

# RESEARCH 101

IF RESEARCH TEAMS WERE  
ICONIC TV CHARACTERS



Kuch Toh  
Gadbad hai  
**DAYA**



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# TEAM LEADER

Like Komolika from Kasautii Zindagii Kay

The iconic entry walk 🙄

Always sensing the twist before it happens.  
Identifies risks, gaps, and implementation threats early.

Komolika  
(Risk Identifier)



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# PROJECT COORDINATOR

## Like Anupamaa from Anupamaa

Strong leadership. Clear direction.

Balances vision with execution.

Ensures the project stays aligned no matter the chaos.

**Anupama (PC)**



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# RESEARCH ASSOCIATE

Like Anjali from Taarak Mehta Ka Ooltah Chashmah

Disciplined. Structured. Deadline-focused.  
Manages documentation, follow-ups, logistics.  
Keeps the entire project on schedule.

Healthy process =  
Healthy project.



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# THE DATA QUALITY CHECK

## Like Daya from CID

Cross-verifies data.

Ensures accuracy.

No weak entries survive.



When something  
doesn't add up,  
breaks the door.



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# M&E SPECIALIST

## Like Shaktimaan from Shaktimaan

The protector of impact.

M&E ensures:

- ✓ Outcomes are measured
- ✓ Impact is real
- ✓ Lessons are captured

When projects go off-track M&E saves the day.

Because data never lies.

Andhera kayam rahe...  
par satya jeetega



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# THE DATA ANALYST

Like ACP Pradyuman from CID

Spots inconsistencies.

Finds patterns.

Turns raw data into solid conclusions.

Nothing escapes their eye.



Daya... kuch toh  
gadbad hai.



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# THE FIELD INVESTIGATOR

## Like Dayaben from Taarak Mehta Ka Ooltah Chashmah

Observant. Street-smart. Emotionally intelligent.

Understands people. Adapts quickly. Handles situations calmly.

**Field investigators build trust and drive implementation.**

**“Hey Maa, Mataji!”**



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# DOCUMENTATION MANAGER

Like Vibhuti from Bhabiji Ghar Par Hai!

Creative. Slightly dramatic. Full of ideas.  
Turns heavy research reports into engaging stories.

Because insight without storytelling = unread PDF.

Bhabiji Ghar  
Par Hai?



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# COMMUNICATION / CLIENT LEAD

## Like Jethalal from Taarak Mehta Ka Ooltah Chashmah

Talks to clients. Handles crises. Manages expectations.

Presents findings in ways stakeholders understand.

Research is powerful, but only if communicated well.

**Areee babuchak!**



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# EVERY **RESEARCH** PROJECT **HAS ITS OWN CAST.**

So tell us in comment section –  
Which character are you in your research  
team? 🙋



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