



COLLECTING DATA & INTELLIGENCE

Outline India prides itself on its deep field networks and technical expertise in primary data collection, running field experiments, psychometric assessments, and robust qualitative and quantitative surveys. We pair rigorous evidence with narrative-building frameworks and knowledge partnerships to translate data into decisions and impact.

COMPANY DECK 2026



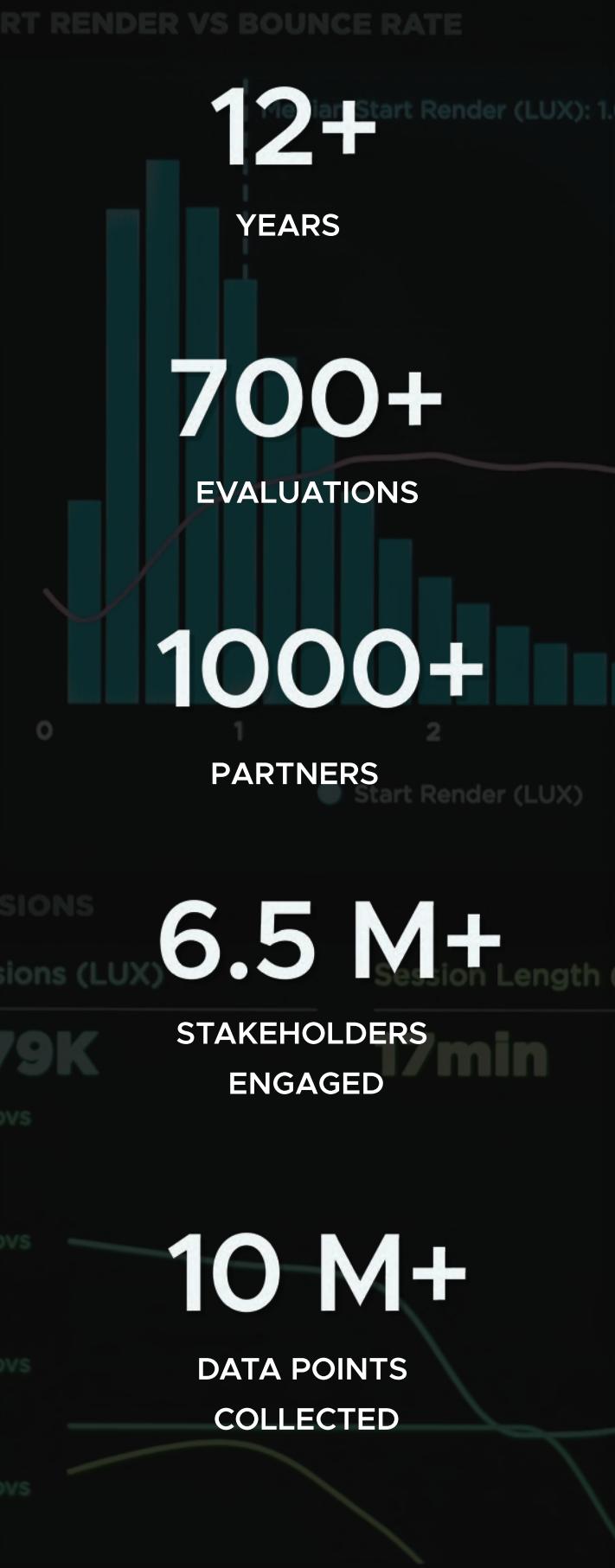
ABOUT US

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, Start-ups and Funds, Policymakers, CSR agents, Philanthropists and the Government, by working at the confluence of intellectual capital, technology and voices from the grassroots.

Over **700+ multi year evaluations** across multiple states- Enabling better decisions, policies and impact



HOW WE DO IT

Robust Study design

Develops statistically sound, evidence-based research frameworks using quantitative and qualitative methods to capture program realities and track outcomes.

Your eyes & ears on the ground

Nationwide network of field investigators, backed by experienced multi-sector research staff, ensuring local context, real-time feedback, and data accuracy.

Amplifying Impact through Insights & Engagement

Translate impact metrics into compelling narratives that drive learning through playbooks, thought leadership, best practices, and expert convenings.

SERVICES

PRE IMPLEMENTATION

NEEDS ASSESSMENT

FEASIBILITY STUDY

BASELINE ASSESSMENT

DURING IMPLEMENTATION

MONITORING & EVALUATION

MIDLINE ASSESSMENT

METRIC TRACKING

TRACKING FRAMEWORKS VIA DASHBOARD

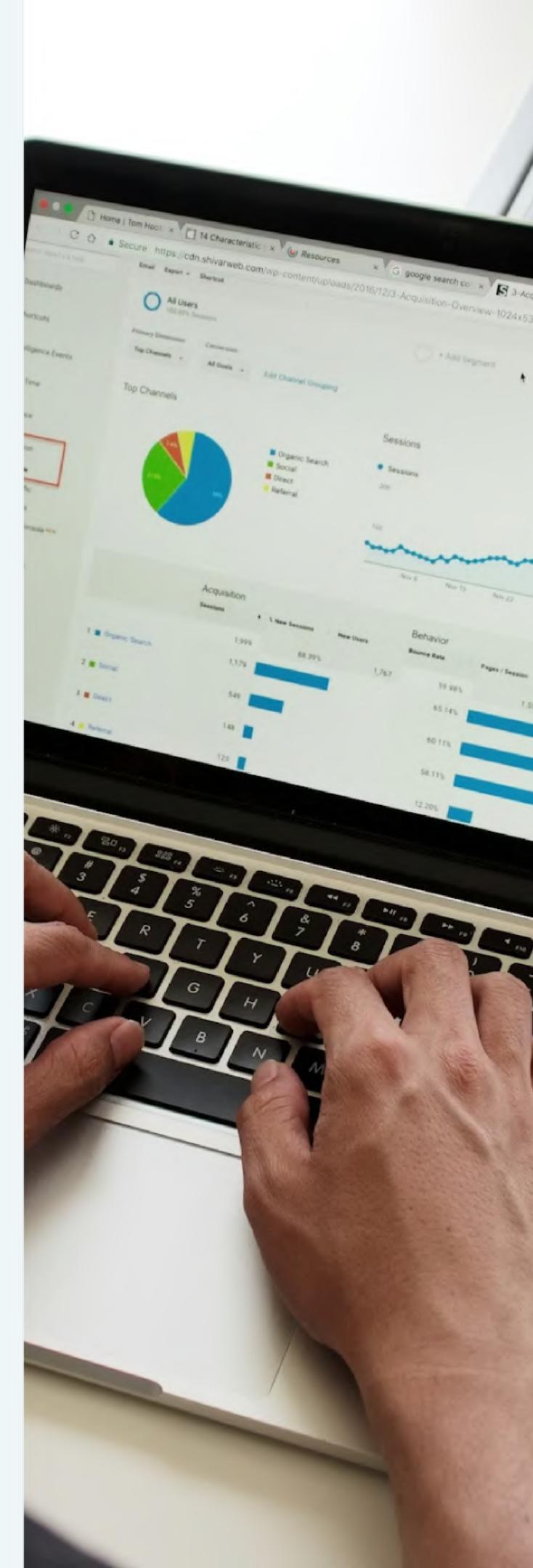
POST IMPLEMENTATION

IMPACT ASSESSMENT

END-OF-PROJECT REPORT

PERFORMANCE TRACKING

RECOMMENDATIONS FOR
REPLICABILITY & SCALABILITY

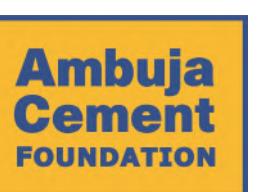


- Needs Assessment & Feasibility Studies
- Baseline, Midline & Endline Assessments
- In-person Data Collection
- Qualitative & Quantitative Surveys
- Indicator Identification & Metric Design
- Monitoring, Evaluation & Learning (MEL) Frameworks
- Metric Tracking & Performance Measurement
- Dashboard Creation & Tracking Frameworks
- Rapid Assessments (Dipsticks)
- Campaign & Programme Evaluations
- Impact Assessments
- Social and Behaviour Change Communication (SBCC) Research
- Analysis, Reporting & Insight Synthesis
- Narrative Building & Knowledge Products
- Microsite Development for Insights & Dashboards
- Process Documentation
- Recommendations for Replicability & Scalability

The Badge of Impact



Receivers



The OI Data Conscious Badge is an initiative by Outline India to spotlight organizations that use data responsibly and transparently to drive social impact. It serves as a mark of credibility and trust, recognizing those who embed **ethical data practices, evidence-based decision-making, and accountability** into their work. Through this initiative, Outline India aims to build a culture of learning and integrity across the development, philanthropy, and policy ecosystem. The Badge of Impact celebrates organizations that go beyond reporting outcomes, they use data to **listen, learn, and create meaningful, lasting change**.

TESTIMONIALS



"GAIN is very pleased with the output and plans to take forward the recommendations. We were highly impressed with the Outline India's approach and technical expertise. The team was highly professional and easy to work with. They have challenged us to improve – and showed us some good ways to do that."

Elizabeth Maddison

Director of Strategic Operations, GAIN



"I had a chance to work with the research team of Outline India for a baseline study that S M Sehgal Foundation had outsourced. Experience of working with Outline India was great. The thorough planning and background study along with importance to the finer details given by the research team of Outline India really helped us in getting the baseline study completed on time and with expected quality. The one thing that really clicked with me was the adherence to ethics and quality that the research team of Outline India followed despite a tight schedule."

Chander Shekhar Mehra

Social Scientist, Rural Research and Development

S M Sehgal Foundation



"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



CLIENTS & FUNDERS



Collaborations



OUTL/
NE
India

Mastercard
strive

3 Year Knowledge Partnership

Micro & small enterprises
(MSEs)

Digital skills

Women-led businesses

Inclusive growth

Outline India is partnering with the Mastercard Center for Inclusive Growth as the knowledge partner for **Mastercard Strive in India (2025-2027)**. Together, we'll generate insights and publish thought leadership to strengthen India's entrepreneurial ecosystem.

Strive aims to empower **500,000 micro and small enterprises** with a focus on **women-led and agri-businesses** - by improving access to capital, digital tools, skills, and networks. Our collaboration will deliver **actionable insights** for public, private, and social sector stakeholders, highlighting MSE needs and assessing what works on the ground.

Publications



BMJ Global Health

OI collaborating with researchers from Chan school of public health, Harvard University on a study about maternal health.

- [Read](#)



Outline India did a field experiment for the Cambridge University social design Lab for Prof [Sander van der Linden](#) on the spread of fake news and misinformation.

- [Read](#)



Outline India did an interesting study for PIs at Wharton, UCLA, UCSD and Stanford to understand the dynamics between male migration patterns and dowry.

- [Read](#)



Data collection, research and evaluation services across India during COVID-19

- [Read](#)

IDEAS FOR INDIA

for more evidence-based policy

Using drones for social sector research

- [Read](#)

Latest Reports



Study on Child Labor in the Scrap Mica Supply Chain in India

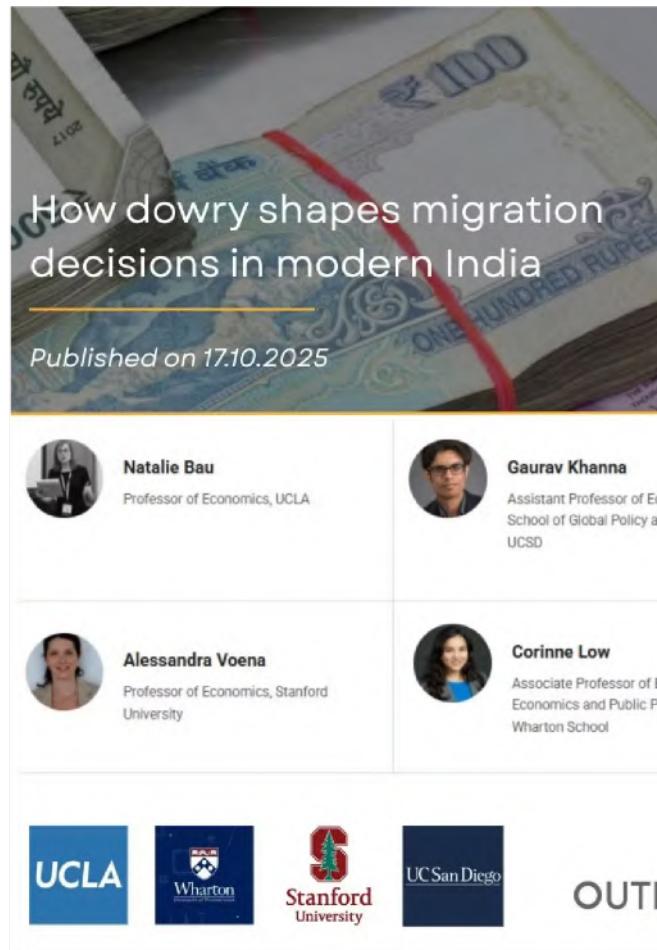
This report examines the current state of child labor in the scrap mica supply chain in India, with a particular focus on Jharkhand, where earlier studies have highlighted the prevalence of child labor in the mica industry. It also maps the supply chain of scrap mica within India and its links to importing countries.

ICF Macro, Inc. prepared this report under the terms of its contract with the U.S. Department of Labor. The research team extends sincere thanks to all contributors for their valuable support throughout the study.

Funding for this research was provided by the U.S. Department of Labor under contract number GS-00F-189CA and task order 1605C2-22-F-00060.

This study was prepared by ICF, with Outline India serving as the primary data partner responsible for field-based data collection across India.

[Full Report](#)



Migration, Dowry, and Security in Modern India

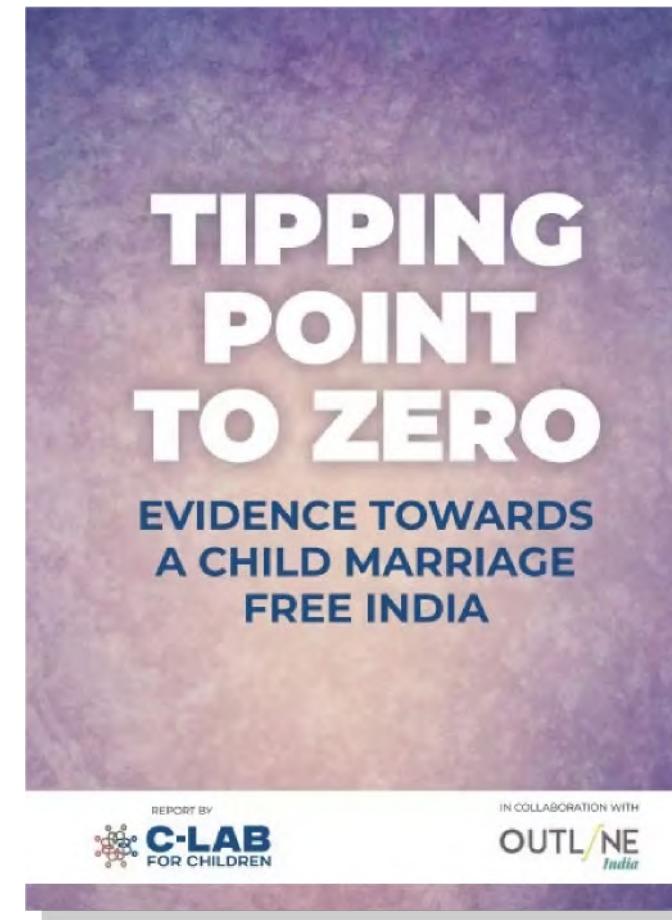
The paper, "Traditional Institutions in Modern Times: Dowries as Pensions When Sons Migrate" by [Natalie Bau \(UCLA\)](#), [Gaurav Khanna \(UC San Diego\)](#), [Corinne Low \(The Wharton School\)](#), [Alessandra Voena \(Stanford University\)](#), explores how dowry - often viewed as a social institution - can also play an unexpected economic role in shaping migration decisions and intergenerational transfers in India.

Using new survey data from over 2,500 families across six Indian states, collected by Outline India, the study uncovers that nearly 40% of parents retain part of their sons' dowries, particularly when sons migrate for work. These insights reveal how traditional practices adapt to modern economic realities, influencing patterns of mobility and support.

