



Data & Impact

PRERNA MUKHARYA, Founder, Outline India

Prerma Mukharya was featured twice in a row in the Fortune magazine's 40-under-40 list for her disruptive work with ground-level data in 2017 and 2018. She was recently featured among the top-25 businesswomen in India by the Forbes magazine. Ms Mukharya, the founder of Outline India - a Gurugram, Haryana-based research and development consultancy firm, pioneering the use of primary data for social impact - has built her start-up without any external funding.

A BA (honours) in economics from Delhi University and a master's in economics from Boston University, USA, Ms Mukharya's Outline India has recently launched a first-of-a-kind app, Track Your Metrics, which will enable NGOs to track their work and, in turn, get funding based on the actual work done. In a lively conversation with **Sharmila Chand**, the Outline India founder provides a peek into her personal life.

How do you define yourself?

As someone who believes in striving hard to give her all to whatever she chooses to do

What is your philosophy of life?

Either work hard or party hard

What is your passion in life?

Outline India

What is your management mantra?

I believe that one should allow one's employees to work with flexibility and be accountable for the work they do. Each team member brings something different to the table, and there is always something new that you can learn when working in a team.

What would you like to say about your work?

As a firm that focuses on social research, ground-level data collection and monitoring and impact evaluation, our work has impacted interventions, like Swachh Bharat Mission and Beti Bachao Beti Padhao, and numerous other policies, programmes, financial schemes and communities.

A business leader you admire the most...

Kiran Mazumdar Shaw, a disruptor and self-made technopreneur in a sector that not many people endorsed or understood back in the day

Your strength...

I gain strength from knowing the ground-level impact of the work that is done at Outline India.

Your weakness...

Rajma Chawal

Your kind of music...

Instrumental

Your favourite holiday destination...

Leh

Golf or Bridge or...

Golf

Formal suit or casual attire...

Business casuals

You are a tough, serious boss or...

Somewhere in between

What do you enjoy the most in life, generally?

Working

How do you de-stress?

Workout

Your mantra for success

Work hard, and keep at it

Your dream

My dream is to expand to other developing nations that can make use of our services.

Ten years from now, where do we see you?

Ten years from now, I wish to spearhead expansion of Track Your Metrics into developing nations of Africa and South-East Asia. ■

Send feedback to chand.sharmila@gmail.com