day experiential training program offers a comprehensive introduction to ethnographic research, from foundational theories and research design to fieldwork, data analysis, and reporting. Participants will engage with both the methodological rigor and creative flexibility that ethnography requires, learning how to seamlessly integrate theory with practice.

Today, ethnography is increasingly relevant across a wide range of disciplines, including development practice, policy research, education, healthcare, and corporate sectors. By strengthening observational and interpretive skills, this training builds empathy, cultural sensitivity, and analytical depth, essential qualities for meaningful social inquiry and human-centered program design.

Key Highlights



Hands-on learning

Apply ethnographic techniques through simulated and real-world field exercises.



Expert guidance

Learn from experienced facilitators and practitioners with extensive fieldwork experience.



Interdisciplinary approach

Designed for participants from social sciences, public policy, development, and allied fields.



Skill-based sessions

Develop core competencies in observation, interviewing, note-taking, data management, and interpretation.



Ethics and reflexivity

Understand researcher positionality, ethical dilemmas, and challenges in field engagement.



Participatory teaching-learning approach

Engage in discussions, group work, and reflective exercises for experiential learning.



Assessment and feedback

Pre- and post-training assessments to evaluate learning outcomes.

Who Can Join?

This program is open to participants from diverse academic and professional backgrounds who are curious about ethnographic methods and field-based inquiry.

It is especially ideal for

- Development practitioners and NGO professionals working closely with communities at the grassroots level.
- Public policy experts and evaluators who aim to integrate lived experiences into program design and impact assessment.
- Academicians, students, and researchers engaged in qualitative or social science research.
- Professionals in sectors such as health, education, gender, and culture seeking deeper contextual and human-centered understanding.
- Independent consultants and analysts looking to strengthen their qualitative research skills and toolkit.

Whether you are just beginning your journey with ethnography or seeking to refine your practice, this course offers both conceptual clarity and hands-on experience, empowering you to conduct authentic, empathetic, and ethical field research.

Course Structure

Duration	3 full days
Mode of Instruction	Interactive, participatory, and reflective.
Training Approach	Engaging blend of lectures, group discussions, demonstrations, and field-simulated exercises.

Training Components

1. Thematic sessions introducing key concepts.
2. Practical workshops and simulations.
3. Group activities and collaborative reflections.
4. Feedback and mentoring sessions.
5. Pre- and post-learning assessments.

Modules Structure

Day	Focus Area	Key Modules	Outcome
Day 1	Foundations of Ethnography & Research Design	<ul style="list-style-type: none"> • Introduction to Ethnography: Concepts, scope, types (traditional, online, rapid, etc.). • Key Concepts: Culture, society, identity. • Theoretical Frameworks. • Research Design & Planning: Framing questions, ethical considerations, field access, note-taking, and documentation techniques. 	Participants develop an understanding of ethnographic foundations and how to plan a field inquiry.
Day 2	Field Engagement Techniques and Data Collection	<ul style="list-style-type: none"> • Participant Observation: Techniques, managing insider-outsider perspectives, addressing bias, navigating cultural barriers. • Ethnographic Interviews: Building rapport, conducting sensitive interviews, ethical recording. • Visual and Digital Ethnography techniques. • Navigating Field Challenges (time, resource constraints, ethics). 	Participants gain understanding and exposure to observing, recording, and engaging effectively.
Day 3	Analysis, Interpretation, and Application	<ul style="list-style-type: none"> • Data Management: Organizing qualitative data. • Coding and Thematic Analysis: Identifying patterns, meanings, and social constructs. • Writing the Ethnographic Report: Translating field insights into structured narratives. • Reflection and Feedback (Group presentations, Peer review). • Application Session: Integrating ethnographic insights into project design, evaluation, and policy. 	Participants learn how to transform field experiences into meaningful, evidence-based insights for research or program development.

Course Faculty: Expertise Meets Practice



Dr. Jayagowri Shivakumar
Training Consultant



Dr. Tara M.S
Development Practitioner



Dr Ananya Samajdar
Deputy Director of Research,
GRAAM

Course Director



Dr. Basavaraju R,
Executive Director,
GRAAM

Course Fees

Category	Total Fees
Student	Rs. 9000/-
Professional	Rs. 12,000/-

For Registration and Details

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SCAN ME