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[Full Report](#)

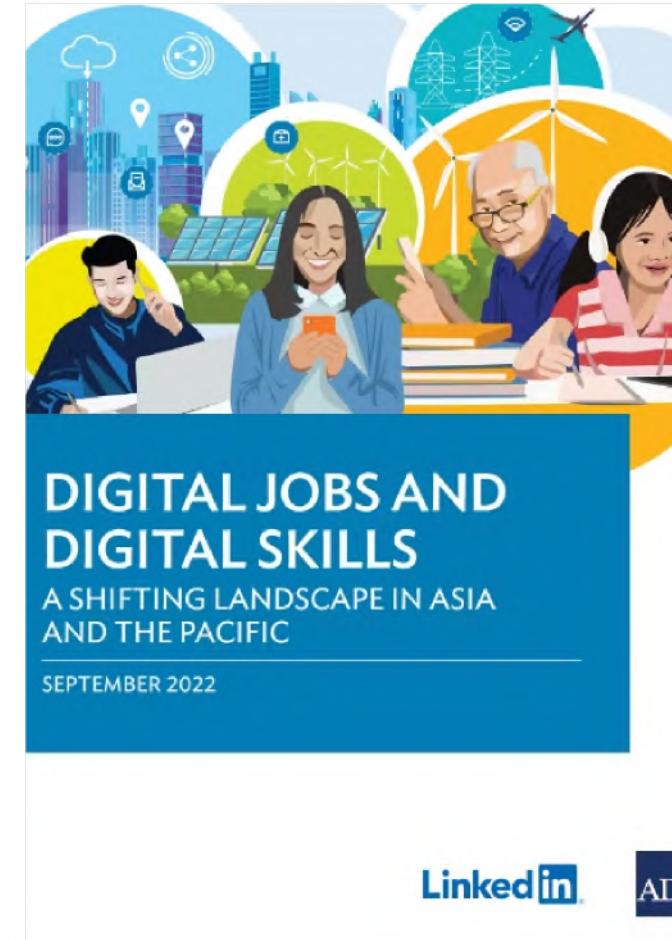
Latest Reports



Evidence Towards a Child Marriage Free India



Outline India, in partnership with C-LAB and India Child Protection, conducted *Tipping Point to Zero*, a multi-state study across 757 villages in five high-prevalence states to generate evidence toward a child-marriage-free India. The study shows a clear decline in child marriage over the last three years, identifies the factors that sustain it, and assesses the impact of legal action and campaigns like Child Marriage Free India and Bal Vivah Mukt Bharat. It highlights what's working - stronger enforcement, community mobilisation, rising awareness and flags persistent gaps around poverty, school dropouts, and underreporting, underscoring the need for targeted action.

[Full Report](#)


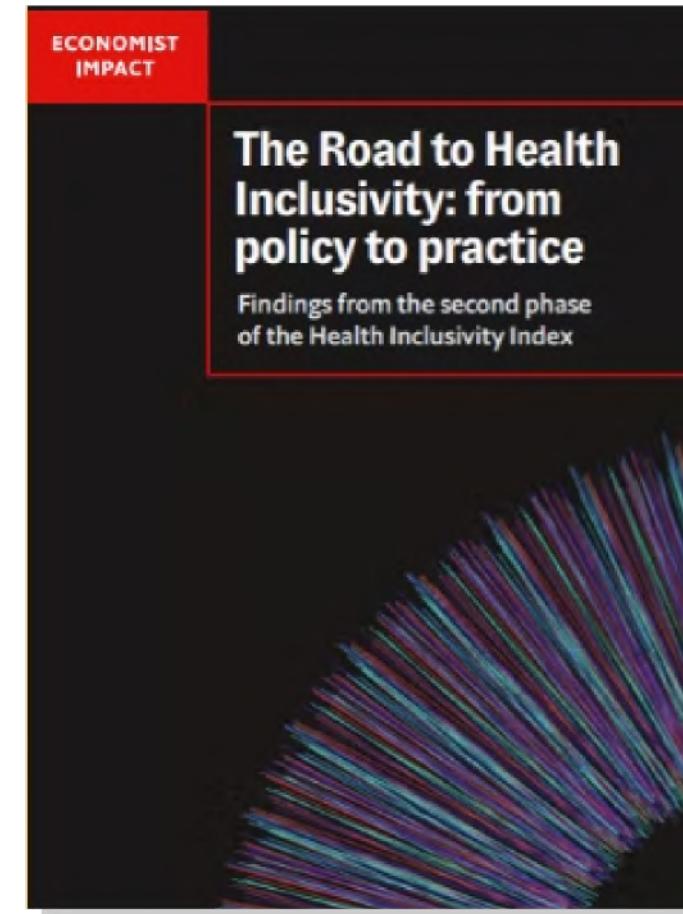
Innovation in Education Sector & State of Skills in Asia and the Pacific



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 a multi-country research across [India, Indonesia, Bangladesh, the Philippines, and the USA](#). 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.

[Full Report](#)

Latest Reports

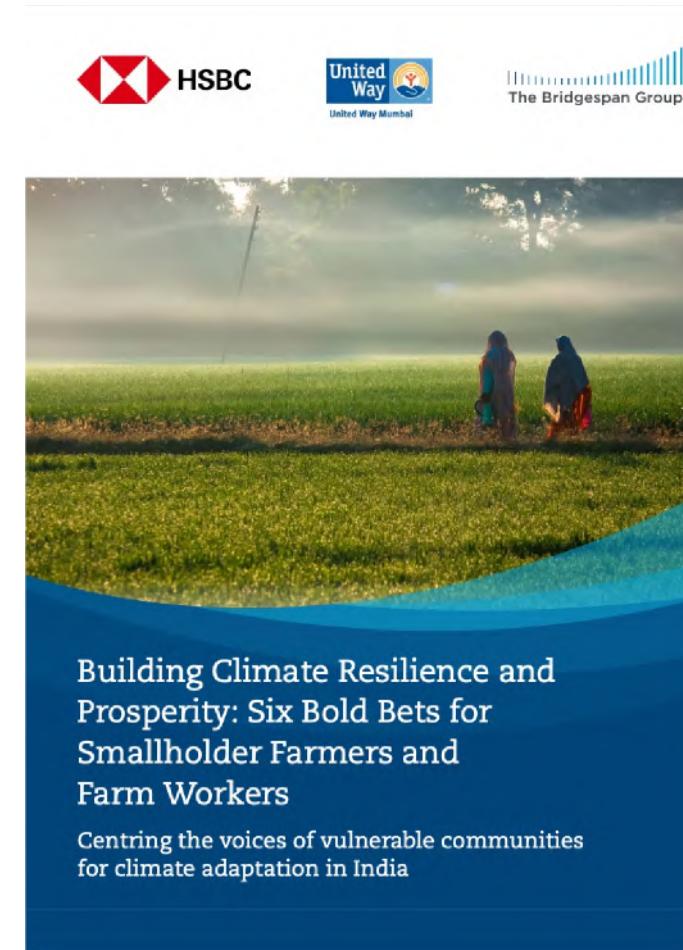


Health Inclusivity Index Report

ECONOMIST
IMPACT

Outline India was the **India Data Collection partner for the Economist Impact** over their **Health Inclusivity Index Report**. It highlighted strides towards equitable healthcare access worldwide. The study focused on health inclusivity in **more than 40+ countries across the globe** to understand the inclusivity and accessibility of healthcare facilities for **vulnerable populations including women and people with disability**. The data collection exercise was also set to explore health inequalities along with the efforts to expand access to health care for the target populations.

[Full Report](#)



Building Climate Resilience and Prosperity: Six Bold Bets for Smallholder Farmers and Farm Workers



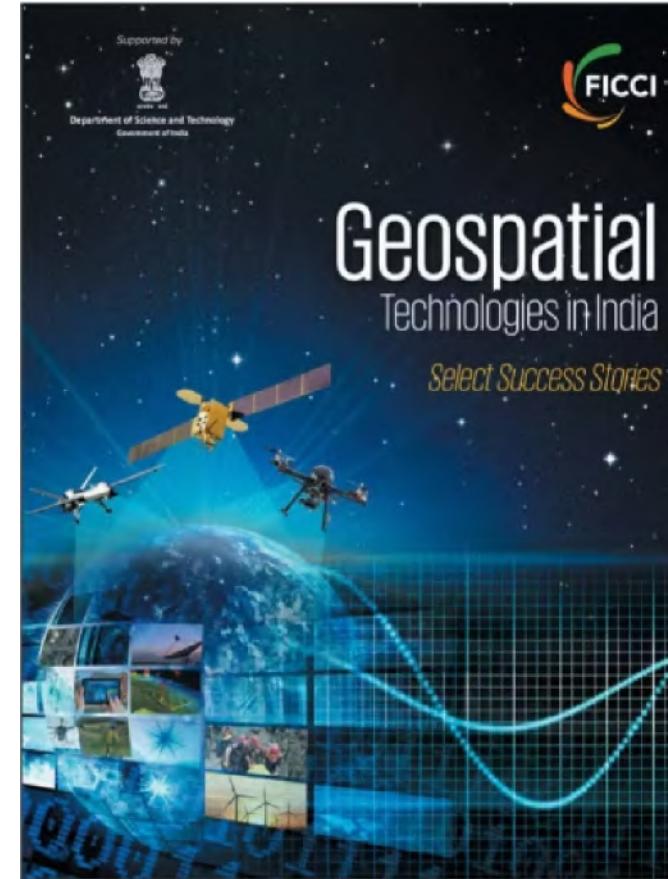
The Bridgespan Group



Climate change is one of the biggest challenges faced by humanity today, and its burden falls disproportionately on vulnerable communities, who have contributed the least to global emissions. In India, recurring heatwaves and droughts, erratic rainfall and floods, and other climate calamities have severely impacted the lives and livelihoods of farmers and agricultural labourers. This report elevates the voice of vulnerable communities, recognising that the community knows best what it needs in order to adapt to climate change. Farmers and farm workers possess traditional knowledge and understanding of the local context which are often overlooked in decision making and design.

[Full Report](#)

Latest Reports



Geospatial Technologies In India



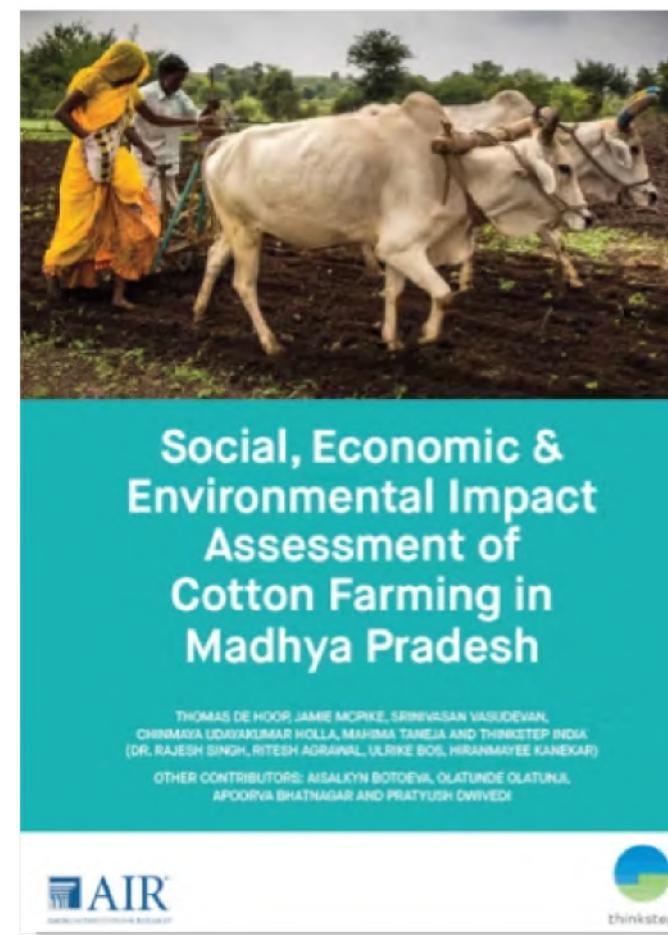
Outline India served as the partner for FICCI for Geospatial Technologies in India. Outline India's work was conducted in rural parts of India which are either unavailable on Google Maps or lack geo-spatial details. Due to limited or unavailable data on Google Maps and connectivity issues, their work faced challenges. To address this, we **utilized drones to create geo-referenced aerial and 3D maps**. These advanced maps aided **social science research and government programs**. Additionally, integrating this data into Google's database enhanced understanding of the landscape and infrastructure.

[Full Report](#)


Impact Assessment on Cotton Farming



Outline India undertook a study aiming to **compare outcomes across organic cotton farmers, better cotton farmers, and conventional cotton farmers** in Madhya Pradesh. This study aims to provide insights into the potential effects of voluntary certification cotton production on farmers well being. To achieve this goal, different aspects of **education, health, and socioeconomic outcomes were measured**. Outline India was also responsible to design and implement a study with a sample of **4,500 households**, in addition, we conducted in-depth quantitative research to examine perceptions among cotton farmers.

[Full Report](#)


Latest Reports

WaterAid

unicef
for every child

RAPID ASSESSMENT ON
CONTINUATION OF BASIC WASH SERVICES DURING COVID-19 IN INDIA

Impact Report 2014-2016

care

Rapid assessment of impact of COVID-19 on continuation of WASH Services in India



WaterAid along with UNICEF had undertaken a rapid assessment in **10 states and 30 districts** of India to understand the impact of **COVID-19** on basic **WASH** services, which includes access to drinking water, access to toilets, and hygiene practices. Outline India developed a comprehensive report thorough in-depth quantitative analysis of the data collected by visualizing the key indicators at state and district levels.

[Full Report](#)

Impact Assessment Report for CARE



Outline India conducted a systematic review of project related data and reports to **identify, analyse and synthesize impact and outcome of the organization**. By consolidating information and analysis of 50 project interventions undertaken by the organization from 2013-14 to 2015-16, this report **documents its overall achievements in India and long term impacts of interventions** in the period of 2014-16. By collating the successes and failures, replicability and sustainability, the report provides a **strong evidence base** for the organization's future programs, partnerships and advocacy, and also serves as an internal learning document.

For full report please contact us at contact@outlineindia.com

Latest Reports



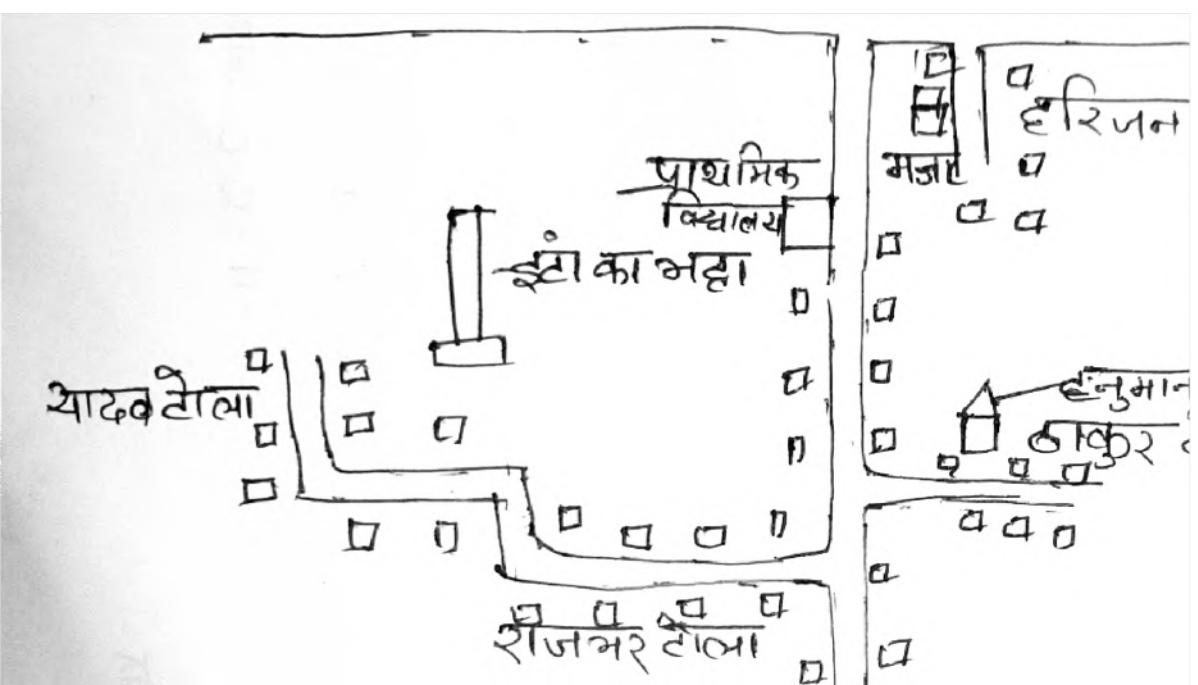
Curse of the Mummy-ji:
The Influence of Mothers-in-Law
on Women in India

BOSTON UNIVERSITY | THE WORLD BANK | American Journal of Agricultural Economics | OUTLINE India | GOI

Curse of the Mummy-ji: The Influence of Mothers-in-Law on Women in India

The report “Curse of the Mummy-ji: The Influence of Mothers-in-Law on Women in India” studies how household power dynamics in rural Uttar Pradesh affect young married women’s mobility, social networks, and family planning choices. Using data from Jaunpur, it finds that living with a mother-in-law often limits women’s movement, peer connections, and access to contraception, largely due to conflicting fertility preferences. The study shows that supportive peers can help women overcome these constraints and strengthen reproductive autonomy. Outline India was the Data Collection and Impact Evaluation partner for this research.

