



SOCIAL IMPACT THROUGH DATA

COMPANY DECK 2024

Try Pitch



About Us

Our mission is to empower stakeholders
to make data driven decisions

Founded in 2012, Outline India is a research organization pioneering the use of data for social impact.

We consider ourselves catalysts for the work of Think Tanks, Policymakers, CSR agents, Philanthropists and the Government, by working at the confluence of intellectual capital, technology and voices from the grassroots.

10
YEARS

250+
EVALUATIONS

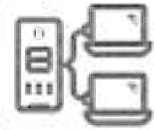
27 & 4
STATES UNION
TERRITORIES

65K
VILLAGES

50M
LIVES TOUCHED



WHAT SETS US APART?



TECHNOLOGY AS AN ENABLER

- We **predicted industry trends**
- Integrated technology into our operations early on
- With our tech product, we were ready to cater to the critical need for **remote data collection** in the post COVID scenario



COST OPTIMIZATION

- Leverage network of field teams across the country
- A unique cost advantage of **deploying local teams**
- **Operational costs < 10%**, significantly lower than competitors'



ONE-STOP SOLUTION

Use our services at different stages of **project life cycle**

- from **consultancy** to
- **research and analysis** (econometrics and statistical) to
- **on-ground data collection** (surveys, primary research)



MEETING COMPLIANCE REQUIREMENTS

- **Impact assessment is now mandatory** for projects > INR 1 cr
- We can help with compliance fulfilment
- Use our services to track impact and report success



DATA AS A CORPORATE ASSET

The data we collect can be **recycled**
to **serve commercial purposes for impact businesses.**

CLIENTS & FUNDERS



Try Pitch





SERVICES

PRE IMPLEMENTATION

NEEDS ASSESSMENT

FEASIBILITY STUDY

BASELINE ASSESSMENT

DURING IMPLEMENTATION

MONITORING & EVALUATION

MIDLINE ASSESSMENT

TRACKING VIA DASHBOARD

POST IMPLEMENTATION

IMPACT ASSESSMENT

END-OF-PROJECT REPORT

RECOMMENDATIONS FOR
REPLICABILITY & SCALABILITY

HOW WE DO IT

Telling the **stories behind numbers**

 Study design

Create **statistically rigorous** study designs using **quantitative, qualitative, traditional** and **non traditional study instruments**

 Your eyes & ears on the ground

Network of field investigators across the country
supported by **experienced multi-sectoral research staff**

 Helping you quantify your impact!

Build **metrics and identify indicators** to **measure impact, enhance accountability** and **enable course correction**

ARE YOU A TECH OR AN AI-DRIVEN STARTUP AND NEED A DATA SERVICE PROVIDER?

IS YOUR AI MODEL

based solely on secondary datasets but missing on-ground primary data?

DO YOU REQUIRE

data-sets from Grassroots with cultural context for your AI model?

ARE YOU LOOKING FOR

a regular stream of data to improve your LLM algorithms?



INTRODUCING OI FOR AI

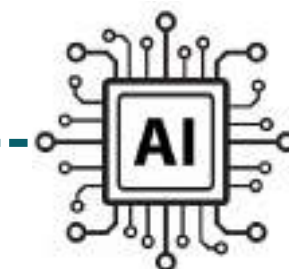
Upgrade your algorithms with our comprehensive data services



Streamline It

Productize It

Expedite It





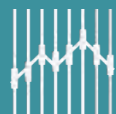
WHAT WE DO



Quick on ground assessments (Dipsticks)



