

INTRODUCING QUICK DIPSTICKS!

The novel coronavirus has severely impacted individuals and companies across the globe. It has resulted in a **significant shift in the fund allocation pattern** of CSRs and other funding bodies wherein much of the contribution has been towards Covid-19 response and coping. In India, many ongoing developmental projects have stalled or are being carried out in a limited capacity. This has resulted in a lag for the ongoing implementation projects.

THIS NOTE IS HELPFUL IF YOU WOULD LIKE TO UNDERSTAND

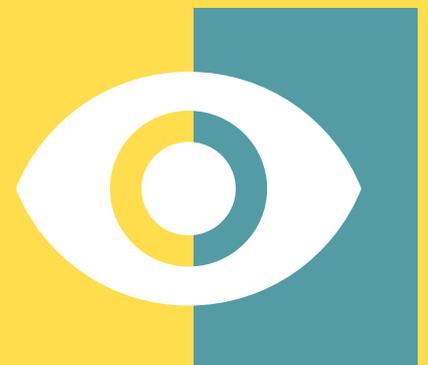
- How your **funds** towards immediate Covid-19 response have been utilized.
- Looking to get a **third party report** on impact created.
- Generate **impact/marketing metrics** via infographics to share with global/India team/partners.
- Looking to identify other **areas for funding**- small or big, based on location/sector filters.



We believe the need of the hour is to carry out shorter remote surveys/ dipstick studies.

WHY QUICK DIPSTICKS

- An **exploratory survey** would be effective in painting a picture of what is happening on the ground and peoples' outlook.
- It would be helpful to measure current fund usage, effectiveness and **plan** for future programs.
- Provide datasets **tailored to suit your needs** for planning other company activities.
- Allow for identification of **new indicators**, markets and funding areas.



WHAT WE OFFER

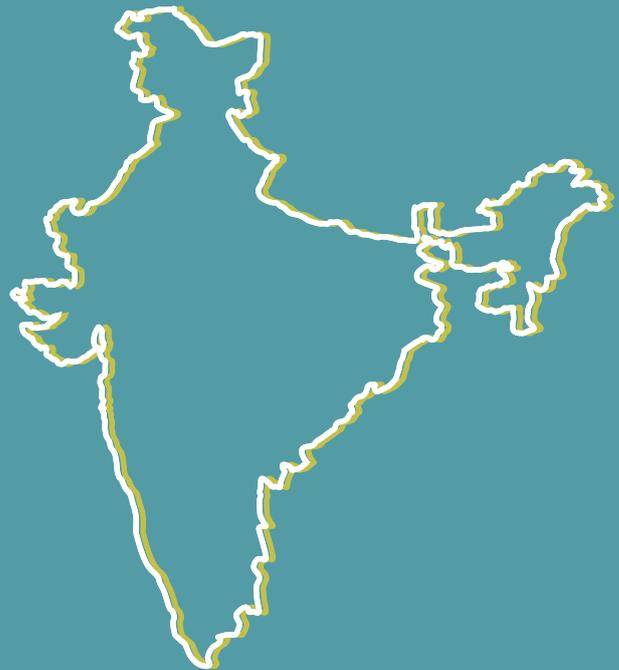
- ✓ Designing dipsticks
- ✓ Secondary research and questionnaire development
- ✓ Coding of quantitative survey tools
 - Remote data collection (online and telephonic)
 - Training of enumerators for remote surveys
- ✓ Expertise in qualitative, quantitative and mixed method research (qual. + quant.)
- ✓ Deep existing local level networks
 - This translates into access to stakeholders for remote surveys.
- ✓ Clean datasets and actionable insights based on in depth interviewing
- ✓ Short, consumable reports and briefs highlighting top level findings.
 - Could include infographics



GEOGRAPHIC LOCATION

Outline India has previously carried out over **100 evaluations** in **26** states/ UTs in over **10000 +** villages in India. In light of the current situation, the best way forward is to **leverage** existing strengths. Below mentioned are some of the states in which we have robust existing local level networks:

- Bihar
- Jharkhand
- Uttar Pradesh
- Madhya Pradesh
- Haryana
- Delhi
- Rajasthan
- Maharashtra
- Andhra Pradesh

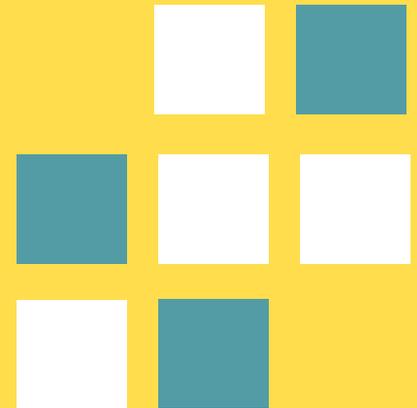


BUDGET

We understand firms are constrained for resources, manpower and financial. We have therefore setup **packages for dipstick studies** in the range of **7 to 10 lakhs**, exclusive of taxes.

Factors playing an important role in determining the final cost include:

- Sample size
- Tool length
- Stakeholders involved
- Ease of establishing contact with stakeholders
- Survey type (qualitative, quantitative, or both), etc.

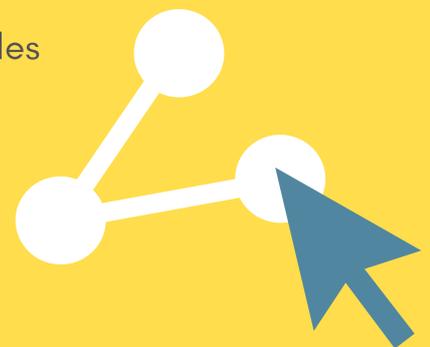


We can target volumes or go deep.

For example, a **telephonic qualitative assignment** with a sample size of 30 - 35 in-depth interviews (30 - 45 minutes long), the budget would be somewhere between INR 8 - 9 lakhs. OR A rough budget estimate for a **quantitative study (online/telephonic)** with a sample size of 300 - 1000 is between INR 7 to 10 lakhs. The tool length is assumed to be around 20-30-40 minutes.

Along with data collection, the deliverables will also include some of the following based on the type of survey:

- Literature review
- Development / Review of quantitative tool / qualitative guides
- Coding of quantitative survey tools
- Contact establishment with stakeholders
- Data management and cleaning
- A certain number of interviews notes
- Report submission.



ABOUT US

Outline India is a social enterprise focusing on **M&E, impact assessment, campaign evaluations, field data collection** to catalyze the work of sustainability and CSR teams, government agencies, and not-for-profits. We have worked across the country in sectors such as, health, education, WASH, livelihood, gender, child labour, agriculture among others. We have extensive knowledge and expertise developed over **150+ field missions, 100+ evaluations across 10,000 villages**, in impact metric building and research, and we would be keen on working with you.

SOME OF OUR CLIENTS



ACCOLADES



Winner of Dell Startup Challenge 2018



Fortunes' 40 under 40 list (2017 & 2018)



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