[Full Report](#)



OI Capabilities

Building data sets for over 11 + years

Census Exercise

Outline India visits each household in a village to record certain demographic information (members, jobs, age, education, healthcare status, govt. subsidies accessed etc), together with:

- Images
- Voice ID proof
- List of assets owned
- GPS coordinates
- Height, Weight (Anthropometric measurements)

Village Level Mapping

Field data collection sometimes requires a household listing exercise. We visit each household to gather basic demographic details. Before this, we consult locals at the village center to map distances, clusters, and landmarks, ensuring complete coverage.

Audio audits & Recording

Many surveys require audio recordings to capture information and reactions in various languages and dialects across the country. For quality assurance, entire surveys or specific questions are recorded, including voices of:

- Children, adolescents, and women
- Communities like farmers, vendors, MSME owners, and healthcare workers (ASHAs, Anganwadis)
- Groups such as panchayat leaders, NGOs, and professionals like bike repairers, ayurvedic doctors, and tea stall owners.



Narrative Building

- **Storytelling with Data:** Support partners in translating impact metrics into compelling narratives that highlight the depth and value of their work.
- **Knowledge Sharing:** Facilitate learning spaces and platforms that encourage exchange of insights, best practices, and innovations within the sector.
- **Policy Engagement:** Organize roundtables and dialogues with policymakers to bridge on-ground impact with policy-level influence and advocacy.



Human Centered Design

It is an approach that uses iterative, user-focused research and visual tools to understand real-world behaviours and design solutions that are intuitive, effective, and grounded in people's lived experiences.

Campaign evaluation:

These could include radio or television campaigns, street plays, pamphlets, or other forms of communication to drive home a certain point. Herein, design instruments are crucial in eliciting behavioral change.



Field Exigencies

Often, as our field staff navigates India's treacherous terrain, our staff encounters Blocked roads owing to mud slides, fallen trees etc. Submerged schools during rainy seasons. Cyclones in Odisha have affected our work as our staff had to go underground for 2-3 days when the state coastal areas were put on red alert.

User Experience and Scale-up

We collaborate with startups that want to engage in:

- A/B testing
- Measure Attention Spans & Retention
- Measure recall

We do this using multi-imagery stories, emotions cards and game-based activities among others.



Work in RURAL DEVELOPMENT

1 NO
POVERTY



2 ZERO
HUNGER



Needs assessment study in Khandera Girirajpur village

Needs Assessment



Location Uttar Pradesh



Funding Agency DLF, K.P Singh Foundation



Client K.P Singh Foundation



Status Completed

K.P Singh Foundation



Project Details

Objective

The study focuses on assessing Khandera's public and social infrastructure and will form the basis for KPSF's development plan for the village. The study will also assess **education access, healthcare facilities, gender norms, self-help groups (SHGs), livelihood opportunities, and women's safety & empowerment** within the village context.

Project Description

Outline India, in collaboration with **KP Singh Foundation** – a philanthropic foundation set up by **Mr KP Singh (Chairman Emeritus of DLF Group)**, is conducting a needs assessment study in Khandera Girirajpur village, located in Gautam Buddha Nagar district, Western Uttar Pradesh. The study focuses on assessing Khandera's public and social infrastructure and will form the basis for KPSF's development plan for the village. The study will also assess **education access, healthcare facilities, gender norms, self-help groups (SHGs), livelihood opportunities, and women's safety & empowerment** within the village context. Additionally, the study aims to understand career aspirations of youth and evaluate the need of sports and recreational facilities for youth. As part of this study, an exhaustive door-to-door Quantitative survey is being conducted, along with Qualitative interviews with women, village youth, and key informants such as village elders, ASHA/healthcare workers, and school teachers/principal



Work in GENDER

5 GENDER
EQUALITY



Evaluation: Gauging Accessibility of Education for Girl-Child

Mixed-Method Research

Activity-based Testing

Multi-state

**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 behaviors pertaining to the **education of girl-child** in rural India.

Project Description

As the India partners for '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 girls, boys and men, women to address the **barriers and social norms preventing access to quality education** in India.

Integrated use of Digital Connectivity and Data to Improve Woman and Child Health

Impact Evaluation

Multi-state



Location Rajasthan and Haryana



Funding Agency Indian School of Business



Client Indian School of Business



Status Completed



Project Details

Objective

Outline India collaborated with the Indian School of Business (ISB) to evaluate the impact of Karma Healthcare Telemedicine Clinics on **children, adolescents, women**, and its **healthcare nurses** in Rajasthan and Haryana.

Project Description

As ISB's research partner for the study, Outline India undertook **data collection** with children, adolescents, and women, to gauge their **knowledge on health issues** such as malnutrition, anaemia, UTI/RTI/STI, highlighting the **accessibility and availability of the services** across the case and control villages. We also interviewed the nurses to deepen our understanding of the **serviceability and impact** of Karma Healthcare Telemedicine Clinics.

CREA's 'It's My Body' Project on Gender

Process Documentation

Qualitative Research

Multi-state



Location Uttar Pradesh and Jharkhand



Funding Agency Creating Resources for Empowerment in Action (CREA)



Client Creating Resources for Empowerment in Action (CREA)



Status Completed



Project Details

Objective

Outline India partnered with CREA to study the **implementation process** of the Action Project in Uttar Pradesh and Jharkhand.

Project Description

CREA implemented a **process documentation of the 'Action Project'** in **Uttar Pradesh and Jharkhand**.

As CREA's survey partner, Outline India visited their 5 partner organizations across UP and Jharkhand to understand the implementation process and interview young women. The aim was to **understand the conversations these young girls have** about the issues in the community and how they strategize to address the issues.

Process documentation involved interactions with girls trained under the program, trainers as well as other relevant staff of the partner organizations. This was a **qualitative exercise** aimed to develop a comprehensive report with **case studies**.

From Icons to Leaders: Evaluating the Girl Icon Program's Impact

Quantitative Research

Qualitative Research

Impact Assessment



Location

Uttar Pradesh, Madhya Pradesh, and Karnataka



Funding Agency

Milaan Foundation



Client

Milaan Foundation



Status

Completed



Building a movement of Girl Leaders



Project Details

Objective

Outline India partnered with Milaan Foundation to study to do a process evaluation of the Girl Icon Program.

Project Description

Outline India conducted a **process evaluation** of the Girl Icon Program across Uttar Pradesh, Madhya Pradesh, and Karnataka, engaging over 300 adolescent girls and their ecosystems through **surveys, interviews, and observations**. The study found the program effectively builds leadership, confidence, and agency among girls, with Social Action Projects tackling issues like child marriage, menstruation, and school dropouts. **Peer Group Meetings emerged as safe spaces for learning and voice**. The evaluation also identified operational gaps and recommended greater flexibility in design, stronger community and male engagement, and alumni involvement to sustain impact.

Evaluation of an Adolescent Sexual and Reproductive Health Program

Community Mapping

RCT

Behavioural Change Communication

 **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 **sexual and reproductive health** (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 (RKS) program by providing **technical assistance and program monitoring support** to block and district officials.

Work in ENVIRONMENT

13

CLIMATE
ACTION



7

AFFORDABLE AND
CLEAN ENERGY



11

SUSTAINABLE CITIES
AND COMMUNITIES



Climate Migration and Data Resilience Pilot Project

Climate Change

Empirical Data

Multi-state

**Location** Gujarat, Odisha, Kerala**Funding Agency** World Resources Institute (WRI)**Client** World Resources Institute (WRI)**Status** CompletedWORLD
RESOURCES
INSTITUTE

Project Details

Objective

Developmental Report of the World Resources Institute (WRI) India on the **relationship between migration and climate resilience** in India.

Project Description

Outline India was the India data-collection partner for the World Resources Institute (WRI) India. The study examined the **relationship between migration and climate resilience in India** and attempted to document how climate events and slow onset processes are changing migration decisions and patterns.

The study focused on **supporting information with empirical data and equitable policy-making** for development, environmental justice, poverty reduction, and social inclusion by addressing a significant data and knowledge gap.

Environmental Impact Assessments (EIAs) - GSMA ClimateTech Programme

Climate Change

Empirical Data

Multi-state

**Location**

Sundarbans, West Bengal

**Funding Agency**

GSMA

**Client**

GSMA

**Status**

Ongoing

GSMA™

Project Details

Objective

To assess the environmental impacts—both positive and potential risks—of InQube's GreenQube platform in the Sundarbans, and develop an evidence-backed Environmental Management Plan (EMP) to guide sustainable land use, resource management, and ecosystem conservation.

Project Description

Outline India is conducting an Environmental Impact Assessment (EIA) for InQube, a start-up supported under the GSMA Innovation Fund for Climate Resilience and Adaptation 2.0, funded by the UK Foreign, Commonwealth and Development Office (FCDO) and the Swedish International Development Cooperation Agency (Sida). The project focuses on evaluating the environmental impacts of GreenQube, InQube's SaaS platform that integrates IoT-based agricultural advisory and digital finance solutions aimed at enhancing climate resilience among small and marginal farmers in the Sundarbans, West Bengal.

The assessment seeks to understand both the positive and potential adverse environmental effects of GreenQube's interventions—particularly in the domains of sustainable land use, natural resource management, and ecosystem conservation. The assignment is structured across three key phases encompassing an inception review, environmental impact assessment, and the development of an environmental management plan (EMP).

Bringing an Equity Lens to Climate Investments in India

Climate Change

Multi-state

Vulnerable population focused



Location

Maharashtra, Uttar Pradesh,
Bihar, Andhra Pradesh



Funding Agency

HSBC (Financial Services Company)



Client

The Bridgespan Group



Status

Completed



The Bridgespan Group



Project Details

Objective

Outline India, in collaboration with The Bridgespan Group, undertook a “State of the Sector” report to highlight the voice of vulnerable communities as it intersected with **climate change**, and **proposed meaningful innovations** that can meet their needs.

Project Description

This research is rooted in the understanding that **climate change is accelerating by the year** and has already **exacerbated pre-existing vulnerabilities of the most marginalized communities**.

With this research, we were able to uncover some of these effects in the sphere of agriculture and understand the **effects of climate change on smallholding farmers** (especially women and SC/ST farmers), as well as **identify potential solutions** to address these challenges.

Baseline Survey to capture current Roofing Conditions and Benefits

Baseline Evaluation

Background Checks



Location New Delhi



Funding Agency Tata Trusts



Client University of Chicago



Status Completed



Project Details

Objective

Outline India undertook a **baseline evaluation** to capture the current roofing conditions and gauge its benefits for a **peri-urban settlement areas** in New Delhi.

Project Description

The study sought to understand how the **Cool Roofing technology** could **the wellbeing** of the users and aid in **reducing their electrical consumption** thereby allowing poor households to increase spending on food, health, and education, resulting in **improvements in their quality of life**.

For this study, Outline India conducted surveys with **1500 residents** (targeting the household head) to determine their demographic characteristics, health, and wellbeing, as well as the infrastructure available to the community.

Developing An Insight Into The Government Initiative Of Popularizing The Usage Of Solar Energy

Quantitative Research

Pan India

Telephonic



Location Pan India



Funding Agency Shakti Foundation, CIERP, Tufts University



Client Shakti Foundation, CIERP, Tufts University



Status Completed



Project Details

Objective

To understand why certain solar energy service providers are able to scale faster than and more pervasively as compared to others.

Project Description

This study focused on developing an insight into the government initiative of popularizing the usage of solar energy by setting up **Akshay Urja shops** in different parts of the country. It enquired why certain solar energy service providers are able to scale faster than and more pervasively as compared to others. Outline India designed questionnaires and did the piloting for a Junior Research Fellow at the **Center for International Environment and Resource Policy (CIERP)** and Ph.D. candidate at the Fletcher School of Law & Diplomacy, Tufts University, and Shakti Foundation.

Value of Electricity and Consumers Willingness to Pay

Baseline Evaluation



Location

Madhya Pradesh



Funding Agency

University of Chicago trust



Client

UChicago Trust



Status

Completed



Project Details

Objective

Outline India undertook a **Baseline evaluation** to understand the value of electricity and **consumers willingness to pay** in Hoshanagabad and Narsinghpur in Madhya Pradesh.

Project Description

The COVID-19 pandemic had aggravated the financial stress of electricity distribution companies. Outline India partnered with the University of Chicago and the **Madhya Pradesh Power Management Corporation** to conduct a randomised control trial involving **over 3000 stakeholders** aimed at increasing **revenue recovery** for discoms and measuring willingness to pay among consumers.

Baseline assessment for 'switching to sustainable auto-rickshaws system' project

Baseline Assessment



Location

Tamil Nadu, Karnataka



Funding Agency

SwitchAsia



Client

Fondazione ACRA and
European Union



Status

Completed



Project Details

Objective

Outline India conducted a baseline analysis to understand the economic viability and environmental sustainability for auto-rickshaw driving as a profession.

Project Description

The objective of the study was to scale up the intervention of the social enterprise **Three Wheels United** in Bengaluru and to replicate the same in Chennai. Surveys were conducted with auto-rickshaw drivers to understand their backgrounds, patterns of engagement with their profession and openness to intervention goals. **Focus Group Discussions** were conducted with auto-rickshaw drivers to **explore the dynamics** within networks of auto drivers in terms of **competition, migration, pollution, income, unions, etc.** Interviews were also conducted with officials from the transport and traffic department, to determine the sustainability of auto-rickshaws and the processes governing licenses and permits, registration and traffic management. Based on the findings, recommendations were made to the client about the implementation of the program.

Expert Panel in Environment

Vithal Karoshi



Agro-Forestry

Ecology

Seed-System

Experience: 30+ years

Recipient of Young Scientist award, 2007, the International Institute for Applied Systems Analysis (IIASA), Austria | Ph.D. in Agricultural Development

Vithal Karoshi has worked with various organizations including USAID, DANIDA, DFID, GIZ, Rockefeller Foundation. He has coordinated for **Foreign Direct Investment (FDI) projects** on tree-based bio-fuel and plantations in regions of Ethiopia. He has published papers on the environment, policy, and research.



Laxmi Vadapalli



Climate Change

CSR

Natural Resource Management

Experience: 13+ years

Rehabilitation Expert by Telangana Government | Pd.D. in Sociology

Besides her proven record in the field of NRM, Laxmi has also served as an optimum resource for M & E, content development, and capacity development programs. She supported **government agencies for the rehabilitation** of the Project Displaced Families (PDFs) and Project Affected Families (PAFs).





Work in EDUCATION

4 QUALITY
EDUCATION



8 DECENT WORK AND
ECONOMIC GROWTH



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



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.

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

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.

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

Psychometric Tool

Pilot Study

Baseline & Midline Evaluation

**Location** Uttar Pradesh, Jharkhand**Funding Agency** [REDACTED]**Client** [REDACTED]**Status** Completed

*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 was a **data collection partner** with an American fund to conduct a **baseline, midline and endline studies** in the 1st year of project implementation. This was conducted across 2023-2024 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). This was a **quantitative study** where 10 surveys from each school were carried out - this is expected to span across 10 years.

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 Completed



Project Details

Objective

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

Project Description

Outline India conducted 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**) were conducted with **school principals, teachers, children and parents**.

Improving the Quality of Primary Education through Teacher Motivation

Psychometric Tool

Pilot Study



Location Karnataka, India



Funding Agency STiR Education



Client STiR Education



Status Completed



Project Details

Objective

Outline India was the data collection partner for STiR Education's project of **improving quality of primary education** through teacher motivation in Karnataka's government schools.

Project Description

As the data collection partner for STiR Education and the University of New York, Outline India undertook data collection for STiR Education's project focusing on the improvement of quality **primary education in government schools** across the Ramnagara district of Karnataka.

Outline India was also responsible for conducting the survey and data collection exercises which were conducted across 4 blocks of Ramnagara district (Ramnagara, Magadi, Kanakapura and Channapatna).

Evaluation of the Meghalaya Comprehensive School Transformation Programme (M-CSTP)

Impact Evaluation

Qualitative Research



Location Meghalaya



Funding Agency Reach to Teach Foundation



Client Reach to Teach Foundation



Status Completed



Reach to Teach



Project Details

Objective

To assess the early implementation and effectiveness of M-CSTP by **capturing stakeholder perspectives** and generating **evidence-based insights** to inform future directions.

Project Description

Outline India conducted an in-depth evaluation of the Meghalaya Comprehensive School Transformation Programme (M-CSTP) using the **OECD-DAC framework**. The study combined programme document reviews, **in-depth interviews, and focus group discussions** with state officials, SRGs, DRGs, and teachers. Insights were mapped across six dimensions: Relevance, Effectiveness, Acceptability, Adaptability, Ownership, and Sustainability, offering a nuanced picture of the programme's progress. Even at an early stage, M-CSTP demonstrates strong momentum, shaped by the Government of Meghalaya's vision and Reach to Teach Foundation's support. The evaluation provides a robust framework to guide and sustain this ambitious education reform.

Understanding impact of COVID-response interventions of STiR programs

Impact Assessment

Data Collection



Location Tamil Nadu and Karnataka



Funding Agency Ichuli Institute



Client Ichuli Institute



Status Completed



Project Details

Objective

Outline India partnered with Ichuli Institute to understand the **impact of the COVID-response interventions** of STiR programmes.