Surveys: Qualitative and Quantitative



Indicator identification



Dashboard Creation



Actionable insights from the ground



Monitoring frameworks



In person data collection



Campaign evaluations



Analysis and Report Writing



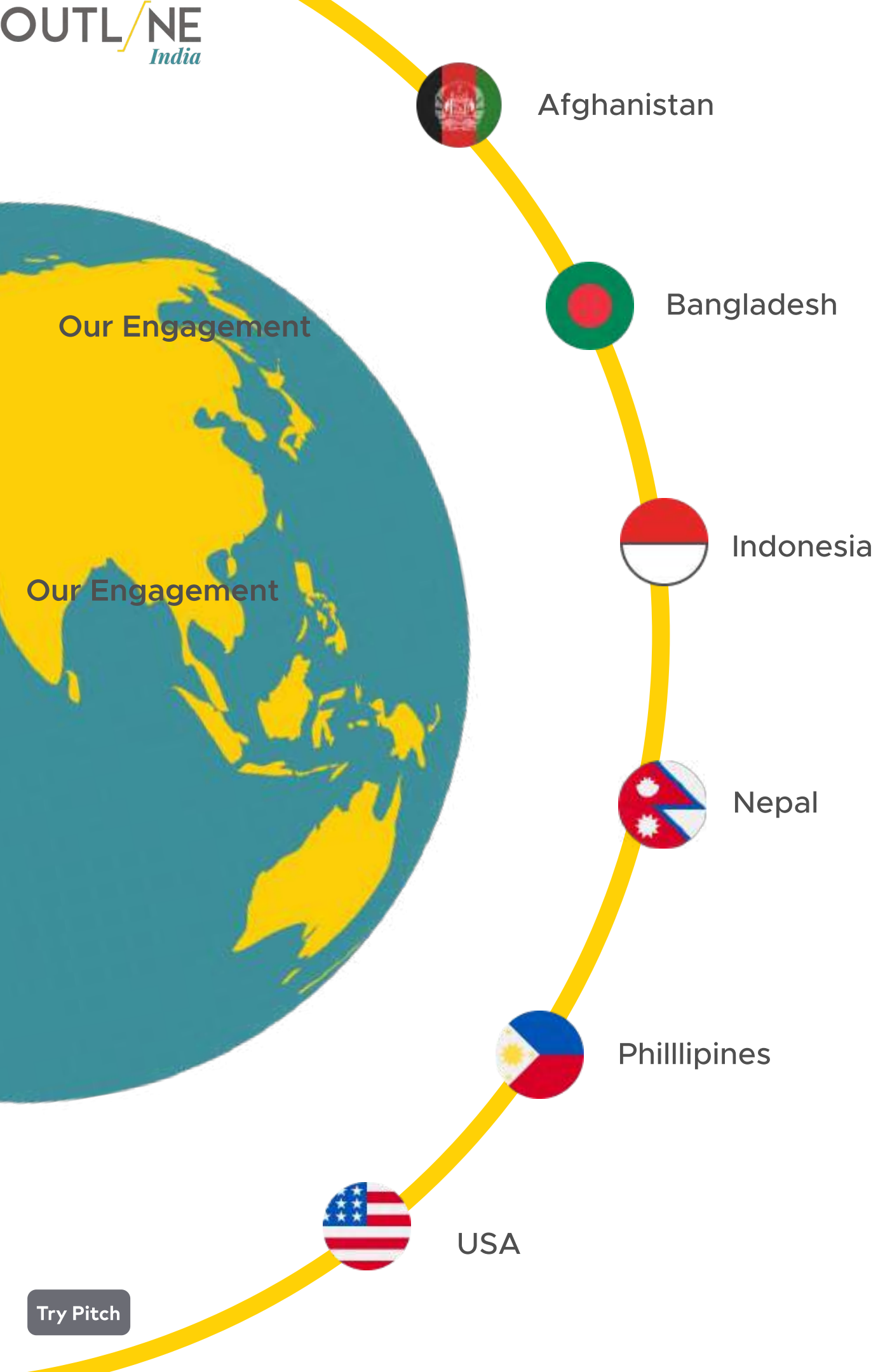
Rapid Assessment



Social and Behaviour Change Communication



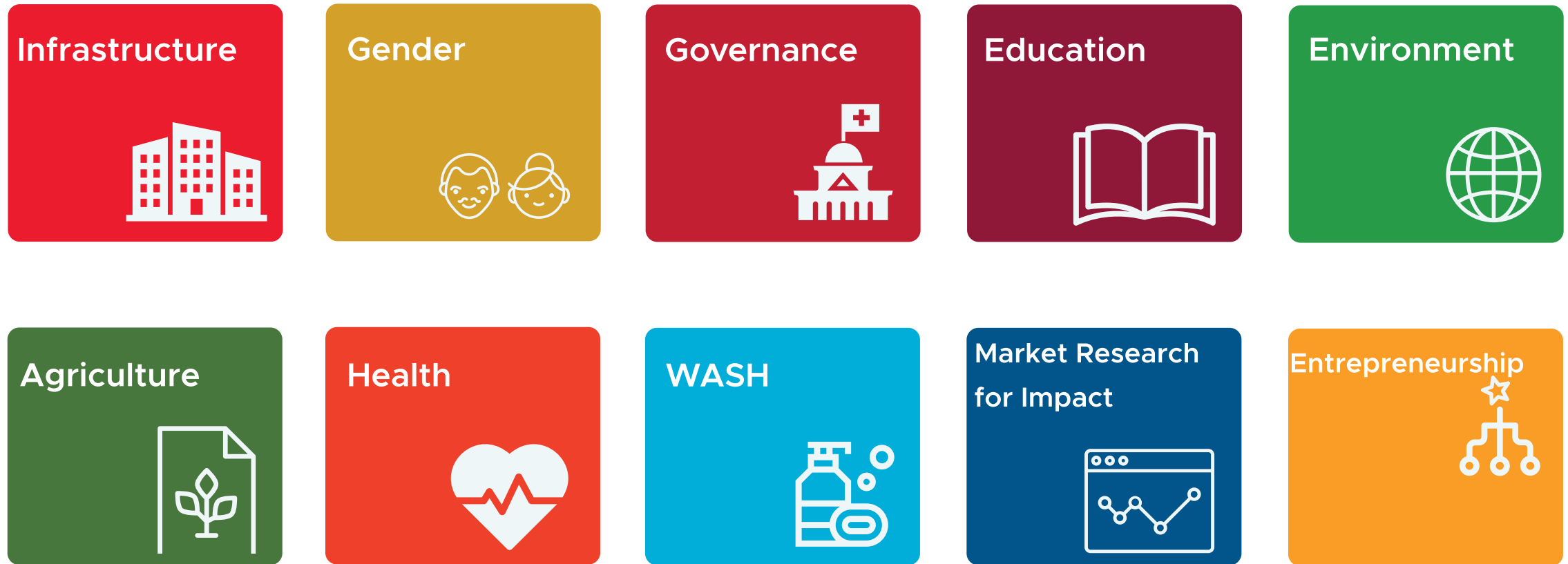
Translations & Transcriptions



Try Pitch

Our Engagement

Over **250+** multi year evaluations across multiple states- Enabling better decisions, policies and impact



Our Global Projects



TESTIMONIAL



“Thoroughly impressed....Prerna and her team worked tirelessly to conduct the research and complete the report in record time and with a very high quality standard”.

[Neeraj Jain](#)

Ex - Chief Executive, WaterAid



"Outline India's field of work of data collection and management through technological research tools such as 'Track Your Metrics', addresses a primary need of Digital India in a country which is showing the world how to enrich lives at the very grassroots using technology and empowering Prime Minister Narendra Modi's vision of Atma Nirbhar Bharat."

[Hindol Sengupta](#)

Chief Economic Research Officer, Invest India,
Ministry of Commerce and Industry, Government of India

ACCOLADES



Work in EDUCATION



End Line Study: Play. Learn. Connect./Brightstart

Psychometric Tool

Pilot Study



Location Delhi-NCR



Funding Agency Sesame Workshop India



Client Sesame Workshop India



Status Completed



Try Pitch



Project Details

Objective

Outline India was the data collection partner for Sesame Workshop India's End Line Study: Play. Learn. Connect./Brightstart.

Project Description

Outline India partnered with Sesame Workshop India to conduct an **Endline study for Project Bright Start/ Play.Learn.Connect.**

The overall aim of this intervention was to demonstrate a **measurable impact on the learning and development of children** focusing on socio-emotional learning and information on health and nutrition by empowering parents/caregivers of Urban Slum Dwellers. It also aimed to engage in meaningful playful learning experiences while focusing on the overall wellness of their children. The study was conducted in Narela locality in Delhi-NCR.

Foundational Literacy and Numeracy Assessment among Children of Grades II and III

Psychometric Tool

Pilot Study



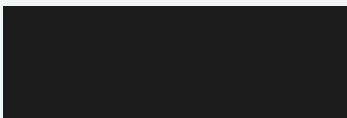
Location Jharkhand, Uttar Pradesh



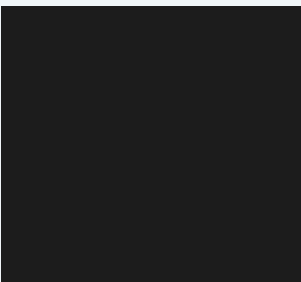
Funding Agency



Client



Status Completed



Try Pitch

Client name withheld for data privacy concerns



Project Details

Objective

This study with an American fund focused on understanding the **level of fluency in reading and numeric abilities among children** studying in Grades 2 and 3. This was conducted across two states - **Jharkhand** (Hazaribagh, Chatra, Giridih and Deoghar) and **Uttar Pradesh** (Chandauli and Mau).


