



**PRERNA MURKHARYA**

Founder  
**OUTLINE INDIA**

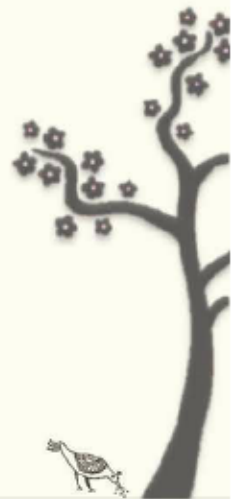
**She's emphatic about being 30 years and 6 months.** "As someone who works with numbers, I like to be exact," she says. Returning from studying in the U.S., Mukharya had bemoaned the lack of primary data in India, and set up Outline India in 2012 to fix that. In four years, her team has worked across 1,600 villages, gathering data that's sold to corporates and academic institutions. That's been generating revenue of Rs 1.5 crore a year, which she hopes to push to Rs 2.5 crore this year.

## Outline India in Fortune's 40 under 40!

We are proud to be featured in the prestigious Fortune 40 under 40 list for 2017! Outline India is in good company with the likes of PayTM, Flipkart, OLA and Shell India.



See the full story [here](#).



*Our journey so far...* 

Founded just four years back, Outline India already has a strong track record of working on a projects ranging from Education, Child labour and Child Rights, Gender, WASH, Healthcare, Energy and Sustainability.

We work across **23 states** and have surveyed over **95,000 people**.

Our mission is to empower, by catalyzing data-driven decision making through reliable, relevant and actionable data.

We are pursuing:

- **Drones (UAVs) for social research:** Building maps in areas with little or no connectivity to support urban and regional planning. [See the video here.](#)
- **Developing a Self-Evaluation Tool for Non-profits:** India has over 3 million NGOs, but the majority are underfunded, unable to gauge impact, and hence can't scale up. OP's tool introduces much needed, low cost, accountability measures.

**We are open to investors and partners to support us in these ventures.**

*Way  
forward...*



## **SOCIAL IMPACT THROUGH DATA**

Outline India's mission is to empower non-profit leaders and academics to make informed data-driven decisions, to drive change and impact, while working at the ground level. We focus on primary research work, and in helping institutions optimise on their interventions, social schemes, in monitoring their programs, to maximise value, without compromising on intellectual capital and ensuring efficient fund utilization.