Project Description

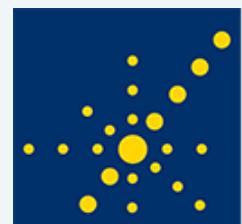
Outline India conducted a **remote data collection exercise and online (telephonic) quantitative surveys along with qualitative interviews (KIs and FGDs)** for a study to understand the impact of STiR's COVID-response interventions.

This was conducted across 3 districts from Tamil Nadu and 2 from Karnataka, with district officials, teachers, and headteachers.

Qualitative Study on Teacher Experiences

Impact Assessment

Qualitative Research

**Location** Uttar Pradesh**Funding Agency** Central Square Foundation**Client** Central Square Foundation**Status** Completed**CENTRAL SQUARE FOUNDATION**

Project Details

Objective

To **capture teachers' perspectives and experiences** through qualitative interviews, generate high-quality, reliable data, and provide CSF with cleaned, transcribed, translated, and thematically coded datasets to inform their education system strengthening work.

Project Description

Outline India partnered with the **Central Square Foundation (CSF)** to conduct a **qualitative study with teachers** to better understand their experiences and challenges in the classroom. Our team piloted tools, and then managed the entire process of **sourcing, training, and deploying research assistants** with relevant education sector expertise. Using **in-depth interviews and qualitative methods**, we ensured rigorous **quality checks through monitoring, transcription, translation, and thematic coding** of the data. This work was undertaken to generate **grounded, teacher-level insights** that would help CSF strengthen policy and programmatic interventions in the education system.

Young India's perceptions on Political Engagement, International Relations, Education and Society

Perception Analysis

Online Surveys

In-person Interviews

Multi-country



Location

Bengaluru, Chennai, Delhi, Kolkata, Mumbai, Hyderabad, Chandigarh, Ahmedabad, Pune



Funding Agency

British Council



Client

British Council



Status

Completed



Project Details

Objective

To explore correlations between the core values, aspirations, and expectations of the Indian youth and the **modalities of education and employment policies** across India and the UK.

Project Description

The project included **online surveys**, a **social media campaign** across 9 cities (Bengaluru, Chennai, Delhi, Kolkata, Mumbai, Hyderabad, Chandigarh, Ahmedabad and Pune) along with **qualitative fieldwork**, with Focus Group Discussions and **in-depth interviews** in Bengaluru, Chennai, Delhi, Kolkata and Mumbai.

The study helped map **possible avenues of synergy between India and UK** in the context of youth population. The study attempted to explore correlations between the **core values, aspirations and expectations of the Indian youth** and the **modalities of governance**, through which one can get a sense of the reflexive engagement that the Indian citizenship has with the functioning of the state.

Content Testing of Financial Literacy in young Children

Impact Contest 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.

Need Assessment Study: Early Grade Reading

Knowledge Attitude Testing

Digital Content Testing

Formative Study



Location Maharashtra



Funding Agency Metlife Foundation



Client Sesame Workshop



Status Completed



Project Details

Objective

Outline India conducted a formative study to understand the **socio-psychological barriers to native language learning** among children between 5-7 years of age in Maharashtra.

Project Description

Through the exploration of attitudes, practices, values and aspirations of different stakeholders included in the study, it offered insights into the conditions that act as facilitators or impediments to the inculcation of language skills. Specifically, the study investigated the infrastructural, physical, social and cultural factors influencing local language skills acquisition. The study included - **surveys with school management - in-depth interviews with caregivers, Anganwadi workers and children - and a reading assessment, focus group discussions and in-depth interviews with students.**

Aspects of children's schooling, such as **infrastructure, prevalent modes** and **quality of teaching, usage of technology** in the primary schools and at the Anganwadi centers were also scrutinized for the study.

Need Assessment: Empowering Families Through Financial Education

Need Assessment

Impact Assessment



Location Ranchi, Jharkhand & Delhi



Funding Agency Metlife Foundation



Client Sesame Workshop



Status Completed



Project Details

Objective

- To gather knowledge around parent knowledge, attitude and practice around financial literacy and patterns of saving.
- Assess children's (3-6 years) knowledge, attitude and practices around finances and saving.

Project Description

Sesame Workshop's approach to financial empowerment aimed to foster behavior change by equipping young children and their caregivers with essential skills and strategies for mindful financial habits. This initiative emphasized self-regulation, encouraging goal setting, planning, preparation, and saving to help families build a secure future. Children began learning about money from an early age by observing adult financial behaviors, shaping their lifelong financial habits. Establishing a strong foundation in financial empowerment was crucial for fostering wise decision-making and long-term success. With this in mind, Sesame Workshop collaborated with the MetLife Foundation to develop a global multimedia financial empowerment campaign. Designed to resonate with families across both developed and developing countries, the campaign delivered tailored messages addressing the specific needs of targeted communities. As part of this multi-country initiative, an intervention was planned in India. To inform the development of the Financial Empowerment initiative, a consultant conducted a needs assessment study with parents and children in India.

Needs Assessment: Assess children's reaction to early prototypes of project materials

Need Assessment

Impact Assessment



Location Ranchi, Jharkhand



Funding Agency Metlife Foundation



Client Sesame Workshop



Status Completed



Project Details

Objective

The project aimed to assess children's reactions to early prototypes of financial empowerment materials, including a pilot song (audio only), an 8-panel comic, and a set of icons. Additionally, focus group discussions were conducted with 30 parents who were members of self-help groups (SHGs), divided into three batches.

Project Description

Recognizing the importance of financial literacy for families to make informed decisions for their present and future, Sesame Workshop collaborated with the MetLife Foundation to develop a multimedia global financial empowerment campaign. This initiative targeted families across both developed and developing countries, addressing specific needs in each region. In India, the intervention was implemented in the Ranchi district of Jharkhand. To inform the development of this initiative, a formative study was conducted with children and parents in Ranchi. The study gauged children's responses to early prototypes of the project materials and gathered insights from parents through focus group discussions. The findings from this research informed the development and refinement of the financial empowerment resources tailored for the Indian context.

Needs Assessment: Gauge children's reactions to prototypes of games being developed under the MetLife Foundation financial empowerment project.

Need Assessment

Impact Assessment



Location

DELHI - NCR



Funding Agency

Metlife Foundation



Client

Sesame Workshop



Status

Completed



Project Details

Objective

The objective was to promote financial empowerment by equipping children and caregivers with essential skills like self-regulation, goal setting, and saving. The initiative also aimed to develop and test interactive games, with a formative study in Delhi NCR assessing children's responses to these prototypes.

Project Description

Sesame Workshop promoted financial empowerment by equipping young children and their caregivers with essential skills for mindful financial behavior. This involved fostering self-regulation, goal setting, planning, and saving to help families build a secure future. Children developed financial habits early by observing adults, making a strong foundation crucial for wise decision-making and future success.

In collaboration with the MetLife Foundation, Sesame Workshop launched a global multimedia campaign to promote financial empowerment across developed and developing countries, including India. As part of this initiative, a consultant conducted a formative study with children in Delhi NCR to assess their reactions to game prototypes developed for the project.

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

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.

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

Project Details

Objective

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Endline Evaluation of Room to Read's Literacy Instruction Scale-Up Program in Rajasthan

Endline Assessment

Quantitative Research

**Location** Jodhpur and Barmer**Funding Agency** Room to Read**Client** Room to Read**Status** Completed

Project Details

Objective

To **assess the impact** of Room to Read's intervention on Grade 3 students' literacy outcomes in Jodhpur and Barmer, with a focus on reading fluency, comprehension, and writing abilities.

Project Description

Outline India is conducting the **endline evaluation** of the Literacy Instruction Scale-Up Program **using the Early Grade Literacy Skills (EGLS) assessment tool**. The study spans 160 schools (80 intervention and 80 control), employing rigorous quantitative data collection methods. With **strong emphasis on enumerator training, data quality assurance, and Inter-Rater Reliability (IRR) testing**, the evaluation will generate empirical evidence on program effectiveness and provide actionable insights to guide future literacy initiatives.

Impact Assessment of 'Play.Learn.Connect' and 'Bright Start Project'

Early Childhood Care

Socio-emotional Learning



Location Delhi - NCR



Funding Agency Porticus



Client Sesame Workshop



Status Completed



Project Details

Objective

The main objective of this endline study is to measure the impact of **'Play.Learn.Connect'** and **'Bright Start Project'** initiative on the learning and development of children by assessing the level of engagement of the caregiver with the child/children through meaningful playful learning experiences.

Project Description

The study will aim to provide in-depth understanding of the following core areas:

1. To understand the demographic and psychographic profile of children and their families in the project area. (Education profile, age, gender, siblings, language/s proficiency)
2. To understand current level of knowledge, attitudes and practices among the caregivers with respect to physical and socio-emotional wellbeing of their children
3. To assess the current level of nutrition, physical, cognitive and socio-emotional well being among children
4. To understand the level of a resilience among the caregivers and children (especially in the context of Covid 19)

Needs Assessment of Sesame Workshop India's 'Play.Learn.Connect' initiative for children on the move

Need Assessment

Mixed-method



Location

Delhi-NCR



Funding Agency

Sesame Workshop



Client

Sesame Workshop



Status

Completed



Project Details

Objective

Outline India aimed to **understand the current knowledge, attitudes, practice, and challenges of play-based learning** among migrant parents for their children aged between 3 and 8 years.

Project Description

Outline India partnered with Sesame Workshop India to conduct a study in New Delhi that aimed to address the **critical needs of children of migrant families** between the age of 3-8 years. The intervention sought to support the holistic, socio-emotional development of these children by **empowering the parents/caregivers to meaningfully engage in playful learning experiences** with them.

For this purpose, Outline India undertook a **mixed-method** study to identify the **on-ground realities and educational gaps** of the target group and lay out the barriers, challenges and cultural context.

Literacy Instruction Scale Up Program in Jodhpur, Rajasthan

Endline Assessment



Location

Jodhpur, Barmer -
RAJASTHAN



Funding Agency

[REDACTED]



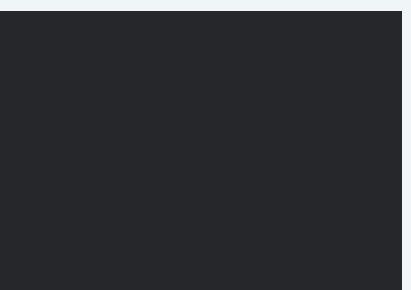
Client

[REDACTED]



Status

Ongoing



*Client name withheld for data privacy concerns



Project Details

Objective

The project will evaluate the impact of [REDACTED] Literacy Instruction Scale-Up Program in Jodhpur, Rajasthan. It will assess Grade 3 students' literacy gains in reading fluency, comprehension, and writing using the EGLS assessment, providing evidence to guide future interventions.

Project Description

The Endline Evaluation of the Literacy Instruction Scale-Up Program in Jodhpur and Barmer, Rajasthan, aims to assess the impact of [REDACTED] intervention on Grade 3 students' literacy skills using the Early Grade Literacy Skills (EGLS) assessment tool. Conducted by Outline India (OI), the study will involve quantitative data collection across 160 schools (80 intervention and 80 control schools), focusing on reading fluency, comprehension, and writing abilities. With a systematic approach to training enumerators, rigorous data quality checks, and the use of Inter-Rater Reliability (IRR) tests, the evaluation will generate empirical evidence to measure program effectiveness and inform future literacy interventions.

Healthy Bodies, Healthy Mind

Formative Study



Location

Lucknow - Uttar Pradesh



Funding Agency

[REDACTED]



Client

[REDACTED]



Status

Completed

*Client name withheld for data privacy concerns



Project Details

Objective

The main objective of the study was to capture community members perception on the content of the [REDACTED]

Project Description

The proposal detailed a formative research study conducted by Outline India for [REDACTED] VI) to evaluate the effectiveness, appeal and comprehension of health-related educational content designed for children aged 3-8 years and their caregivers. The study, part of the "Healthy Bodies, Healthy Minds" initiative, aimed to assess whether the content successfully promoted healthy nutrition, physical activity and emotional well-being. Through qualitative research methods like focus group discussions (FGDs), in-depth interviews (IDIs) and observational studies, the research examined stakeholder engagement, cultural relevance and potential for behavior change. The study was conducted across urban and peri-urban sites in Lucknow, Uttar Pradesh, engaging key stakeholders such as parents, Anganwadi workers (AWWs), ASHA and children, ensuring the content was contextually appropriate and impactful.

Impact Assessment of Robotics Labs and Digital Classrooms

Impact Assessment

Data Collection

Multi-state



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**.

Evaluation to gauge 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) project, 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.

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

CENTRE FOR CIVIL SOCIETY



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 Hastsal 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 Hastsal, 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**.

Baseline and Midline Evaluation for India's Youth First Program

Randomised Controlled Trial

Social Emotional Development

**Location** Bihar**Funding Agency** CorStone India**Client** CorStone India**Status** Completed

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.

CORSTONE
Development starts Inside.

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



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.

Study on the impact of RTE EWS quota in private schools on maternal aspirations and perceived returns to education

Impact Assessment

	Location	Delhi
	Funding Agency	University of Maryland
	Client	University of Maryland
	Status	Completed



Project Details

Objective

Outline India collaborated with a researcher from the University of Maryland to study the impact of RTE EWS quota in private schools on maternal aspirations and perceived returns to education.

Project Description

Outline India collaborated with a researcher from the University of Maryland to study the impact of the Right To Education EWS quota in private schools on maternal aspirations and perceived returns to education.

A quantitative survey was conducted amongst adult women belonging to the Economically Weaker Section (EWS). The survey was conducted in Delhi across 1-2 districts where Outline India formatted the questionnaire shared by the client to ensure **optimal data collection** eventually. The survey was conducted in a period of 15 days.



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 Development

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.



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**.



Expert Panel in Education

Arjun V. Lal



Policy Design

M & E

Teacher Trainee and Mentor

Experience: 12+ years

Advisor to CMO Madhya Pradesh at Atal Bihari Vajpayee Institute of Good Governance and Policy Analysis

Arjun has a decade of experience working on education and liaising with multiple stakeholders including state governments. At Chief Minister's office, Madhya Pradesh where he conducted analysis and assessment of various Government flagship programs. A former Teach for India fellow, he has also conducted training programs and led implementation plans in Uttarakhand and Central India in the capacity of Teacher Mentor.



Work in LIVELIHOODS

10 REDUCED
INEQUALITIES



Developmental Report of MSME Promotional Initiatives Vertical for the Financial Year 2021-22

Programmatic interventions

Developmental report

	Location	Pan-India
	Funding Agency	Small Industries Development Bank of India (SIDBI)
	Client	Small Industries Development Bank of India (SIDBI)
	Status	Completed



Project Details

Objective

Developmental Report of **The Ministry of Micro, Small and Medium Enterprises (MSME)** Promotional Initiatives Vertical for the Financial Year 2021-22.

Project Description

Outline India partnered with Small Industries Development Bank of India (SIDBI) to **develop a yearly developmental report for FY 2021-22, including 15-20 case studies.**

Outline India prepared reports for the selected initiatives corresponding to the **programmatic interventions** and **thematic engagements** of the promotion and development initiatives of SIDBI.

Impact Assessment of Sewing Machine Distribution on Women's Livelihoods in Uttar Pradesh

Mixed Method

Impact Assessment



Location Uttar Pradesh



Funding Agency Government of Uttar Pradesh



Client Singer



Status Completed



SINGER®



Project Details

Objective

To assess the socio-economic impact of sewing machine distribution on women beneficiaries and their households in Uttar Pradesh, examining usage patterns, livelihood outcomes, empowerment, implementation challenges, and community-level spillover effects, in order to generate evidence to inform programme strengthening and scale-up.

Project Description

Outline India is conducted a mixed-methods impact assessment across two districts of Uttar Pradesh to evaluate the socio-economic impact of sewing machine distribution on women beneficiaries and their families, focusing on usage, empowerment, challenges, and broader ripple effects within communities. The study supported Singer's initiative in collaboration with the Government of Uttar Pradesh, under CM Yogi - aiming to generate evidence that can inform and scale efforts to enhance women's livelihoods and agency.

Impact Evaluation of the Wadhwani Employability Program on Placement Outcomes

Impact Evaluation

Mixed-Methods Research

**Location** Gujrat, Bihar, Uttar Pradesh, Rajasthan**Funding Agency** Wadhwani Foundation**Client** Wadhwani Foundation**Status** On-going

Project Details

Objective

To evaluate the impact of the Wadhwani Employability Program (EP) on placement outcomes across Delhi and Hindi-speaking regions, and to identify key factors that influence employability.

Project Description

The Wadhwani Skills Network's Incremental Placement Study, led by the Wadhwani Foundation, is a flagship initiative designed to measure the effectiveness of its Employability Program. With a **sample size of 3,000–4,000**, the study employs a mixed-methods approach, comparing treatment and control groups across partner institutions.

Beyond placement outcomes, it also examines underlying factors shaping employability, providing insights to refine and scale the program. Outline India is supporting this effort by **developing tools, designing sampling strategies, recruiting and training enumerators, conducting data collection, ensuring quality checks, and leading analysis and report writing**.