Project Description

Outline India partnered with an American fund as a **data collection partner to conduct a baseline, midline and endline studies** in the 1st year of project implementation. This was conducted in 2023 across two states - Jharkhand and Uttar Pradesh. With a total sample of 6,900 respondents from 690 schools across 6 districts each (2 in UP & 4 in Jharkhand) and project is expected to span across 10 years. This was a quantitative study where 10 surveys from each school were carried out.

Evaluation: Gauging the Accessibility of Education for the Girl-child

Mixed-Method Research


Activity-based Testing

- 


Location

Rajasthan, Bihar
- 

Funding Agency

USAID
- 

Client

Fluent Research
- 

Status

Completed



Project Details

Objective

Outline India conducted a baseline, midline, and end-line study to understand levels of knowledge, attitudes, and behaviours pertaining to the education of girl-child in rural India.

Project Description

As the India partner for the **‘Girl Rising: Empowering Next Generations to Advance Girls’ Education’** (ENGAGE), surveys were conducted in 500 households across Rajasthan and Bihar with a parent-child pair from each household. The study measured the **effectiveness** of ENGAGE in mobilizing and engaging school-aged girls, boys, men and women to address the **barriers and social norms preventing access to quality education** in India.

Baseline Evaluation of Skill Development Programme

Large Scale Survey

Self-administered Test



Location Bihar, Jharkhand



Funding Agency Going to School



Client Going to School



Status Completed



Try Pitch



Project Details

Objective

Outline India undertook the baseline evaluation of the impact of Going to School's 'Be! Schools' program, which focuses on **skill development of students** across Bihar and Jharkhand.

Project Description

Surveys were administered to 40,000 students across all districts in Bihar and 16 districts in Jharkhand. This was conducted across Grade 9 in Rashtriya Madhyamik Shiksha Abhiyan and Kasturba Gandhi Bharatiya Vidyalaya schools in Bihar and with students of Grade 7 and 8 in Kasturba Gandhi Bharatiya Vidyalaya, Tribal Residential and Congregation schools in Jharkhand.

The study was a **baseline evaluation** of the outcomes of the client's intervention to **promote skill development** in schools.

Training Needs Assessment (TNA) study among the AWWs/Sahayikas/ICDS supervisors for Nandghar Anganwadi Centres.

Qualitative Research

Needs Assessment



Location Uttar Pradesh, India



Funding Agency Vedanta Foundation



Client Sesame Workshop India (SWI)



Status Completed



Try Pitch



Project Details

Objective

Outline India partnered with Sesame Workshop India (SWI) to conduct a **Training Needs Assessment (TNA)** study among the AWWs/Sahayikas/ICDS supervisors at selected Nandghar Anganwadi Centres.

Project Description

The study aimed to understand the training needs of the AWWs/Sahayikas and ICDS Supervisors and to explore the **factors which may impact/influence the quality of early childhood education** at Nand Ghars.

Outline India was responsible for conducting quantitative surveys with 40 Nand Ghars in 2 districts of Uttar Pradesh (Varanasi and Amethi). Additionally, **38 extensive qualitative interviews** were conducted with AWWs, Sahayikas, ICDS Supervisors, and CDPS officers from each district.

A non-participatory observation was also carried out by field workers to ascertain the situation of infrastructure of the Nand Ghars.

Baseline and Midline Evaluation for CorStone India's Youth First Program

Randomised Controlled Trial

Social Emotional Development



Location Bihar



Funding Agency CorStone India



Client CorStone India



Status Completed



Try Pitch



Project Details

Objective

Outline India was the India partner for CorStone India Foundation and **undertook data collection for the baseline and midline assessments** of CorStone's Youth First Program across two districts of Bihar (Patna and Darbhanga).

Project Description

As the India partner for CorStone India Foundation, Outline India undertook an **RCT to evaluate CorStone India's Youth First Program** which aimed to increase child resilience, impact short-term outcomes, and relate to long-term improvements in socio-emotional development, skills to sustain themselves, and reproductive and sexual health of adolescents.

For the baseline and midline evaluations, we assessed around **9,000 students** in **Grade 7 and 8** followed by household visits for absentee students as well as 400 teacher surveys across 99 schools and **11,000 parents** in Patna and Darbhanga in Bihar.

Assessment to Understand the Impact of Language of Instruction Inequities on Educational Outcomes

Psychometric Tool

Pilot Study



Location

Rajasthan & Karnataka, India



Funding Agency

American Institutes for Research



Client

American Institutes for Research



Status

Ongoing



Try Pitch



Project Details

Objective

To understand the impact of language of instruction inequities on educational outcomes

Project Description

Outline India is conducting a **qualitative study with the American Institutes for Research** where the objective of the study is to **understand the impact of language of instruction inequities on educational outcomes.**

The study targets the government schools of Sirohi - a district of Rajasthan. **Focus Group Discussions (FDGs) and Key Informant Interviews (KIIs)** will be conducted with school principals, teachers, children and parents.

Impact Assessment of Robotics Labs and Digital Classrooms

Impact Assessment

Data Collection



Location Punjab and Haryana, India



Funding Agency Bharti Foundation



Client Bharti Foundation



Status Completed



Project Details

Objective

Outline India partnered with the Bharti Foundation for their project 'Impact Assessment of Robotics Labs and Digital Classrooms' in **Punjab and Haryana**, where the team developed tools for the assessment.

Project Description

In collaboration with the Bharti Foundation, Outline India developed tools for the Impact assessment of **Robotics labs and Digital classrooms** in the Satya Bharti Schools of Delhi and Punjab.

These tools were used for capturing growth in students' coding and programming skills along with development of life skills such as creative thinking, problem solving and collaboration. This was also efficient in capturing the effect on teachers using **digital content for teaching and learning purposes.**

Contest Testing of Financial Literacy in Young Children

Impact Content Testing

Human-centred Design



Location Delhi-NCR



Funding Agency Australian AID, World Vision, USAID



Client Sesame Street Workshop



Status Completed



Project Details

Objective

Outline India conducted a formative study in Delhi-NCR to gauge the **reaction of children under the age of seven, towards financial literacy**. This was done using three prototype games for the Sesame Workshop Initiative.

