



Yashwant Deshmukh is the Founder-Director of C-Voter, leading expert agency with about 25 years of experience in Public Opinion Research & Election Management. The Center for Voting Opinion & Trends in Election Research (C-Voter) was started in 1993 as an initiative to act as an interface between the people and the polity. Over two decades now, it has established itself as one of the leading research groups of Public Opinion apart from Socio-Economic-Political & Developmental studies.

The market and social research arm of Team CVoter is the only real-time Research agency with CATI, CAPI and App based on-line facilities in India. In the last 10 years, it has conducted and analyzed interviews of more than a million respondents on CATI alone. It has research teams covering entire South Asia with 100+ well-trained researchers speaking 11 languages. The operations are led by a core team of 20 highly experienced professionals who have steadfastly served within the organization for an average of 15 years.

Yash is a keen follower of the media and education sectors as a first-generation entrepreneur. He has worked on various assignments and start-ups in many transitional states and societies across Asia, America, Europe and Africa.

He is trained in Evaluation of Peace Process and conflict resolution from INCORE (Institute of Conflict Research) in University of Ulster-Northern Ireland (UK), as an International observer from EHRO (Election & Human Rights Observation) in University of Bergen (Norway) and CERA (Certified elections and registrations administrator) from The Election Center at the University of Auburn (USA).

In the last 25 years, he has conducted and analyzed surveys in many developing countries for reputed international clients including the World Bank, Transparency International, SIDA, UPI, BBC, Reuters and a number of Ivy League Universities. He is also PI (Principal Investigator) in India for major multi-country research initiatives including ISSP, WVS, GlobeScan Radar and WWI. As a seasoned journalist, he has anchored/produced more than one thousand hours of Live telecast on leading Broadcasting networks. His expert comments on Indian and South Asian social trends are regularly sought after by major international newsgroups.

Yash is also an accomplished speaker, mentor, coach and trainer for media and communications students. He has taken workshops in various International as well as Indian universities. His workshops Global Election Scenarios are also keenly attended by Foreign Services Officials of India and other South Asian Countries at Sushma Swaraj Institute of Foreign Services.

Currently, he is serving as President of WAPOR Asia (Asian chapter of World Association of Public Opinion Research) and Vice President of RC33: ISA Research Committee on Logic & Methodology at International Sociological Association. He is a member of Standing Council in ISSP (International Social Survey Program) and also serves on India's advisory council to UNESCO.

### **Author**

Co Author of a chapter; "Disaster research: surveying displaced populations" in the book titled "Hard-to-Survey populations". The book was published by Cambridge University Press.

Co Author of the chapter, "2009:3 A ripple in development? Long term perspectives on the response to the Indian Ocean Tsunami: A joint follow-up evaluation of the links between relief, rehabilitation and development (LRRD)". Published by Edita.

Author of Methodological Issues and Problems of Conducting Surveys in India (International Journal of Sociology)

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