Work environment, job satisfaction and motivation of community health workers (ASHAs)

Exploratory study

Impact Assessment



Location

Bihar



Funding Agency

Indian School of Business



Client

Indian School of Business



Status

Completed



Project Details

Objective

To understand the **work environment, job satisfaction and motivation of community health workers in Bihar, India.**

Project Description

The objective of this **exploratory survey-based study** was to identify the specific characteristics of the task and work environment (e.g. job complexity, performance feedback, supervisor support) that are correlated with job satisfaction and motivation of ASHAs.

The **survey was conducted with 200 ASHAs** in the Samastipur district of Bihar and the survey tools were also pre-tested with a sample of 30 ASHAs.

Measuring Change in the Sundarbans: Livelihoods, Governance, and Climate Resilience

Baseline and Endline Assessment

Qualitative Research



Location

Sundarban region, India and Bangladesh



Funding Agency

Deutsche Gellschaft fur Internationale Zusammenarbeit (GiZ)



Client

Deutsche Gellschaft fur Internationale Zusammenarbeit (GiZ)



Status

Completed



Project Details

Objective

To assess community livelihoods, ecosystem dependencies, and governance dynamics in the Sundarbans; support the development of community-based natural resource management rules; and generate evidence on outcomes and impacts to guide adaptive management of the SUNDAR-BAY project.

Project Description

As part of the *SUNDAR-BAY Project* (Strengthening Regional Cooperation and Sustainable Financing for Ecosystem Management and Restoration in the Bay of Bengal), Outline India partnered with **GRET** under a GiZ-supported initiative. Outline India is responsible for implementing baseline and endline field assessments in India, including **household surveys, key informant interviews, and focus group discussions**. The study documents community perceptions on livelihoods, skilling needs, and participation in local planning, while also tracking changes over time. Findings will provide a robust evidence base for regional cooperation, ecosystem restoration, and policy design across India and Bangladesh.

Assessment of The Hunger Project's Strategy of Elected Women Representatives

Mixed Methods

Impact Assessment

**Location**

Odisha

**Funding Agency**

The Hunger Project, India

**Client**

The Hunger Project, India

**Status**

Completed

The Hunger Project.

UNITED KINGDOM



Project Details

Objective

Assessment of The Hunger Project's strategy towards strengthening and building leadership of Elected Women Representatives (EWRs) to become effective leaders that influence development priorities in the local governance in Odisha.

Project Description

Outline India conducted an **Assessment** and quantify the impact of various interventions being implemented in the state of Odisha towards strengthening and building leadership of **Elected Women Representatives (EWRs)**.

We systematically analyzed and collated the learnings and effectiveness of the interventions implemented during a **five-year period**, from 2017 to 2022 towards improving the acceptance of EWRs as political leaders in their panchayats.

Upgrading Industrial Training Institutes under the Public Private Partnership Scheme: An Impact Assessment Study

Mixed Methods

Impact Assessment

**Location**

Uttarakhand

**Funding Agency**

Athena Infonomics India Pvt Ltd

**Client**

Athena Infonomics India Pvt Ltd

**Status**

Completed



Project Details

Objective

To conduct an impact assessment of 13 Industrial Training Institutes (ITIs) upgraded under the Public Private Partnership (PPP) scheme, focusing on institutional capacity, infrastructure, governance, and stakeholder perspectives.

Project Description

Outline India conducted an **impact assessment study** of ITIs upgraded under the PPP scheme. Outline India's role included undertaking extensive **primary research** at **13 ITIs**, **conducting interviews with principals and IMC chairpersons (or equivalents)**, **organizing group discussions with faculty and students**, **taking photographs of institute infrastructure**, and following up on online questionnaires. The study aimed to generate evidence on institutional performance and the outcomes of the PPP scheme.

Scoping Study to build a Business Case For Link Fund To Enhance SHGs Entrepreneurship

Supply Chain Gaps



Location Puri, Cuttack and Dhenkanal, Odisha



Funding Agency The LINK Fund



Client The LINK Fund



Status Completed



Project Details

Objective

Outline India supported the Government of Odisha and LINK-Fund team to formalize an MOU aimed at forming forward linkages of SHGs to public procurement systems or large businesses and/or access to enterprise networks.

Project Description

Outline India conducted a field visit to three districts in Odisha and had brief discussions with Self-Help Groups (SHGs)/producer groups to understand the challenges they face in running their enterprises and in connecting to markets.

Detailed discussions were held with **Mission Shakti (MS)** officials to understand the **performance of MS and the lacunae that exist in its program design and implementation**. Finally, the researchers drafted a report analysing the performance of MS and problems faced by SHGs and producer groups, and put forth a business case for a partnership between MS and The LINK fund.

Expert Panel in Livelihoods

Govind Gopi Verma



Micro-finance

IT for Development

Seed-System

Experience: 30+ years

Doctoral Fellow, Institute for Rural Management Anand | Assistant Professor (OB-HR), School of Business and Law, Navrachana University

Govind carries extensive grassroots experience working with DHAN Foundation and the **South Indian Federation of Fishermen Societies (SIFFS)**. His research expertise includes Mixed-Methods & Sequential Research Design, Psychometric Measurement & Analysis, Scale development, and Structural Equation Modeling.



Shilpa Pandit



Skill development

Research

Rural and Youth Development

Experience: 20+ years

Former Expert Consultant to Ministry of Social Justice GoI | Ph.D. in Psychology | Co-Founder at Dreampath Foundation

With two decades of interdisciplinary expertise, Shilpa has been a master trainer for various capacity-building programs. Her contribution in engagement with the UNDP(India), for the **Ministry of Rural Development (MoRD)** for research and policy work on the implementation of **Mahatma Gandhi NREGA** is worthy of acknowledgment.





Work in AGRICULTURE



Baseline survey on Water, Agriculture and Livelihood (WAL) in Rajasthan

Baseline evaluation



Location

Alwar, Rajasthan



Funding Agency

Sehgal Foundation



Client

Sehgal Foundation



Status

Completed



Project Details

Objective

The main objective of this study was to conduct Baseline surveys in selected target villages on water, agriculture and livelihood.

Project Description

Outline India partnered with the Sehgal Foundation to conduct baseline surveys in selected target villages before implementing the project "**Integrated Village Development Project**" to increase water availability.

Our baseline evaluation sought to examine the level of water scarcity in **livelihood, agriculture, and allied activities** by conducting surveys with farmers from agricultural households, KIIs, and FGDs with both men and women farmers in the Alwar district of Rajasthan.

Pilot Agricultural Household Survey in India

Baseline evaluation



Location Uttar Pradesh and Bihar



Funding Agency Monash University



Client Monash University



Status Completed



MONASH
University



Project Details

Objective

To test and refine the tools, methods, and field protocols for the upcoming India Agricultural Household Survey (IAHS) 2026 by conducting a pilot with 100 farming households in Uttar Pradesh and Bihar, ensuring validated survey instruments, feasible operations, and robust data and sample collection procedures.

Project Description

The **Pilot Agricultural Household Survey in India** aims to test and refine the methodology, tools, and operational procedures for the forthcoming **India Agricultural Household Survey (IAHS) 2026**. Outline India will conduct the pilot data collection with a sample of **100 agricultural households** across four villages in two states - **Uttar Pradesh and Bihar**. The pilot will focus on farmers whose primary production centers on either **wheat or potato**. The key objectives are to validate the survey instruments, assess logistical feasibility, and establish robust protocols for data collection, quality assurance, and sample management. The exercise will begin with a **comprehensive household listing** in each selected village to develop a sampling frame for identifying farming households to be surveyed. Alongside **quantitative data collection, soil and leaf samples** will also be collected for testing. Outline India's responsibilities include **review and translation** of the quantitative survey tool, **CAPI programming**, conducting the **household listing and sampling households, recruitment and training** of the field team, **data collection**, sample collection, ensuring rigorous **data management and quality checks**, and submission of the **cleaned dataset and field report**.

Social Impact Assessment on Cotton Farming

Participatory Research

Mixed Method Research



Location

Madhya Pradesh



Funding Agency

Laudes Foundation



Client

American Institute for Research



Status

Completed

Laudes —
Foundation

AIR
AMERICAN INSTITUTES FOR RESEARCH®



Project Details

Objective

Outline India partnered with the American Institutes for Research and Laudes Foundation (erstwhile C&A Foundation) to conduct a follow-up study on the socio-economic and environmental outcomes of organic cotton farm initiatives.

Project Description

The study primarily focused on helping smallholder cotton farmers improve their **livelihood through organic cotton cultivation**.

Outline India, as a part of this study, conducted quantitative surveys which will include a soil testing component as well. **KIIs and FGDs were conducted** with various other stakeholders, implementing partner staff, and Mandi players.

We were heavily involved in reviewing quantitative, qualitative and supply chain mapping tools, preparing training material, conducting training, and monitoring fieldwork.

Social Impact Assessment on Cotton Farming

Participatory Research

Mixed Method Research

**Location**

Madhya Pradesh

**Funding Agency**

C&A Foundation

**Client**

American Institute for Research

**Status**

Completed



AMERICAN INSTITUTES FOR RESEARCH®

Project Details

Objective

Outline India was commissioned to undertake a study aiming to compare outcomes across organic cotton farmers, better cotton farmers, and conventional cotton farmers in Madhya Pradesh.

Project Description

This study aimed to provide insights into the potential effects of voluntary certification of cotton production on farmers' well-being. To achieve this goal, **different aspects of education, health, and socioeconomic outcomes** were measured.

Outline India was responsible to design and implement a study with a sample of 4,500 households. In addition, we conducted quantitative research with in-depth qualitative research to **examine perceptions among cotton farmers**.

Rapid Assessment to examine the progress of phasing out hazardous pesticides in Gujarat

Rapid Assessment



Location Gujarat



Funding Agency Better Cotton Initiative



Client Better Cotton Initiative



Status Completed



Project Details

Objective

Outline India undertook a Rapid Assessment case study in collaboration with Better Cotton Initiative with the goal to assess the progress in phasing out pesticides.

Project Description

Outline India conducted a Rapid Assessment case study to assess the progress in **gradual reduction of hazardous pesticides** and to understand the minds of **stakeholders post the intervention** in Gujarat. A report was developed by Outline India focusing on soil quality, local weather conditions, availability of existing subsidiaries and supply chains in the area.

The report was procured by BCI at their annual conference in EU.

Assessment of Value Chains in Agriculture

Impact Assessment



Location Delhi



Funding Agency Indian Statistical Institute



Client Indian Statistical Institute



Status Completed



Project Details

Objective

Outline India conducted structural field surveys of 150 dairy and potato retailers in 25 wards to understand the impact of energy costs on food prices and the income of producers in Delhi.

Project Description

The study entailed the analysis of potato and dairy supply chains to assess how **energy costs impact behavior** across the **supply chain** from the farmer, wholesale/logistics, processor to the retailer, and the implications of these on the food costs to consumers and incomes to producers. The study established **linkages** between energy costs and use, and the transformation of food supply chains

Expert Panel in Agriculture

Vithal Karoshi



Agro-Forestry

Ecology

Seed-System

Experience: 30+ years

Recipient of Young Scientist award, 2007, the International Institute for Applied Systems Analysis (IIASA), Austria | Ph.D. in Agricultural Development

Vithal Karoshi has worked with various organizations including USAID, DANIDA, DFID, GIZ, Rockefeller Foundation. He has coordinated for **Foreign Direct Investment (FDI) projects** on tree-based bio-fuel and plantations in regions of Ethiopia. He has published papers on the environment, policy, and research.



Laxmi Vadapalli



Climate Change

CSR

Natural Resource Management

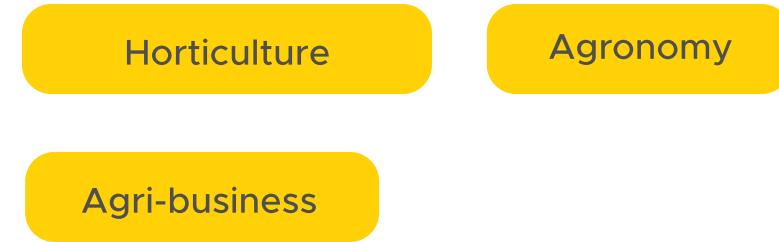
Experience: 13+ years

Rehabilitation Expert by Telangana Government | Pd.D. in Sociology

Besides her proven record in the field of NRM, Laxmi has also served as an optimum resource for M & E, content development, and capacity development programs. She supported **government agencies** for the rehabilitation of the **Project Displaced Families (PDFs) and Project Affected Families (PAFs)**.



Expert Panel in Agriculture

Manoj Kumar K K**Experience: 20+ years**

Managed 200+ organic and sustainable agriculture projects, trained 5000+ farmers, Carried out 2000+ organic and sustainable farming audits and certification across India

Manoj is currently working as a Senior Consultant with the Network of Asia and Pacific Producers (NAPP). With over 20 years of experience, he has worked with various agricultural organizations in various capacities. His core areas of expertise include training and capacity building of farmers, Agriculture value chain, product development, strategic planning and management, and Agronomy and Farm management.

**Jagdish Joshi****Experience: 5+ years**

Conducted Research in 'Genetic analysis in Desi Cotton Hybrids in relation with yield and fiber quality'

Jagdish works as the Senior Agronomist with Louis Dreyfus Company. His areas of expertise include conducting field surveys and collecting Quality data, Data Analysis, Demand-Supply estimation. He has conducted research on cotton production and area estimation in India and Pakistan. He has completed his training in "Techniques of Tissue culture" from IARI, Gandhinagar.





Work in HEALTH

3 GOOD HEALTH
AND WELL-BEING



Impact Assessment for Axis bank of Financial Literacy for Youth Program

Impact Assessment

	Location	Bihar, Uttar Pradesh, Madhya Pradesh, Haryana
	Funding Agency	[REDACTED]
	Client	[REDACTED] (Implemented by National Institute of Securities Markets (NISM))
	Status	Completed



Project Details

Objective

Outline India undertook this study to assess the effectiveness of a youth-focused financial literacy program in improving students' financial knowledge, behaviours, and career readiness.

Project Description

Outline India conducted an independent mixed-methods impact assessment of the Financial Literacy for Youth (FLY) Program, a CSR initiative of [REDACTED] implemented by NISM. The program reached over **37,000 college students across 393 institutions in 17 states** through structured sessions on **savings, budgeting, investments, digital transactions, and career planning**.

Grounded in **OECD-DAC principles**, the evaluation assessed changes in **financial knowledge, behavioural outcomes, and career readiness** using **telephonic quantitative surveys and in-depth interviews** across four states. The study covered **320 student surveys and 10 qualitative interviews**, generating evidence-based recommendations to strengthen program design, delivery, and scalability.

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.

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

Endline Evaluation of the Tata Trusts Menstrual Health & Hygiene Programme in Uttar Pradesh

Impact Evaluation



Location

Uttar Pradesh



Funding Agency

Tata Trusts



Client

Tata Trusts



Status

Ongoing

TATA TRUSTS



Project Details

Objective

To assess the effectiveness of the Tata Trusts MHH Programme in improving menstrual health practices, reducing stigma, strengthening service delivery, and advancing gender equity across three districts in Uttar Pradesh through a comprehensive mixed-methods endline evaluation.

Project Description

The **Tata Trusts Menstrual Health and Hygiene (MHH) Programme** is a comprehensive intervention addressing systemic barriers to safe, dignified menstrual health management across three districts in Uttar Pradesh

- Bahraich, Shravasti, and Lucknow. Since its 2022 scale-up, the programme has engaged over 35,000 beneficiaries through five interconnected pillars: awareness generation and stigma reduction, product access and affordability, hygienic practices and waste management, capacity building among frontline workers, and male engagement and gender norm transformation. Implemented across diverse rural, semi-urban, and urban contexts with pronounced gender inequities, the programme recognizes that sustainable menstrual health improvements require simultaneous action across individual awareness, household dynamics, community norms, service systems, and policy environments. **Outline India (OI)**, has served as the technical partner for this endline evaluation. Drawing on deep expertise in gender-focused research, sexual and reproductive health programming, and menstrual health evaluation, Outline India has designed and executed a comprehensive mixed-methods assessment including tool development, field team training, computer-assisted surveys across both districts, qualitative interviews and focus group discussions, data management and analysis, and generation of actionable evidence on programme effectiveness in advancing menstrual health and gender equity.

Rapid assessment for pediatric cardiac surgeries Program at Sri Sathya Sai Sanjeevani Hospital

Impact Assessment



Location

Chhattisgarh



Funding Agency

Sri Sathya Sai Sanjeevani Hospital
(Implemented in collaboration with
[REDACTED])



Client

Completed



Project Details

Objective

Outline India undertook this study to assess the impact of a free pediatric cardiac surgery program on child health, family well-being, and program sustainability among economically disadvantaged households.