Project Description

The study tested the usability, comprehensibility, and appeal of early builds of three online games and heavily banked on a human-centered design approach. The Sesame Workshop initiative intends to educate young children on the concept of **financial literacy** with a focus on aspects such as **sharing and saving**. As the India partner for this study (this is also being conducted in Brazil, China, and USA), Outline India designed and conducted **workshops for children to test the content developed** for the inculcation of financial literacy. This aimed to explored the use of digital media including hardware options (phones, tablets, and personal computers) in improving engagement and interest amongst children at a young age.

Evaluating Infrastructure and Service Provision in Schools in West Delhi

Provide Activity Support

Build Index



Location Delhi



Funding Agency Centre for Civil Society



Client Centre for Civil Society



Status Completed



Try Pitch



Project Details

Objective

Outline India partnered with the Centre for Civil Society to conduct an **in-depth analysis into the status of private budget schools** in Hastal Village, West Delhi.

Project Description

The study entailed the **development and execution of a Learning Assessment for students in Grade 4 on the subjects of literacy, numeracy and moral values.**

These tests were then analyzed to develop an index of students' achievement levels across schools in the area. Outline India also **conducted a survey to gauge the quality of schools in Hastal**, in terms of their infrastructure, management, teacher quality, and the internal processes followed through structured in-depth interviews with school leaders and the management. This study was intended to provide **advocacy support for small budget private schools**, under the Right To Education Act.

Innovation in Education Sector & State of Skills across Asia and the Pacific

Multi Country

Thematic Analysis



Location

India, Indonesia, Bangladesh, Philippines, and USA



Funding
Agency

Asian Development Bank



Client

Asian Development Bank and LinkedIn



Status

Completed



LinkedIn Learning

Try Pitch



Project Details

Objective

Outline India undertook a survey of employers and training providers to capture the **evolution of a range of digital credentials** and the acceptance of such credentials in the job market.

Project Description

Asian Development Bank and LinkedIn prepared a joint report on the state of **skills in Asia, focusing largely on digital skills for new technology occupations**. Outline India undertook research across India, Indonesia, Bangladesh, Philippines, and USA to gain better insights into the future of **next-generation qualifications and credentials** that are particularly suited for occupations at the time of the fourth industrial revolution.

The survey assisted in gaining a better understanding of how traditional and degree/certificate-based qualifications are being supplemented or replaced by new online, non-degree credentials. **The aim was to identify emerging types of credentials** with a focus on professionals working in digital occupations.

Rapid Assessment Survey of remote learning during school closures over Covid-19

Rapid Assessment

Telephonic Survey

Remote/Online learning



Location

Assam, Jharkhand, Tamil Nadu, Uttarakhand



Funding Agency

Asian Development Bank



Client

Asian Development Bank



Status

Completed



Try Pitch



Project Details

Objective

The Rapid Assessment survey assessed remote learning access to ICT based learning tools and the learning environment at home during school closures across India due to COVID-19 with students from urban and rural government schools in 4 states.

Project Description


This study, undertaken by Outline India and Asian Development Bank helped to understand the challenges related with **access to ICT-based learning tools** (e.g., electricity supply, adequate internet access, availability of computers and mobile phones) and **learning environment** at home (e.g. parental support, access to dedicated space and equipment). The findings of the study also helped inform policymakers and school officials in developing effective online/remote learning modalities for future disruptions in school education as well as in considering potential learning interventions with ICT applications.


Assessment of Village Education Committees' Functioning and Capacity in Nagaland

- Mixed-Method Research
- Qualitative Research
- Remote Data Collection
- Revise the Content

 **Location** Nagaland

 **Funding Agency** World Bank

 **Client** World Bank

 **Status** Completed



Project Details

Objective

Outline India aimed to understand the capacity and functioning of the VECs in accordance with the roles and responsibilities envisaged in the **Communitisation Act of Nagaland**.

Project Description

Outline India partnered with **World Bank as the data collection and research partner to conduct an assessment** wherein Outline India would look into the capacity and functioning of the VECs in accordance with the roles and responsibilities envisaged in the Communitisation Act of Nagaland. Outline India helped with recommendations which were thereafter shared with the Government of Nagaland by the World Bank to **augment the education** scenario of the region with special emphasis on the designing of the NECTAR project.

Expert Panel in Education

Ira Joshi



Whole Child Developoment

M & E

Early Childhood Care and Education (ECCE)

Experience: 15+ years

Former Vice President - Education and Research, Sesame Workshop India

With expertise in conceptualizing and designing child-friendly research protocols, Ira has supported several research organizations in assessing young children’s engagement and comprehension of print and mass-media resources. She spearheaded Sesame Workshop India’s education vertical and led the development of educational objectives across multi-media platforms like television, radio, print, and digital.



Try Pitch

Deepa Das



Girls Education

Capacity building

Early Childhood Care and Education

Experience: 30+ years

Consultant to UNICEF, UNFPA | Committee member and Evaluator of multiple govt. and state schemes

As a veteran educationist, Deepa has worked with the government and international organizations like **UNICEF** in implementing educational programs in some of the most remote parts of India. She’s currently supporting PricewaterhouseCoopers Pvt. Ltd as a Subject Matter Expert to the **Tripura Education Project**.



Work in HEALTH

3 GOOD HEALTH
AND WELL-BEING



Documentation of the application of design research to examine women’s SRH and create prototypes for potential interventions in Bihar

Human Centred Design

Qualitative Research



Location Bihar



Funding Agency John Snow Inc.



Client John Snow Inc.



Status Completed



Project Details

Objective

Outline India collaborated with John Snow Inc. to conduct design research to understand women’s knowledge related to sexual and reproductive health.

Project Description

Outline India collaborated with John Snow Inc. for observing design research activities held in Samastipur, Bihar. This study was conducted to understand **women’s knowledge** and **potential sources of knowledge acquisition** in relation to sexual and reproductive health.

During this study, different design research methods were documented.

In-depth interviews with design researchers were carried out pre and post data collection to understand the objectives and outcomes of the fieldwork being carried out.

Networks and Global Health: Experimental Evidence of Women’s Social Networks, Reproductive Health and well-being in Developing Countries

Impact Evaluation



Location Uttar Pradesh



Funding Agency The World Bank, Boston University and Jamia Millia Islamia University



Client The World Bank, Boston University and Jamia Millia Islamia University



Status Ongoing



THE WORLD BANK



UNIVERSITY OF
ILLINOIS
URBANA-CHAMPAIGN



Global Development Policy Center



Project Details

Objective

The present study aims to understand some of the issues that **women face concerning marriage, relationships in the household, health, and well-being.**

Project Description

The study aims to interact with 900 pairs of **Mothers-in-Law and Daughters-in-Law** who are co-residing across 60-80 villages of the **Jaunpur District of Uttar Pradesh**

The study aims to:

- Understand the state of women’s well-being in the areas of **health, education, marriage, household roles and responsibilities, and relationships** with children and other household members.
- Inform the government on how to improve the delivery of public goods and services in the community for women.
- Examine the household-level change in health, demographic, and socioeconomic condition over time.
- Assess how the position of women within households has changed during the COVID-19 pandemic.