Project Description

Outline India, in collaboration with [REDACTED], conducted a **rapid mixed-methods impact assessment** of the Pediatric Cardiac Surgery Program at **Sri Sathya Sai Sanjeevani Hospital, Chhattisgarh**. The study evaluated **access to pediatric cardiac care, post-surgery health outcomes, and socio-economic changes** for beneficiary families, alongside an assessment of **program operations and efficiency**. The evaluation further examined **gender-related barriers to care, caregiver emotional and psychological well-being, and the financial and operational sustainability** of the program. Primary data were collected through **telephonic quantitative surveys and in-depth interviews** with **beneficiaries, caregivers, healthcare professionals, and the program team**, generating evidence to inform program strengthening and stakeholder decision-making.

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



Project Details

Objective

Outline India was the partner of 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.

Outline India (OI) carried out remote in-depth interviews including recruitment, consent, conduct, transcription, coding, and providing data quality assurance for the qualitative in-depth interviews (IDIs).

From Devices to Impact: Lessons on Oxygen Therapy Deployment in Uttar Pradesh

Qualitative Research

Key Informant Interviews

**Location** Uttar Pradesh**Funding Agency** DT Global**Client** DT Global**Status** Completed**DT Global**

Project Details

Objective

To assess the usage, effectiveness, and patient experiences with Sanrai's oxygen therapy devices (oxygen concentrators and CPAPs) and to generate actionable insights that could strengthen patient care, device deployment, and long-term adoption.

Project Description

As part of the Hygiene and **Behaviour Change Coalition (HBCC) Oxygen CoLab Phase 2** with DT Global and Sanrai, we conducted an in-depth qualitative research study in Uttar Pradesh. The study involved **key informant interviews** with healthcare professionals including Chief Medical Officers, Medical Superintendents, Medical Officers in charge, nurses, and pharmacists. Insights were generated on both the clinical and economic impact of Sanrai's oxygen devices, alongside barriers to access and consistent use. The findings **provided Sanrai with a clear picture of how their devices were functioning in real-world healthcare settings** and offered targeted recommendations to enhance patient outcomes and optimize future deployment strategies.

Marriage and Human Capital Investment among Men in Delhi-NCR

Behavioural Analysis



Location

Delhi-NCR, Haryana



Funding Agency

University of Pennsylvania



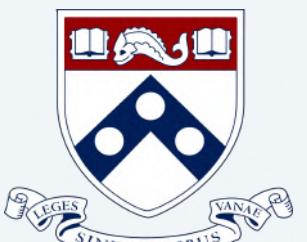
Client

University of Pennsylvania, University of Toronto, University of Chicago



Status

Completed



THE UNIVERSITY OF
CHICAGO



Project Details

Objective

Outline India undertook this study to understand the relationship between education and marriage investments amongst urban males.

Project Description

For this study Outline India was involved in **descriptive data collection** on education and dowry trends across 5 different educational groups among male, married migrants. The intent was to do an attitudinal and behavioural analysis of the respondents towards **wedding investments based on the investment in their education**. Additionally, the study also aimed to gauge property rights associated with the gifts exchanged during a marriage.

As the data collection partner, Outline India was responsible for developing the survey tool along with the client, piloting the survey tool, coding and translating the tools, recruiting and training field workers, data collection, data cleaning and management.

Understanding Pharmacy-Level Medicine Buying Behavior and Preferences Among Chronic Illness Patients: A Study in Gujarat

Impact Evaluation



Location Anand and Ahmedabad (Gujarat)



Funding Agency The Bridgespan Group



Client The Bridgespan Group



Status Completed



The Bridgespan Group



Project Details

Objective

Outline India, in collaboration with, The Bridgespan Group, carried out a research to understand the medicine buying behavior and the preferences of those suffering from chronic illnesses, at pharmacies on behalf of their client.

Project Description

The research explored **consumer and market behavior** concerning awareness about generic medicines, along with a **special focus on the customer experience**. The study delves into understanding the multiple factors influencing customer choices and satisfaction, especially for those dealing with non-communicable diseases and chronic illnesses. The study was conducted in the Anand and Ahmedabad districts of Gujarat, where qualitative interviews were carried out with urban-dwelling consumers above the age of 45.

Scaling Up Post-Abortion and Postpartum Family Planning Services in Madhya Pradesh: A Qualitative Bottleneck Analysis

Qualitative Research

Impact Evaluation

**Location** Madhya Pradesh**Funding Agency** IPAS Development Foundation**Client** IPAS Development Foundation**Status** Completed

Project Details

Objective

To identify systemic facilitators and barriers to scaling up Post-Abortion Family Planning (PAFP) and Postpartum Family Planning (PPFP) services in Madhya Pradesh through a stakeholder-driven qualitative study, enabling evidence-based policy and programmatic improvements.

Project Description

Outline India, in collaboration with Ipas Development Foundation, leveraged its extensive expertise in reproductive health and public health systems to conduct a qualitative study across Bhopal, Gwalior, Indore, and Jabalpur. The study involved in-depth interviews with key stakeholders, including government officials, healthcare providers, community health workers, and civil society actors. Guided by the World Health Organization Bottleneck Analysis framework, the research assessed governance, financing, service delivery, and community engagement challenges and enablers in scaling up PAFP and PPFP services. Outline India led tool contextualization, field team training, qualitative data collection, transcription, thematic and grid analysis, and comprehensive reporting, working in close coordination with Ipas Development Foundation.

Mental Health and Employee Productivity

Telephonic Interviews

Qualitative Research



Location

Udaipur, Jamshedpur, Hubli, Bhopal, Vadodara and Surat



Funding Agency

Center for Disease Dynamics, Economics and Policy (CDDEP)



Client

Center for Disease Dynamics, Economics and Policy (CDDEP)



Status

Completed



Project Details

Objective

Outline India partnered with CDDEP (Center for Disease Dynamics, Economics and Policy) to conduct a study on Mental health and Employee Productivity.

Project Description

Outline India partnered with CDDEP (Center for Disease Dynamics, Economics and Policy) to conduct surveys with call center employees and supervisors to understand their **perception of mental health, pollution and Covid 19 pandemic and the impact of these parameters on their productivity.**

The surveys were conducted with around **1,800 respondents** telephonically in over **6 cities**. Outline India was responsible for pretesting of tools, data collection and cleaning and distribution of incentives to the respondents.

Documentation of Application of Design Research to Examine Women's SRH and create prototypes for Potential Interventions

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.

Public Health Study at the community-level on Long COVID

Quantitative Research

Bio-physical medical testing



Location

Rohtak, Haryana



Funding Agency

Lancet Covid-19 Commission



Client

Lancet Covid-19 Commission



Status

Completed



Project Details

Objective

Outline India had been contracted by the **Lancet COVID 19 Commission** to assess the **prevalence of Post COVID Syndrome in India**.

Project Description

This primary research study aimed to **identify long-term health consequences** experienced by survivors of COVID-19 as well as explore the effect of 'long COVID' on mental health, so as to create an open-access database that can support public health measures and policy guided actions for easy rehabilitation of patients. This exercise was supported by the **UN Sustainable Development Solutions Network**.

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



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".

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

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.

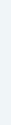
Project Description

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.

Telephonic Surveys on Non-Communicable Diseases and Social Indicators

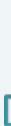
Baseline Study

Quantitative Research



Location

Madhya Pradesh, Rajasthan, Bihar, Tamil Nadu (India)



Funding Agency

Rohini Nilekani Philanthropies Foundation



Client

Rohini Nilekani Philanthropies Foundation



Status

Completed



ROHINI
NILEKANI
philanthropies



Project Details

Objective

To capture evidence on key health and social indicators through large-scale telephonic surveys, strengthening the understanding of community needs and informing philanthropic decision-making.

Project Description

Outline India partnered with Rohini Nilekani Philanthropies Foundation to generate **reliable, timely data on non-communicable diseases and social indicators across diverse geographies**. The study aimed to support program design and funding strategies with evidence from the ground. Our role covered end-to-end implementation: reviewing and coding survey tools on **SurveyCTO**, translating into **Hindi and Tamil**, **pre-testing**, and **virtually training field teams**. We collected data from **800 respondents** via **telephonic interviews**, with **rigorous monitoring, back checks, and data cleaning to ensure accuracy**.

The result was a high-quality dataset offering valuable insights for shaping interventions and investments.

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



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 to inform policies and programmes for eliminating STH through strategic interventions in programmes such as SBM.

Impact Evaluation of a Public Health Insurance Plan in India

Multi Stratified Example

Large Scale Data Collection



Location Karnataka



Funding Agency Tata Centre for Development



Client University of Chicago



Status Completed



Project Details

Objective

Outline India worked with University of Chicago, on the endline impact evaluation of the India Health Insurance Experiment in Karnataka.

Project Description

Our impact evaluation sought to examine the **benefits and costs of expanding a social safety net** by measuring the value of subsidizing health insurance premiums, calculate the demand for insurance for the purpose of means-testing premium subsidies, and compare benefits of health insurance to cash transfers, to provide recommendations to the government to assist them in their mission of providing health care access for all.

Outline India collected data on healthcare utilization, health status, consumption and financial behaviour through longitudinal surveys of 11,088 households across 2 districts, touching 14 Blocks and 424 villages of Karnataka.

Comparing Differences in Child Health Outcomes by Religious Affiliation

In Depth Interviews

Infrastructural Gaps

**Location** Kerala**Funding Agency** International Growth Centre**Client** Brandeis University**Status** Completed**IGC** International Growth Centre

Project Details

Objective

Outline India partnered with Brandeis University to examine the correlation between religion, women's autonomy, and cultural preferences with child undernourishment in Kerala, and offer practical recommendations for addressing this issue.

Project Description

Informed by in-depth interviews in urban and rural Kerala, with low and high caste Hindu, Muslim, and Protestant households, as well as religious leaders, the study examined the **relationship between religion and the high rate of undernourishment among children**. It also sheds light on **women's autonomy** and their **control over household finances**, as well as their **preference for a male child**.

This contributed to findings of the rate of stunting and wasting in children, addressing the concern that economic growth cannot be sustained without accompanying improvements in the health sector of young children.

Assessment of the organ donor network across public and private medical institutions

Exploratory Research

Case Studies

Studying International Best Practices

 **Location** Delhi-NCR

 **Funding Agency** Mohan Foundation

 **Client** Organ India

 **Status** Completed



Project Details

Objective

A pioneering study in India exploring the existing practices of organ donation from the perspective of organ donors' motivations as well as institutional constraints in the organ donor industry.

Project Description

Outline India undertook extensive **secondary research** into **historical developments** in the organ transplant industry. In-depth interviews were conducted with transplant surgeons and coordinators associated with public and private hospitals including renowned specialists who have helped in setting up the Transplant of Human Organs Act in India. These findings were further probed through **statistical analyses** of responses, based on key metrics. Through the insights gathered, recommendations were made to address the problem of organ wastage in India.

Baseline Situation Analysis for the Urban Eye Health in Uttar Pradesh

Health Care accessibility

Baseline Assessment



Location

Uttar Pradesh



Funding Agency

Sightsavers



Client

Sightsavers



Status

Completed



Sightsavers



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 International



Client Govt. of Karnataka,
Govt. of Uttar Pradesh



Status Completed



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.

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**

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

Behaviour Change Communication

 **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.

Impact assessment of training and equipment donation to medical facilities

Impact Assessment

Assessment of Training



Location

Assam, Maharashtra, Odisha



Funding Agency

Lifebox Foundation



Client

Lifebox Foundation



Status

Completed



Project Details

Objective

Outline India evaluated the safety of surgery and anaesthesia in low resource settings by providing training to doctors, nurses, anaesthesiologists and other OT staff on the WHO surgical safety checklist and pulse oximetry.

Project Description

Lifebox Foundation, an international NGO, aimed to understand the **effect of the training** provided to medical facilities, **determine the uptake of medical equipment** especially oximeters during and after surgery, recall value of training, use, usability and routinization of oximeters, and culture of safety and quality improvement among practitioners.

For this study, Outline India visited a total of 38 hospitals and nursing homes, conducting in-depth interviews with 60 doctors, nurses, OT staff and anesthetists.

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.



Work in WASH



Post-Implementation Monitoring Survey

Post Implementation

Water Point Mapping

Infrastructural Mapping



Location

Uttar Pradesh, Bihar, Madhya Pradesh and Chhattisgarh



Funding Agency

Water Aid, India



Client

Water Aid, India



Status

Completed



Project Details

Objective

The Post Implementation Monitoring Survey was developed and executed by Outline India to assess the long-term sustainability of WASH infrastructure in communities of WaterAid's intervention.

Project Description

The study sought to inform the key stakeholders and the decision-makers involved in the execution of the project about the progress and the challenges faced, in order to improve upon the existing strategies. To this end, Outline India conducted **focus group discussions across 231 communities, 14 key informant interviews and 1155 in-depth interviews**, as well as mapping of water points across rural India.

Rapid Assessment of Inclusive Wash Facilities in Schools for Adolescent Girls

Rapid Assessment

Mixed-Method

Case Studies

Large Scale Evaluation

**Location**

Bihar, Jharkhand and
Uttar Pradesh

**Funding Agency**

Water Aid, India

**Client**

Water Aid, India

**Status**

Completed



Project Details

Objective

Outline India undertook a project to gauge problems faced by **adolescent girls and CWSN (Children with special needs)** in the context of WASH facilities in schools across the states of Uttar Pradesh, Bihar and Jharkhand.

Project Description

Considering the trickle-down effect of certain policies, Outline India sought to identify success factors and lacunae in the implementation of Swachh Vidyalaya Abhiyan. The core focus of the study was on **access to WASH infrastructure** for **adolescent girls, their menstrual health** and children with disabilities. Accounting for the usage of water and sanitation facilities in school, Outline India explored whether what is being defined as 'usable', is adequately addressing the child's needs. The study also analyzed the correlation between the enrollment of CWSN and dropout rates with the presence of adequate, suitable and usable WASH infrastructure in public schools.

Strategic Review of Organizations Working in WASH

Strategic Review

Determine Scalability



Location Gujarat and Andhra Pradesh



Funding Agency Bill and Melinda Gates Foundation



Client Dasra



Status Completed



Project Details

Objective

Outline India was commissioned by Dasra to conduct deep-dive research into the work of two partners of the Bill and Melinda Gates Foundation, in the Water, Sanitation and Hygiene (WASH) space.

Project Description

The study aimed at building an understanding of the individual partners' interventions and innovations as well as assess which of their products and services Dasra could assist with. Through extensive secondary research and qualitative in-depth interviews, Outline India identified the **best practices, challenges encountered, innovations as well as scalability** of the programme based on organizational capacity and needs to determine the future pathways of engagement with Dasra and BMGF.

Endline Evaluation for WaterAid's program with H&M Conscious Foundation

Spot Checks

Gap Assessment



Location

Jharkhand, Odisha, Uttar
Pradesh and Karnataka



Funding Agency

H&M Conscious Foundation



Client

Water Aid, India



Status

Completed



Project Details

Objective

At the close of WaterAid's three-year project to improve water and sanitation infrastructure and facilities in schools, Outline India conducted an end-time study to assess WASH infrastructure in the targeted schools.

Project Description

The study assessed the **current and lasting benefits of WASH services in schools** and appraise the extent to which the School Management Committees are presently functional in the targeted schools through surveys and spot evaluations. The study successfully assessed the **successes, gaps and bottlenecks with regard to WASH infrastructure** in schools across Jharkhand, Odisha, Uttar Pradesh and Karnataka and made recommendations for future projects

Understanding Hand Hygiene Behavior in Four Indian States

Behavioural Change Study

Formative Evaluation

Knowledge Attitude Practice



Location

Rajasthan, Bihar, Odisha and Chhattisgarh



Funding Agency

Bill and Melinda Gates Foundation



Client

Water Aid, India



Status

Completed



Project Details

Objective

Outline India collaborated with WaterAid, India to conduct a formative evaluation to gauge the awareness and practices of hand hygiene across 64 villages.

Project Description

The study, conducted across 4 states, explored the presently existing hand hygiene behaviour of individuals and households in rural communities. It sought to ascertain **access to hand hygiene facilities** at the household level and to identify the **facilitators and barriers** to hand hygiene practices. After pre-testing and tool review, spot observations and in-depth interviews were conducted in 1280 households across 64 villages, operationalized using the **mWater platform** to record and analyse data.

Rapid Assessment of Inclusive Wash Facilities in Schools

Rapid Assessment

Mixed-Method

Case Studies

Large Scale Evaluation

**Location**

Bihar, Jharkhand and
Uttar Pradesh

**Funding Agency**

Water Aid, India

**Client**

Water Aid, India

**Status**

Completed



Project Details

Objective

Outline India undertook a project to gauge problems faced by adolescent girls and CWSN (Children with special needs) in the context of WASH facilities in schools across the states of Uttar Pradesh, Bihar and Jharkhand.

Project Description

Considering the trickle-down effect of certain policies, Outline India sought to identify success factors and lacunae in the implementation of Swachh Vidyalaya Abhiyan. The core focus of the study was on **access to WASH infrastructure** for adolescent girls and children with disabilities. Accounting for the usage of water and sanitation facilities in school, Outline India explored whether what is being defined as 'usable', is adequately addressing the child's needs. The study also analyzed the correlation between the **enrollment of CWSN and dropout rates** with the presence of adequate, suitable and usable WASH infrastructure in public schools.