Evaluation of an Adolescent Sexual and Reproductive Health Program In Bihar

Community Mapping

RCT

Behavioural Change Communications



Location Bihar



Funding Agency David and Lucile Packard Foundation



Client Mathematica Policy Research



Status Completed



Project Details

Objective

The plot of the Sashakt Program targets the SRH needs of unmarried and married Mahadalit adolescents (15-19 years old) in 6 blocks across 3 districts of Bihar.

Project Description

The evaluation sought to improve knowledge and attitudes towards healthy timing and spacing of pregnancy, demand for contraceptive services for both married and unmarried adolescents, improve access to contraceptive and maternal health services among married Mahadalit adolescents and strengthen government capacity to deliver and sustain **quality SRH services and behavior change programs for Mahadalit adolescents**. The program supported the government's rollout of the Rashtriya Kishor Swasthya Karyakram (RKSK) program by providing **technical assistance and program monitoring support** to block and district officials.

Impact of COVID-19 pandemic on vulnerable communities

Impact Assessment

Multi-State Research



Location

Andhra Pradesh, Maharashtra, Uttar Pradesh, Delhi, Kerala, Bihar and Odisha



Funding Agency

Oxfam India



Client

Oxfam India



Status

Completed



Try Pitch



Project Details

Objective

Outline India was Oxfam India's partner to study the impact of the pandemic on vulnerable communities and their access to healthcare.

Project Description

Outline India partnered with Oxfam India to study how the COVID-19 pandemic had impacted vulnerable communities across Andhra Pradesh, Maharashtra, Uttar Pradesh, Delhi, Kerala, Bihar and Odisha and explore their **access to preventive healthcare facilities and services**. The study enquired into the capacity of these groups to spend on healthcare and their ability to "socially distance".

The impact of using AI-based solutions on TB diagnosis care cascade in India

Impact Evaluation



Location Gujarat and Jharkhand



Funding Agency Indian School of Business



Client Indian School of Business



Status Completed



Project Details

Objective

Outline India partnered with the Indian School of Business (ISB) to conduct surveys with **Informal Providers** across Gujarat and Jharkhand.

Project Description

The study sought to **understand the attitudes, knowledge, awareness and usage of artificial intelligence in Tuberculosis diagnosis.**

The survey focused on the following:

- Attitude and Knowledge towards the use of AI for TB diagnosis.
- Awareness of how AI is helping to make TB diagnosis quicker and more efficient
- The level of usage of AI (if any) by these IPs for diagnosing TB in their patients
- Capacity for using AI methods for diagnosing TB

Improve the quality of services in the private healthcare sector

Telephonic Interviews

Coding on Dedose

Qualitative Research

Transcription



Location

Uttar Pradesh, Jharkhand, Maharashtra



Funding Agency

Ariadne Labs



Client

Ariadne Labs



Status

Completed



Try Pitch



Project Details

Objective

Outline India partnered with Ariadne Labs for developing the learning agenda of Manyata Program.

Project Description

Outline India partnered with Ariadne Labs, a joint centre for health systems innovation at the Brigham and Women's Hospital (BWH) and Harvard T.H. Chan School of Public Health (HSPH), to develop and contribute towards a **learning agenda for the Manyata Program** which aimed to improve the quality of services in the private healthcare sector.

Epidemiological Study on Non-communicable Diseases on the Rural Health Systems in Bihar

Standardised Patient Tool

Mixed-Method Research



Location Bihar



Funding Agency HEFCE Global Research Challenges Fund



Client University of Oxford



Status Completed



Try Pitch



Project Details

Objective

The study aimed to describe the epidemiology of non-communicable diseases and selected associated risk factors in a representative sample of individuals using household surveys in a specified location in India.

Project Description

Outline India was deputed by the University of Oxford to conduct an **epidemiological assessment** of non-communicable diseases and selected associated risk factors in a representative sample of individuals via household surveys. This study was done to get deeper clarity on understanding the **gaps** in the **rural health systems** in Bihar at the village, block, and district levels.

Pilot study with community health workers to improve vaccination coverage in Bihar

- Information & Communication Technology
- Vaccination
- Frontline Workers

- 
Location Bihar
- 
Funding Agency Bill & Melinda Gates Foundation
- 
Client Indian Institute of Technology, Delhi
- 
Status Completed



BILL & MELINDA
GATES foundation

Try Pitch



Project Details

Objective

Outline India studied the technical feasibility of an Information and Communication Technology (ICT) platform designed for frontline healthcare workers to improve pace and coverage of vaccination in Bihar.

Project Description


As a research partner for IIT, we assessed the **technical feasibility** of an Information and Communication Technology (ICT) platform designed to **improve** Frontline Health Workers' (FHW) workflow and collect primary data on FHW time use, primary caregiver awareness, and ANMs' technical capabilities that will be used to implement a large-scale RCT to study the effects of pay-for-performance to FHWs, improved workflow management, and reminder calls to caregivers on the **timeliness of vaccination**.

Social Marketing Experiment to conduct a Market Assessment for Development of Nutrition Enterprises in Bihar

- Marketing Experiment
- Household Level Survey
- BCC

 **Location** Jehanabad, Bihar

 **Funding Agency** World Bank

 **Client** World Bank

 **Status** Completed



Project Details

Objective

Outline India supported a World Bank initiative on integrated nutrition intervention by assessing the demand-side constraints and opportunities for a fortified nutrition-focused product.

Project Description

Outline India conducted a social-marketing experiment with young women SHG members of JEEViKA, the state rural livelihood mission, across 30 villages of Jehanabad district, Bihar. This experiment sought to see how the **Behaviour Change Communication interventions influence the decision-making process** of respondents, in terms of **product affordability and product desirability**, for a fortified blended food product named “Wheatamix”, distributed as part of an ICDS intervention. The experiment was followed by a Health and Nutrition household survey with the same respondents.