Evaluation study to assess the performance of five above-average states sanitation coverage

Policy Research



Location

Himachal Pradesh, Kerala, Meghalaya, Sikkim and Manipur



Funding Agency

Water Aid, India



Client

Water Aid, India



Status

Completed



Project Details

Objective

Outline India collaborated with WaterAid to conduct an assessment of five states - Himachal Pradesh, Kerala, Meghalaya, Sikkim, Manipur which performed above average in the water and sanitation domain.

Project Description

Outline India undertook an assessment of the five states in India which performed above average in the water and sanitation domain to explore the **motivating factors** that were instrumental in the success of the sanitation policies across these states. The study vitally supported the client's advocacy on the national, as well as at the state level, accelerating the implementation of Swachh Bharat Mission interventions.

Evaluation Study at Kumbh Mela in Nashik

Campaign Evaluation

Communication Strategy

**Location** Nashik, Maharashtra**Funding Agency** WASH United**Client** WASH United**Status** Completed

Project Details

Objective

Outline India tested a series of innovative interventions with the objective of learning what public awareness strategies work to engage people on the issue of improved sanitation practices around mass gatherings.

Project Description

Outline India collaborated with WASH United to evaluate the **effectiveness of different interventions** at the Kumbh Mela viz. Myth Buster Videos on Sanitation, Swachh Days, Games and Activities and Photo Booth. Outline India conducted In-depth interviews and Focus Group Discussions (FGDs) with the pilgrims to gauge the impact of these interventions in generating awareness on safe sanitation practices. Based on the evaluation, Outline India made pointed recommendations to improve the reach and depth of these communication strategies.



Rapid Assessment of impact of COVID-19 on continuation of WASH Services in India

Water, Sanitation and Hygiene

Impact Assessment

**Location**

Andhra Pradesh, Bihar, Chhattisgarh, Karnataka, Kerala, MP, Maharashtra, Odisha, Uttar Pradesh, West Bengal

**Funding Agency**

UNICEF

**Client**

WaterAid

**Status**

Completed



Project Details

Objective

WaterAid along with **UNICEF** had undertaken a rapid assessment in **10 states** and **30 districts** of India to understand the impact of COVID-19 on basic **WASH** services, which includes access to drinking water, access to toilets, and hygiene practices.

Project Description

Outline India developed a comprehensive report thorough in-depth **quantitative analysis** of the data collected by **visualizing the key indicators** at state and district levels. This report reflected insights related to access to facilities, operation and maintenance of facilities, and voices of intermediate functionaries such as frontline workers, elected representatives, teachers, and others, as well as assess the functionality of the services provided.

Study to understand the efficacy of safe sanitation and hand-washing habits across Delhi-NCR

Review of Innovative Interventions

Content Testing

Game Based Activities



Location

Delhi-NCR



Funding Agency

Happy McGarryBowen



Client

Happy McGarryBowen



Status

Completed



Project Details

Objective

Outline India tested a series of innovative interventions with the objective of learning what public awareness strategies work to engage people on the issue of improved sanitation practices around mass gatherings.

Project Description

Outline India conducted a qualitative study to understand the **efficacy** of the Team Swachh Action Kit-TSAK in spreading the message about safe sanitation and hand-washing habits and suggest improvements that could be made to the kit by administering the kit in four schools in Delhi-NCR in collaboration with Happy McGarryBowen-Dentsu Aegis Network India. The aim was to develop **practical ideas** that can be used in campaigns for the Swachh Bharat Mission. Testing the contents of the kit helped in understanding the overall applicability and appeal of the kit in bringing in **behavioural change**, along with providing a scope to invite constructive suggestions to make the kit **self-explanatory and user-friendly** to execute.

Expert Panel in WASH

Nitya Jacob



Policy and Advocacy

Development Communications

Urban Water Supply & Sanitation

Experience: 30+ years

Former National Policy Head, WaterAid India | Led assessment of Swachh Bharat Abhiyan

He has led **national advocacy** campaigns and research on urban water supply and sanitation, community radio, and the promotion of information communication technology as a tool for inclusive development. He has served as the Director for Policy and Advocacy at Swasti, Consultant at the India Sanitation Coalition, National Policy Head at WaterAid India, and Programme Director at Water, Centre for Science and Environment, India.



Nidhi Pasi



Water Resource Management

Waste Management

Public Health

Experience: 13+ years

Former Advisor to WaterAid UK | Ph.D Environment and Natural Resources Policy, State University of New York

With her experience in the areas of environmental science and water resource management, Nidhi has extended her support to various organizations, serving as an advisor and senior researcher. Her sharp understanding of matters of WASH has led to significant changes in policies related to Public Health in India.

OTHER Projects



Pilot Study on Sexual Harassment Awareness and Reporting in Higher Education Institutions

Pilot Study

Quantitative Survey



Location

Delhi NCR



Funding Agency

University of Southern California



Client

Imperial College London



Status

Completed



USC



Project Details

Objective

To design, pilot, and implement a quantitative survey that assesses students' awareness, experiences, and understanding of sexual harassment, reporting mechanisms, and institutional support systems across higher education institutions in Delhi.

Project Description

Outline India partnered with the University of Southern California to support the pilot phase of a quantitative study on sexual harassment awareness among college students. The engagement involved coding and translating a structured survey tool, conducting a pilot with 600 students across 4–5 colleges in Delhi, and refining the tool based on pilot findings in consultation with principal investigators.

Outline India was responsible for recruiting and training enumerators, managing and supervising fieldwork, ensuring adherence to field protocols, conducting quality checks, and delivering a cleaned and labeled dataset. The study generated reliable pilot evidence to inform future research on campus safety, reporting behaviours, and institutional responses to sexual harassment.

Project PIs

Emily nix - enix@usc.edu

Focus Group Discussions on Identity Documentation and Civil Registration (CitizenGap Project)

Pilot Study

Quantitative Survey



Location

Rajasthan and Uttar Pradesh



Funding Agency

University of Amsterdam



Client

University of Amsterdam



Status

Completed



Project Details

Objective

To generate qualitative and supporting quantitative evidence on citizens' experiences, motivations, and barriers related to identity documentation and civil registration, contributing to the broader CitizenGap research project led by the University of Amsterdam.

Project Description

Outline India partnered with the Amsterdam Institute for Social Science Research (AISSR), University of Amsterdam, as a subcontractor on the CitizenGap Project, funded by the European Research Council. The engagement involved reviewing and adapting qualitative and quantitative tools, training field teams, piloting instruments, and conducting focus group discussions and a pre-FGD survey.

Outline India conducted 12 gender-segregated focus group discussions with participants from SC, ST, Muslim, and general caste communities in rural Ajmer, alongside a demographic survey capturing interactions with the state and identity document ownership. The team ensured ethical data collection aligned with GDPR requirements, managed audio recording and transcription, and delivered pseudonymized transcripts, recordings, and raw survey data to support academic analysis on identity documentation and state-citizen relations.

Project PIs

Dr. I. (Imke) Harbers - i.harbers@uva.nl



Evaluating Interventions that will secure and protect Rights of Children involved in forced labour

Impact assessment

Mixed Method

FGDs

**Location**

Jharkhand

**Funding Agency**

IMPAQ International, LLC

**Client**

IMPAQ International, LLC

**Status**

Completed



Project Details

Objective

Outline India was the India partner of an international study across Malawi, Ecuador, Panama, Rwanda and India to evaluate the effects of interventions aimed at combating child labour through a randomized control trial.

Project Description

The analysis sought to understand ways of generating opportunities for a better standard of living among vulnerable children and adults and to develop insight into changes or outcomes that might be directly attributed to the client's intervention. For the Baseline phase, **focus group discussions** and **structured in-depth interviews** were undertaken in over **4500 households** across 40 treatment and control villages, among a range of stakeholders, including mica mining workers, children engaged in paid labour, teachers and others.

Organisational Delivery Review for the Global Alliance for Improved Nutrition (GAIN)

Impact assessment

Mixed Method

FGDs

**Location** Jharkhand**Funding Agency** Global Alliance for Improved Nutrition (GAIN)**Client** Global Alliance for Improved Nutrition (GAIN)**Status** Completed

Project Details

Objective

To assess how recent organisational and structural changes at GAIN affect programme delivery and to provide actionable recommendations that strengthen leadership, processes, and systems for more effective and adaptive impact.

Project Description

Outline India conducted a multi-country delivery review for the Global Alliance for Improved Nutrition (GAIN) to assess how recent organisational and structural changes affected programme delivery. The engagement combined organisational diagnostics and research methods, reviewing budgets, planning systems, team structures, and results frameworks while consulting over 20 stakeholders. Insights were consolidated through systems-mapping and leadership sessions to identify enablers and barriers across people, processes, culture, and structure. The outcome was a comprehensive report and a practical change roadmap with recommendations on leadership, planning, budgeting, learning systems, and KPIs to strengthen accountability, efficiency, and long-term impact.

Combating Online Manipulation through Behavioral Inoculation

Data Collection

Behavioral Inoculation

**Location** Uttar Pradesh & Kerala**Funding Agency** University of Cambridge**Client** University of Cambridge**Status** Completed**UNIVERSITY OF
CAMBRIDGE**

Project Details

Objective

Outline India partnered with the **University of Cambridge** to conduct a behavioral study aimed at testing the effectiveness of *inoculation* videos designed to build resilience against online misinformation and manipulation.

Project Description

The study evaluated five short videos that **used behavioral science principles to “inoculate” individuals, preemptively exposing them to weakened forms of misleading argumentation techniques commonly found in online propaganda, conspiracy theories, and scams**. By doing so, the intervention sought to enhance participants' cognitive resistance to manipulative content before real-world exposure.

The findings contribute to the growing body of evidence on *behavioral interventions for digital literacy and misinformation resilience*, demonstrating how brief, scalable media tools can strengthen individuals' ability to critically evaluate and reject deceptive online narratives.

Mixed Method Study to understand the forced child labour in the Mica Supply Chain

Mixed Method



Location

Jharkhand



Funding Agency

ICF



Client

ICF



Status

Completed



Project Details

Objective

The objective of this mixed-methods study was to investigate the presence and characteristics of child labor within the flake mica supply chain in Jharkhand, India, and to trace its movement from informal mining and collection through domestic processing to export markets. The study aimed to identify where and how child labor occurred, understand the working conditions and socio-demographic profile of affected children, and examine the domestic and global pathways through which mica extracted using child labor entered formal supply chains. Additionally, the research sought to map key actors, infrastructure, and trade routes involved in the mica supply chain, assess the effectiveness of existing interventions, and generate evidence to inform policy and future efforts to reduce labor exploitation in the industry.

Project Description

Outline India partnered with ICF International, a global advisory, to execute a scoping exercise that studied the supply chain of mica mining/picking in Jharkhand and noted the socio-demographic characteristics of the workers. It also studied the impact of the mineral data chain on the limited livelihood opportunities, including the changing landscape of the area.

Measure political ideology and using it to predict opinions about current issues in India.

Sentiment analysis

Political Survey



Location

Delhi



Funding Agency

University of Auckland



Client

University of Auckland



Status

Completed



Project Details

Objective

Measure political ideology and using it to predict opinions about current issues in India.

Project Description

Outline India worked with The University of Auckland to **measure political ideology** and using it to predict opinions about current issues in India. The survey was conducted with roughly 900 participants.

The **study covered interviews of adult men and women from three sub-groups:** High Caste Hindus, Lower Caste Hindus and Muslims. The study was conducted in Delhi.

MyWorld2015 Survey Advocacy Campaign

Primary Data Collection

Advocacy

**Location**

India (Pan-India outreach)

**Funding Agency**

Whypoll Trust

**Client**

Whypoll Trust

**Status**

Completed



Project Details

Objective

To collaborate on advocacy and large-scale citizen data collection for the **UN Millennium Campaign's MyWorld2015 survey**, ensuring widespread participation and representation of Indian voices in global development priorities.

Project Description

Outline India partnered with Whypoll Trust, the UN Millennium Campaign's strategic advocacy partner in India, to **drive outreach and collect survey responses** for the global *MyWorld2015* initiative. As advocacy partner, Outline India mobilized its networks and volunteers to reach over **30,000+ respondents across India** between April-May 2013. Data and insights were shared with Whypoll and the UNMC to **strengthen citizen feedback loops and inform global policy discussions**.

Women in Politics: Understanding Female Representation and Leadership in West Bengal

Primary Data Collection

Advocacy



Location

West Bengal



Funding Agency

University of Auckland



Client

University of Auckland



Status

Completed



Project Details

Objective

To generate empirical **evidence on the barriers and enablers affecting women's political participation and leadership**, and to inform policies and academic research supporting gender-inclusive governance.

Project Description

This study examined women's participation, representation, and influence in local and state-level politics in West Bengal. The project **explored how social, economic, and cultural factors shaped women's entry into politics**, their decision-making power, and their experiences within party structures.

Role of Media in Shaping Public Opinion Related to Elections

Sentiment analysis

Political Survey

**Location**

Gujarat

**Funding Agency**

Tsuda University

**Client**

Tsuda University

**Status**

Completed

TSUDA
UNIVERSITY

Project Details

Objective

Outline India conducted a study to understand the overall awareness of people in Gujarat about political and economic issues, which in turn affects their voting decision.

Project Description

The main aim of the study was to find out about **people's participation** in elections. It tried to capture the opinion of the public about various government activities and current issues in India. The study contained questions related to political and economic happenings in the country in an attempt to **measure** how **aware and informed people** are about such events. The study also focused on the **reach of media** in the lives of the masses. The study also tried to gauge **people's willingness to take risk**. This was important as it helped in understanding people's risk-taking or avoiding tendencies which get reflected in their political decision-making as well.

Study Of Risk Behaviour Assessment With Elected Gram Panchayat Representatives In West Bengal

Quantitative Game Theory

Risk Behaviour Assessment

**Location**

West Bengal

**Funding Agency**

University of Auckland, IIM Ahmedabad

**Client**

University of Auckland, IIM Ahmedabad

**Status**

Completed



Project Details

Objective

Outline India aimed to understand the role of local elected representatives in shaping the development of India.

Project Description

Outline India conducted a study in collaboration with professors from the **University of Auckland** and **IIM Ahmedabad** to assess the **risk behavior and economic decision-making processes** of elected Gram Panchayat representatives in West Bengal. Using a **quantitative game theory framework**, the study examined how local leaders make choices under uncertainty, negotiate trade-offs, and allocate resources within village governance structures.

As the data collection partner, Outline India conducted **in-depth interviews and behavioral experiments along with standardized psychometric tests** with elected representatives across **50 Gram Panchayats** in the districts of **North and South 24 Parganas**. The study provided valuable insights into the **strategic and behavioral dimensions of grassroots governance** and the evolving role of local representatives in India's development process.

Online experiment through a mobile application, 'BribeWatch'

Online Game Theory



Location Delhi-NCR



Funding Agency Tsuda University



Client Hitotsubashi University and Kobe University



Status Completed



Project Details

Objective

Outline India was the India partner for a research project by Hitotsubashi University, Tsuda University, and Kobe University from Japan, that targeted building metrics around corruption and its awareness via strategy games.

Project Description

The study was an attempt to **boost the usage** of the application 'BribeWatch' amongst citizens by providing rewards to participants based on their registration, usage, etc. Participants were required to play **experimental games** every week and rewards distributed were proportional to the results in those games. Outline India worked as the India partner to assist Tsuda University, Hitotsubashi University and Kobe University in disbursing these rewards.

Baseline and Endline Evaluation of Business Management Diagnostic Test

Business Leadership



Location Delhi, NCR



Funding Agency The University of Tokyo



Client The University of Tokyo



Status Completed



Project Details

Objective

Outline India conducted an RCT with IT entrepreneurs on behalf of the University of Tokyo to gauge the impact of providing reminders about goal setting, on the performance and output of their startups.

Project Description

Using principles of **game theory and behavioural economics**, the randomized control trial comprised a series of experiments administered to the test group in order to assess the entrepreneurial skills of micro and small-scale entrepreneurs.

For the end line survey of this study, Outline India administered a survey to capture the status of the same entrepreneurs after a **span of 1 year** (approximately) to understand the **completion of their targets** as mentioned in the baseline and estimate any differences that occurred in the results between the treatment and control groups.

Outline India was responsible for the **tool review, training and recruitment of facilitators and data entry**.

Study on Travel, Environmental Impact and Well-being

Impact Assessment

Geo Point Mapping

**Location** Delhi**Funding Agency** University of Virginia**Client** University of Virginia**Status** Completed

Project Details

Objective

Outline India partnered with University of Virginia to conduct a survey in Delhi on Travel, Environmental Impact and Well-Being

Project Description

The purpose of this study was to understand how **mobility, environment, and well-being** are **socio-spatially distributed** across the city. The objectives of this study were to understand the divergent impacts of mobility and place on a diverse populations.

Survey of Multinational Companies in Delhi NCR

Primary Data Collection



Location

Delhi



Funding Agency

Bureau of Research on Industry and Economic Fundamentals (BRIEF)



Client

Bureau of Research on Industry and Economic Fundamentals (BRIEF)



Status

Completed



Project Details

Objective

To collect and validate primary data from companies of origin or investment in India, Taiwan, China, Japan, Korea, United States, and the European Union, for BRIEF's research on industry and economic fundamentals.

Project Description

Outline India was engaged by the Bureau of Research on Industry and Economic Fundamentals (BRIEF) to conduct an **extensive primary survey** of companies headquartered in Delhi NCR with origins or investments from multiple global regions. OI was responsible for **canvassing questionnaires, ensuring strict data validation, and delivering filled surveys** under BRIEF's supervision. The project provided authentic and timely field data to support BRIEF's economic and industry analysis.

Collaboration between Software Developers and Users

Conflict Management and Resolution



Location Delhi-NCR



Funding Agency Towson University



Client Dr. Neeraj Parolia



Status Completed



Project Details

Objective

Outline India conducted a study to understand the interrelationship between software developers and their consumers. This intervention was undertaken to assist a senior professor's research in the field.

Project Description

Participants were evaluated in pairs to assess their interaction and their overall experience from a collaboration of this nature. Aspects of the user-developer relationship including effort, performance evaluation and mutual support were tested and analyzed through **surveys** conducted with **software developers, corporates, startups, media and IT sector firms**.

In this study, the effectiveness of **conflict resolution** on the implementation efficiency and fulfilment of business objectives is studied through the **lens of constructive controversy theories**. The aim was to develop a model to consider the management of conflict across multiple projects combined into a single program.

Study on Save the Children's Parenting Programmes in India and Nepal

Impact Evaluation



Location Rajasthan, India and Kavre, Nepal



Client Save the Children



Status Completed



Save the Children



Project Details

Objective

Outline India was engaged in the pre-test findings of Save the Children's Parenting Programmes in India and Nepal. Save the Children's work in Dungarpur, India focuses on caregivers who have children from ages 12-14 years old while their work in Kavre district of Nepal, targets caregivers with children of ages 0-5 years.

Project Description

As a data collection partner, Outline India undertook a quantitative pre- and post-assessment study to understand the impact of the parenting sessions developed in the **Child Sensitive Social Protection** (CSSP) and **Child Grant** (CG) programmes by Save the Children in India and Nepal respectively.

Multi-Dimensional Index measuring poverty and life satisfaction

Measuring Life Saturation

Building an Index



Location Delhi



Funding Agency Tsuda University



Client Professor Yuko Mori



Status Completed



TSUDA
UNIVERSITY



Project Details

Objective

This study aimed to build an index in order to understand the overall life satisfaction of people from low and middle-income groups.

Project Description

The study focused on assessing an **individual's life satisfaction** based on their economic, social and health conditions. Using a Systematic Random Sampling involving **interviews** with **50% male and 50% female respondents**, of which 50% were low income and the other 50% middle income individuals, Outline India undertook surveys across 5 electoral constituencies in Delhi to interview 500 household heads.

Assessing Outcomes and Impact of CARE India's Programs

Impact Assessment

Systematic Review



Location PAN-India



Funding Agency CARE India



Client Leading NGO



Status Completed



CARE®



Project Details

Objective

Outline India prepared an Impact Assessment Report for one of the leading NGOs of the country that works extensively in sectors of Health, Livelihood, Education, Disaster Management and Gender Based Violence for marginalized communities.

Project Description

Outline India conducted a systematic review of project related data and reports to **identify, analyse and synthesize impact** and **outcome of the organization**. By consolidating information and analysis of 50 project interventions undertaken by the organization from 2013-14 to 2015-16. This report documents its overall achievements in India and long term impacts of interventions in the period of 2014-16. By collating the successes and failures, replicability and sustainability, the report provides a **strong evidence base** for the organization's future programs, partnerships and advocacy, and also serves as an internal learning document.

Advisory on dashboard and data for Andhra Pradesh Govt.

Advisory



Location

Andhra Pradesh



Funding Agency

Government of Andhra Pradesh



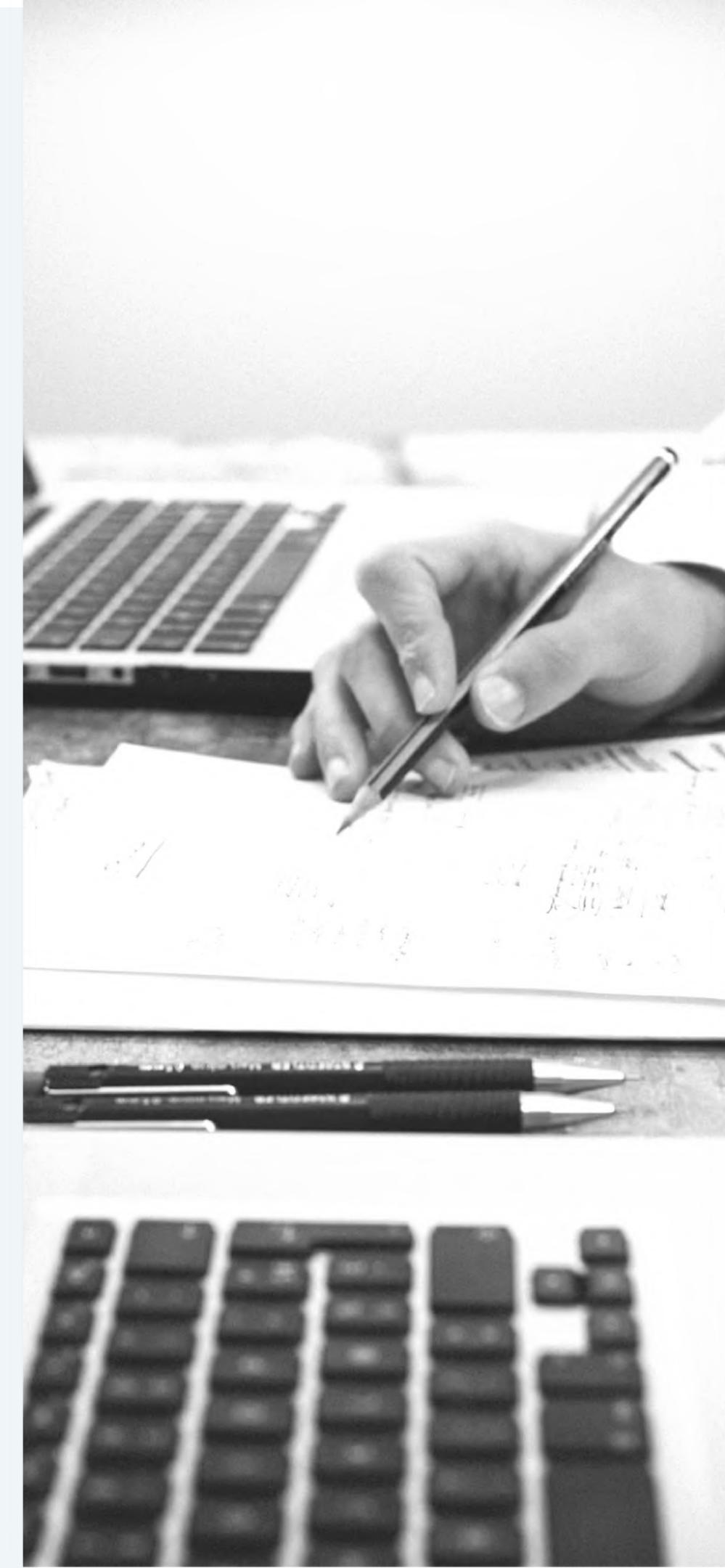
Client

Government of Andhra Pradesh



Status

Completed



Project Details

Objective

Outline India collaborated with the state government agencies by strengthening and activating a robust system of data management for increased efficiency.

Project Description

Outline India partnered with Department of **Gram Sanchivalayam and Ward Sanchivalayam (GSWS)**, a government agency under the State Govt of Andhra Pradesh to advise the department on data management and in collating data from various state govt programs/ channels/ websites, set up by different departments within AP.

The goal was to make the data **more consumable** and in **encouraging volunteers and staff** to use the app. We also advised the government on data collection processes, dashboards, UI/UX, and data formats.

About the Founder

Prerna is the Founder of Outline India, a for-profit social enterprise helmed by women, dedicated to driving social impact through data.

OI has spearheaded transformative initiatives across 27 states + 4 UTs, reaching over **5.5 million stakeholders** in **80,000+ villages** across India and beyond.

Her remarkable journey has been adorned with prestigious accolades, underscoring her trailblazing role in the field. She was honored as a **Chevening Fellow at Oxford University** in 2018, and previously recognized as a **Raisina Fellow** by the Ministry of External Affairs, Government of India, in 2017. Her contributions were celebrated at the **House of Commons in the UK** during India's 75th Republic Day, where she was hailed among 75 individuals for her outstanding achievements, an event co-hosted by the British Council.

Prerna's entrepreneurial prowess earned her coveted spots on renowned platforms, including **Fortune magazine's 40 under 40 list** for consecutive years in 2017 and 2018, and as a **top 40 women changemaker in India**. She was also featured as a **Woman Trailblazer** by Forbes in 2018 and recognized among the most powerful businesswomen in India by Business Today in 2019.

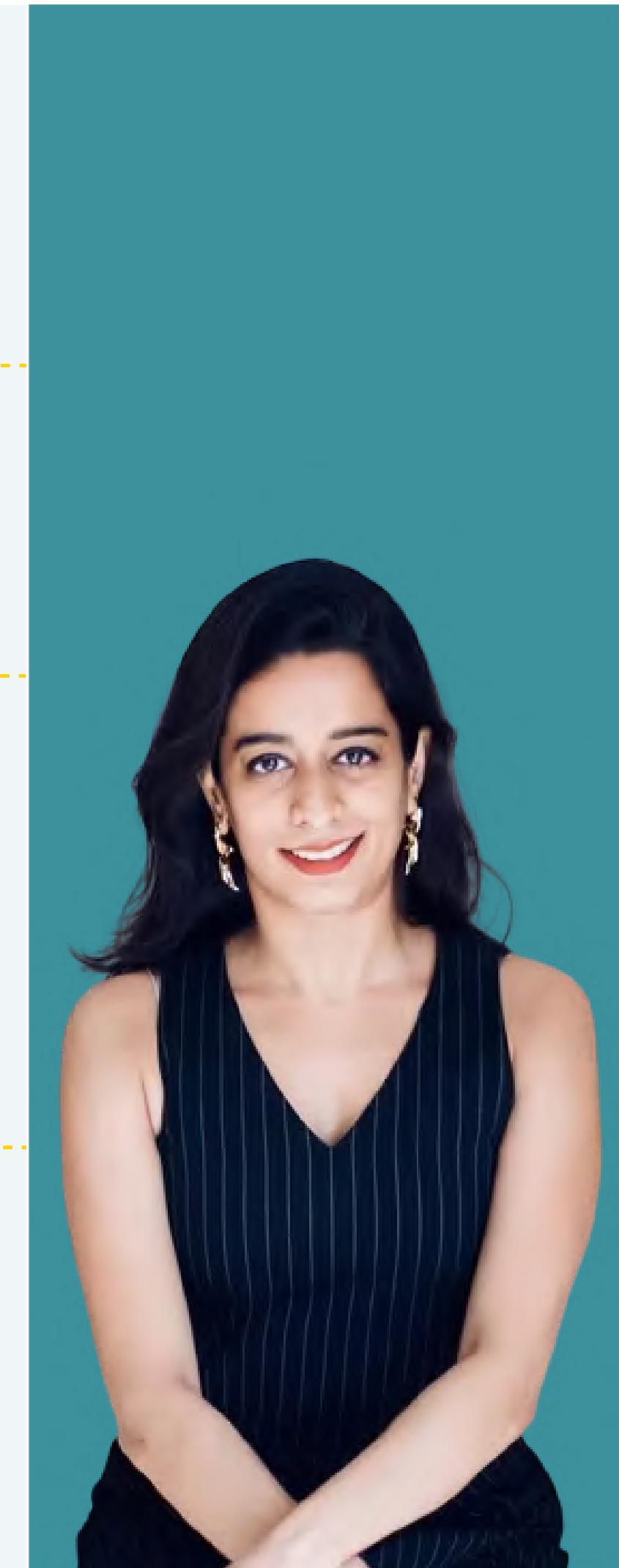
Education



Experience

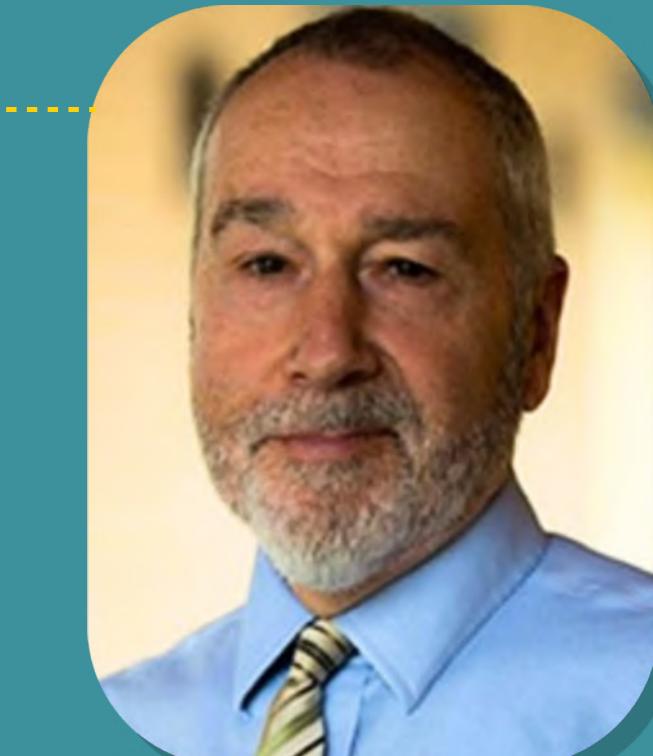


Featured



Mentors

Experience



Experience



Bhaskar Chakravorti

Professor Bhaskar Chakravorti, Dean of Global Business at The Fletcher School at Tufts University is a *Mentor with Outline India. He is Chair of the **IDEA Council: Imagining a Digital Economy for All** and a member of the **Mastercard PCDE advisory board**.

His research is focused on how data and other new technologies can be channeled toward applications for human growth and inclusive development. He is the founder of the **Digital Planet Chair at Fletchers** - a research program that studies the impact of technology on lives and livelihoods around the world.

Professor Chakravorti founded the **Institute of Business in the Global Context** in 2011 to connect the world of business with the world, exploring issues including geopolitics, technology, security, development, the environment, and the human condition.

*In a non-financial capacity

John Hoffmire

John Hoffmire is Director of Employee Ownership at Teamshares, Research Associate at the **Centre for Mutual and Co-owned Business at the University of Oxford**. He is also Chairman of both, Cadence Innova, a change management consulting firm, and Oxford Pharmaceuticals. Dr. Hoffmire has over 20 years of experience in **equity investing, venture capital, consulting, and investment banking**. His work and **research have been referenced** in numerous publications including the **Financial Times, Washington Post, and Wall Street Journal**. He also worked as a consultant for Bain & Company, as Vice President for Ampersand Ventures and as a senior investment officer for American Capital. Dr. Hoffmire holds a Ph.D. in International Development from Stanford University and was presented with the Darwin Nelson Public Service Award

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Ensuring Data Privacy & Security

Compliance with Global Standards

Outline India strictly adheres to internationally recognized data protection laws, including the **General Data Protection Regulation (GDPR)**, **India's Digital Personal Data Protection (DPDP) Act**, and other relevant frameworks. We ensure that our research and data collection processes align with these regulations by implementing privacy-first methodologies, obtaining **informed consent** from respondents, and maintaining **transparency** in data usage.

Data Encryption & Secure Storage

We employ **end-to-end encryption** to protect sensitive data during transmission and storage. Our data is stored on **secure cloud servers** with **multi-layered access controls**, ensuring that only authorized personnel can access it. Regular **backups and security audits** help prevent data breaches and maintain integrity.

Anonymization & Confidentiality

To protect the identities of research participants, we **anonymize personally identifiable information (PII)** wherever possible. This means data is processed in a way that prevents it from being linked back to individuals. Additionally, all employees and partners sign **strict confidentiality agreements** to ensure responsible data handling.

Limited & Controlled Access

Access to sensitive data is restricted using **role-based controls**, ensuring that only those who need specific information for their work can access it. Regular **security audits, risk assessments, and cybersecurity training** further strengthen our data protection measures. **Two-factor authentication (2FA)** is used to prevent unauthorized access.

Transparent & Responsible Handling

Outline India follows a **consent-driven approach**, meaning that participants are fully informed about how their data will be used before it is collected. We maintain **clear data usage policies**, which are shared with stakeholders to ensure transparency. Our ethical research practices prioritize **data minimization**, meaning we collect only the information necessary for our research objectives.

At Outline India, we are committed to upholding the highest standards of **data privacy, security, and ethical research practices**. Our robust measures ensure that all collected information remains protected, confidential, and used responsibly.



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