Studying the impact of Swachh Bharat Mission on Soil-Transmitted Helminth (STH) transmission and infections

Mixed-method Research



Location Pan-India



Funding Agency World Health Organization



Client World Health Organization



Status Completed



World Health Organization

Try Pitch



Project Details

Objective

The study aimed to study the impact of the Swachh Bharat Mission (SBM) on the occurrence of STH cases in India.

Project Description

Soil-transmitted helminth (STH) infections remain a significant global cause of **morbidity**, with a large proportion of the burden of STH infections befalling in India. In addition to the direct health impacts of these infections, including **anaemia** and nutritional deficiencies in children, these infections also significantly affect lifelong growth due to setbacks in early **childhood cognitive development** and future income earning potential. Outline India supported the WHO in studying the impact of the **Swachh Bharat Mission (SBM)** on the occurrence of STH cases in India. The outcome of the study was be to inform policies and programmes for eliminating STH through strategic interventions in programmes such as SBM.

Baseline assessment for an eye health project in urban slums of Uttar Pradesh

health care accessibility

eye-care



Location Uttar Pradesh



Funding Agency Sightsavers



Client Sightsavers



Status Completed



Project Details

Objective

The study aimed at alleviating the challenges of avoidable blindness among indigent people especially the vulnerable women and children living in the urban slum areas of Uttar Pradesh.

Project Description

Sightsavers India, as part of its “Urban Eye Health Project” initiative in Uttar Pradesh, supported a baseline situation assessment for an Urban Eye Health Project in the slums of Kanpur and Prayagraj. Outline India conducted research to explore and understand the **eye health status from the perspective of accessibility, availability and affordability** and prevalence of avoidable blindness.

Establishment of PPP cell for the Health Ministries of Uttar Pradesh & Karnataka

Strategic Consultation

Public Private Partnership Model



Location

Karnataka and Uttar Pradesh



Funding Agency

World Bank, Sanigest Internacional



Client

Govt. of Karnataka,
Govt. of Uttar Pradesh



Status

Completed



Try Pitch



Project Details

Objective

We supported a World Bank initiative to establish and administer Public- Private Partnerships (PPPs) between the health departments of Uttar Pradesh and Karnataka and private health service providers.

Project Description

Outline India undertook a mixed-methods study comprising of surveys and extensive in-depth interviews with ministry officials, hospital staff and health service beneficiaries. Our multiple stakeholders contributed to the establishment of a cell that facilitated private parties to **collaborate with the government** and set up **monitoring mechanisms** for the effective management of public-private partnerships. We also ensured due diligence in the establishment of the cells, conducting research into the necessary paperwork to operationalize the cell, investigating the gaps in infrastructure and best international practices.

Expert Panel in Health

Dr. Sukriti Chauhan



Public Health

Advocacy

Communications

Human Rights

Experience: 10+ years

Former director, Global Health Strategies | INLAKS scholar - LLM

Warwick University | Ph.D JNU

As an expert on public health and human rights, Sukriti has worked with the highest offices in India, including the **Honourable President** and **Prime Minister**. She specializes in HIV/AIDS, sexual reproductive health, cervical cancer prevention, and maternal and child health. Sukriti has worked closely with state governments and CSOs in responding to the issue of trafficking in UP, Bihar, Rajasthan, and Odisha.



Dr. Richa Singh



Public Health

Menstrual Hygiene and Management

Experience: 13+ years

Among '100 most impactful CSR leaders' , 2018- World CSR

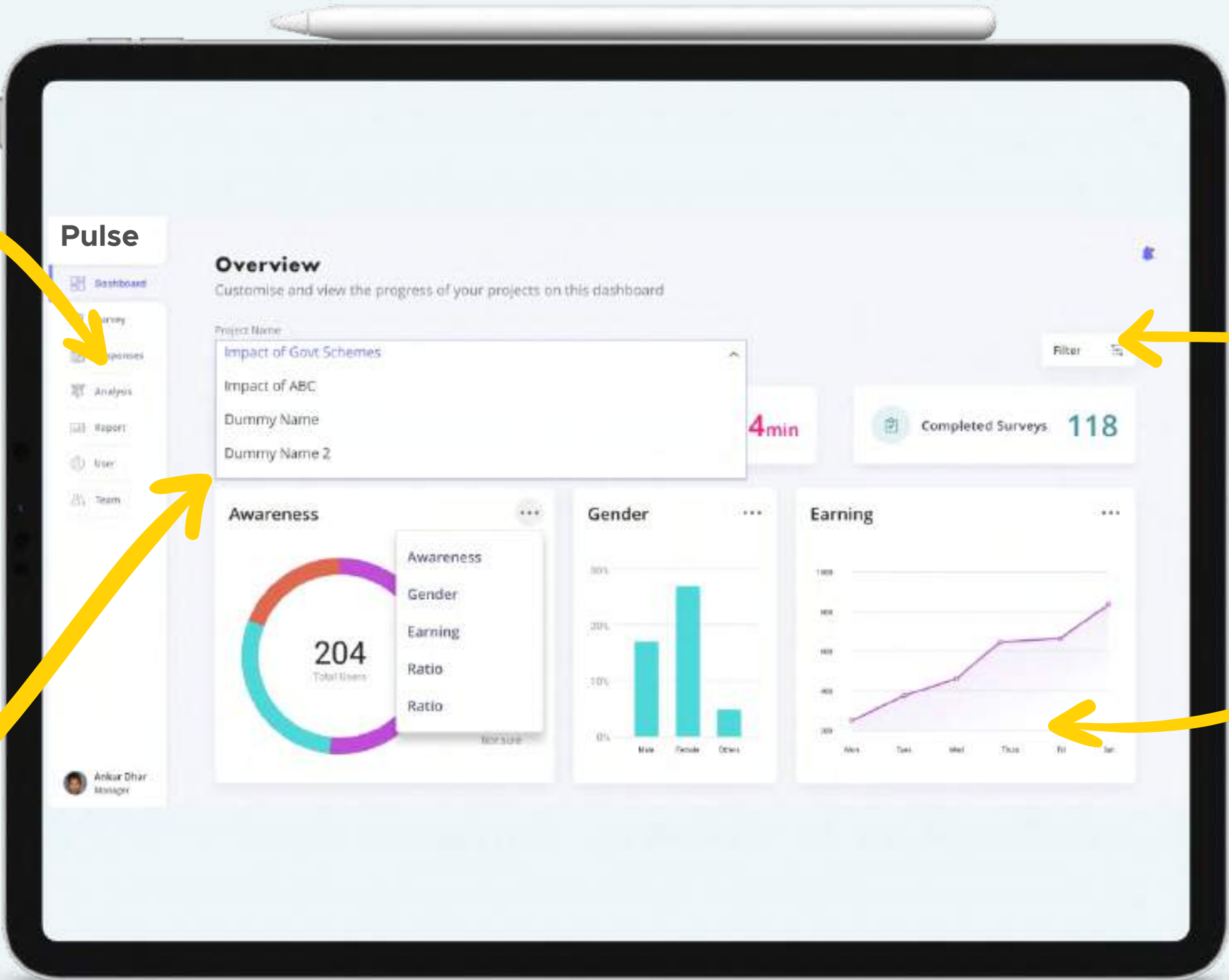
Congress | Lead, Development, GE Healthcare

Richa has worked across healthcare, CSR- Sustainability, Consulting, and Social entrepreneurship domains with many Corporates, NGOs, and UN agencies. She leads the 'Social Sector' division's P&L under the 'Education Solutions' business practice at GE Healthcare in South Asia.



Product Overview

Pulse comprises of pre-designed survey packages across the sectors of Education, Health, Water, Sanitation and Hygiene.



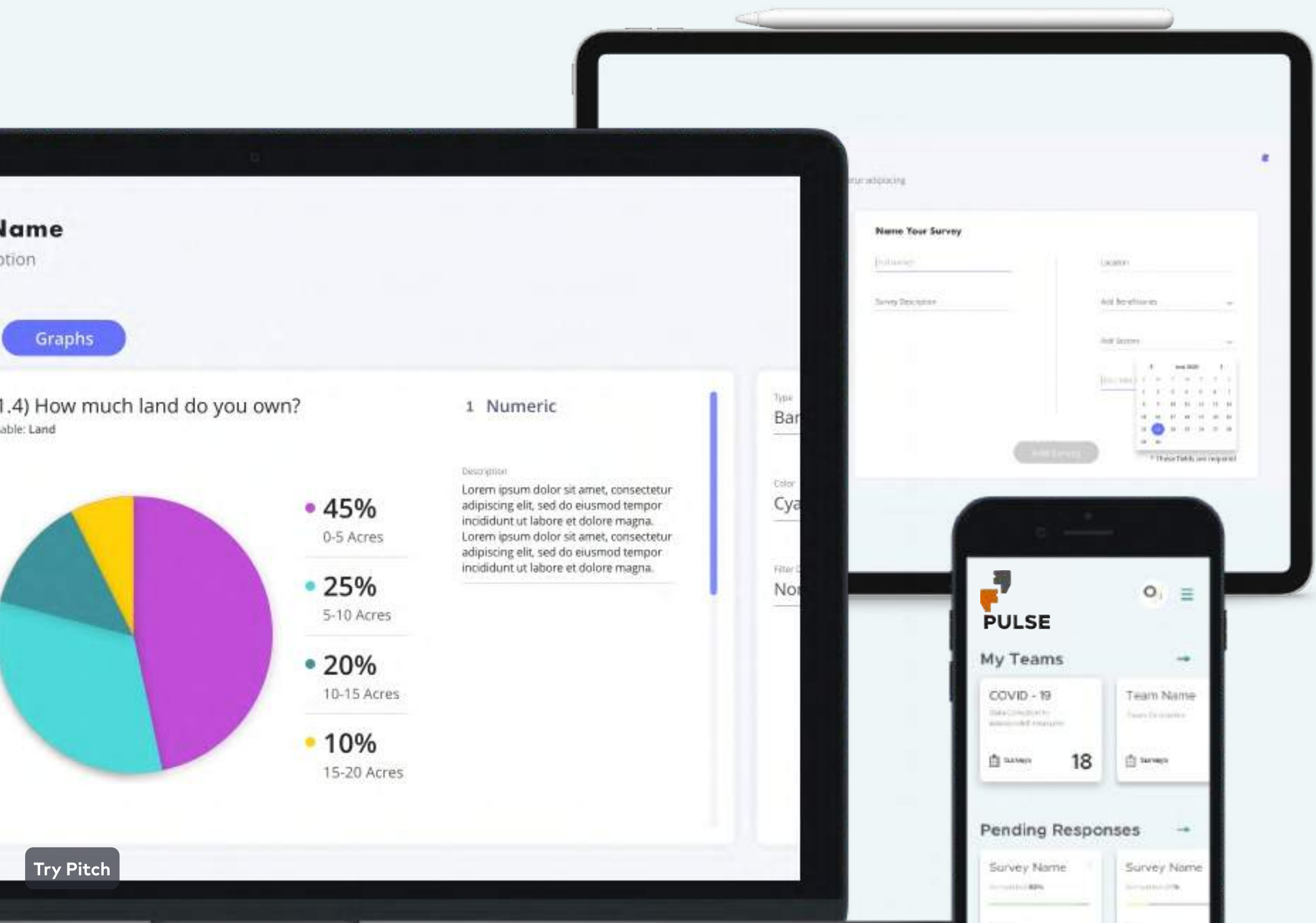
The platform will help gauge an organization's own impact and troubleshoot problem areas.

Enhance research capacity of NGOs & think tanks

Enable collection of real time field data

Encourage data-driven evaluations

End-to-end digital solutions to **simplify impact measurements** and **automate social audits**



Survey Creation

- Create a survey from scratch
- Question Bank
- No coding required



Data Collection

- Collect data offline and in local languages
- Android app web platform
- Use on smartphone, tablet, and browser



Data Analysis + Report Generation

- Visualize data
- Consolidated data into reports
- Demonstrate impact quickly, effectively



Dashboard

- Store all data from remote access
- Visually track and display metrics
- Monitor project status in real time

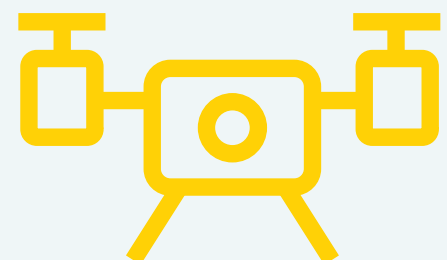
Innovations

Use Of UAV: Mapping Infrastructure Towards Smart Villages

Satellite maps are mostly unavailable or available in little detail across rural areas. UAVs can economize on resources, in terms of time & money by improving geo-spatial data and enabling evidence-based policy making.



Village orthomosaic with infrastructural plotting



Elevation profile around water-stagnant areas to devise village drainage plans



Our Team

Prerna Mukharya

Founder

Research | Data
Analysis



Sukanya Dutta

Associate Vice
President

Research | Business
Development | Client
liaising



Sukriti Sharma

Sr. Project Manager

Quantitative Research |
Data Analysis | Report
writing



Swati Pandey

Associate Manager

Research | Report
Writing | Data Analysis



Apratim Yadav

Sr. Quantitative
Researcher

Research | Data
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Our Team

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Data Collection | Data
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Aarushi Bhargav

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Quantitative Research |
Data Analysis | Report
Writing



Kunal Gupta

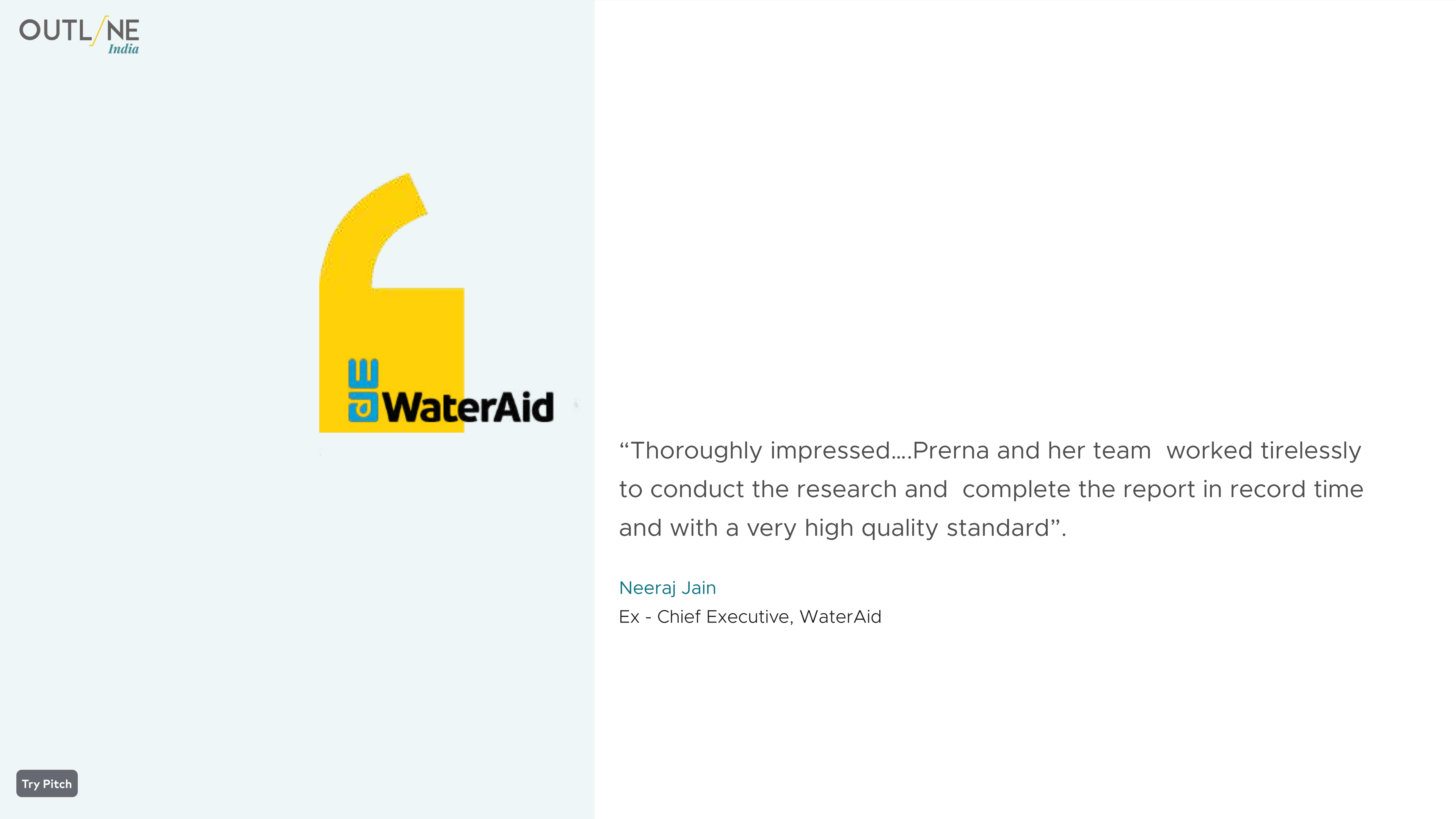
Research Associate

Qualitative Research |
Data collection



OUTLINE INDIA MEDIA RECOGNITION





“Thoroughly impressed....Prerna and her team worked tirelessly to conduct the research and complete the report in record time and with a very high quality standard”.

Neeraj Jain

Ex - Chief Executive, WaterAid



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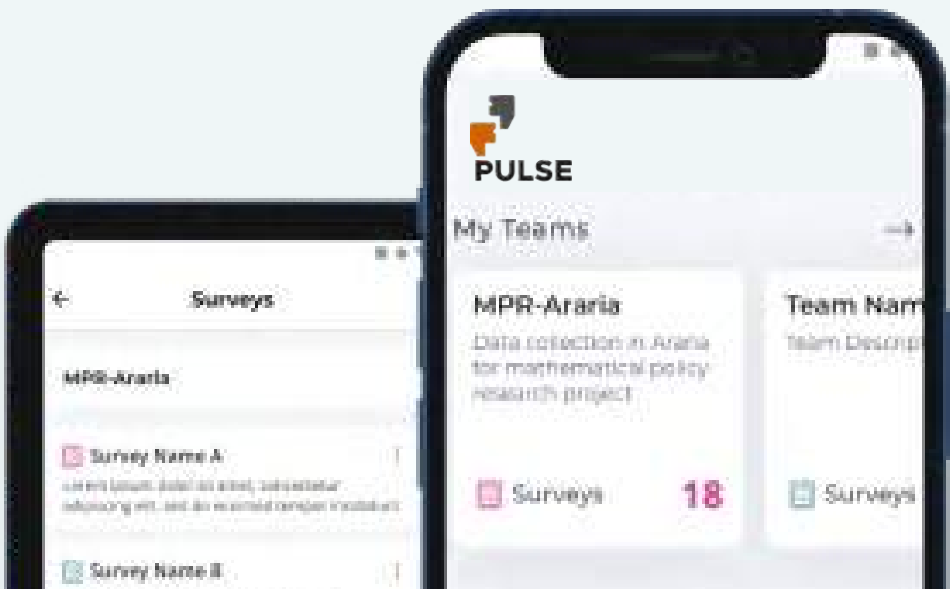
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simplify impact assessment

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