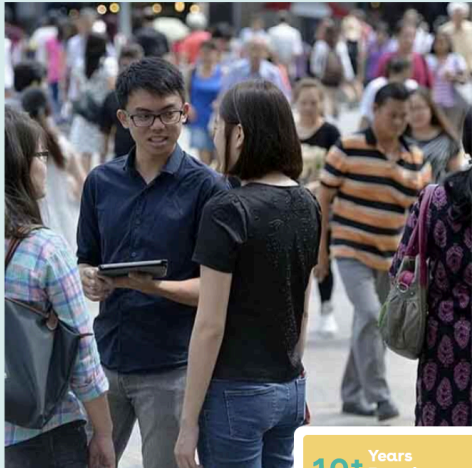


December 2025




1. Founders note - on homepage below about us -



About Us

Outline India is a data-driven research firm delivering ground-level insights to drive social impact. We specialize in primary data collection, M&E, and impact assessments, blending grassroots engagement with tech and rigorous research.

Partnering with governments, CSRs, NGOs, corporates, and donors, we enable evidence-based decisions that connect communities to policy.

-  No Language Barriers
-  Global Network
-  Ethical Data Practices

Beyond Data Collection: Decoding Rural India in Real-Time.

For the last decade, Outline India has been the "feet on the ground" for the development sector. We have trekked to 65,000+ villages, crossed rivers, and mapped the unmapped to bring you high-quality data. We became the gold standard for collection.

But the world has changed. And the way we understand India must change with it.

Today, a policy decision made in Delhi impacts a farmer in Jharkhand within hours. Digital payments, climate shifts, and migration patterns are moving faster than traditional research can track. Waiting six months for a baseline report is no longer "evidence-based decision making" - it is looking in the rearview mirror.

We are pivoting from being a Data Collection Agency to a Rural Intelligence Engine.

What does this mean?


It means we are no longer just asking questions; we are delivering answers. We are moving from "projects" to "pulses." By combining our massive human network with agile technology, we are now able to capture the sentiment, economic shifts, and critical needs of rural India in real-time.

We are building a system where **Speed** does not compromise **Rigor**.

To our partners, funders, and clients: You don't just need data to look back at what you did. You need intelligence to decide what to do next.

Welcome to Outline India 2.0. We don't just count the invisible. We decode the future

2. About us - content character limit to increase , second image to be removed , number 10 + to be made 12 +






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3. Heading changes for tabs - which needs to be decided

4. Heat map kind of map for ruler development (dynamic) - on homepage (slider image) - ability to add gif / video

5. Old: Home | About | Services | Work | Team | Contact - change to

New: About | Solutions | Our Network | Resources | Policies | Media | Career | Contact

About - OI Deck

- Founder note
- Team, Fellows
- Field Team

Solutions -

- What we do
- Our Work

Our Network-

- Clients and Accolades
- OI in media

Resources -

- Reports
- Blogs
- Publications and OI research papers
- Cautionary Tales
- Newsletters
- OI Data conscious badge

Highlights - New Tab

Policies -

- Our Policies (Privacy policy, Data Protection and Sector policies ----- Health, Education, Livelihood etc)
- Data Quality and Ethics

Media -

- Gallery
- Videos
- Infographics (to be renamed to Data insights)

Career -

- Current openings
- Work Culture - ask for edit
- Interns Spotlight

Uni logo - 1 - 2 lines

Uni logo - what interns, where we got them

All unis we have ever gotten interns

If you want to be included in our list of colleges, please write to hr@outlineindia.com

Contact -

- Want a survey - RV form

Solution to your data problem / Solve your data problem (think)

- Get in touch - different forms (same as of now)

6. The "Trust Bar":

- Right below the Hero image, place a grayscale strip of logos:
Mastercard, University of Chicago, Rohini Nilekani philanthropies, etc.



Add a counter: **"4 Million+ Data Points Verified."**



7. The language bar to run end to end -

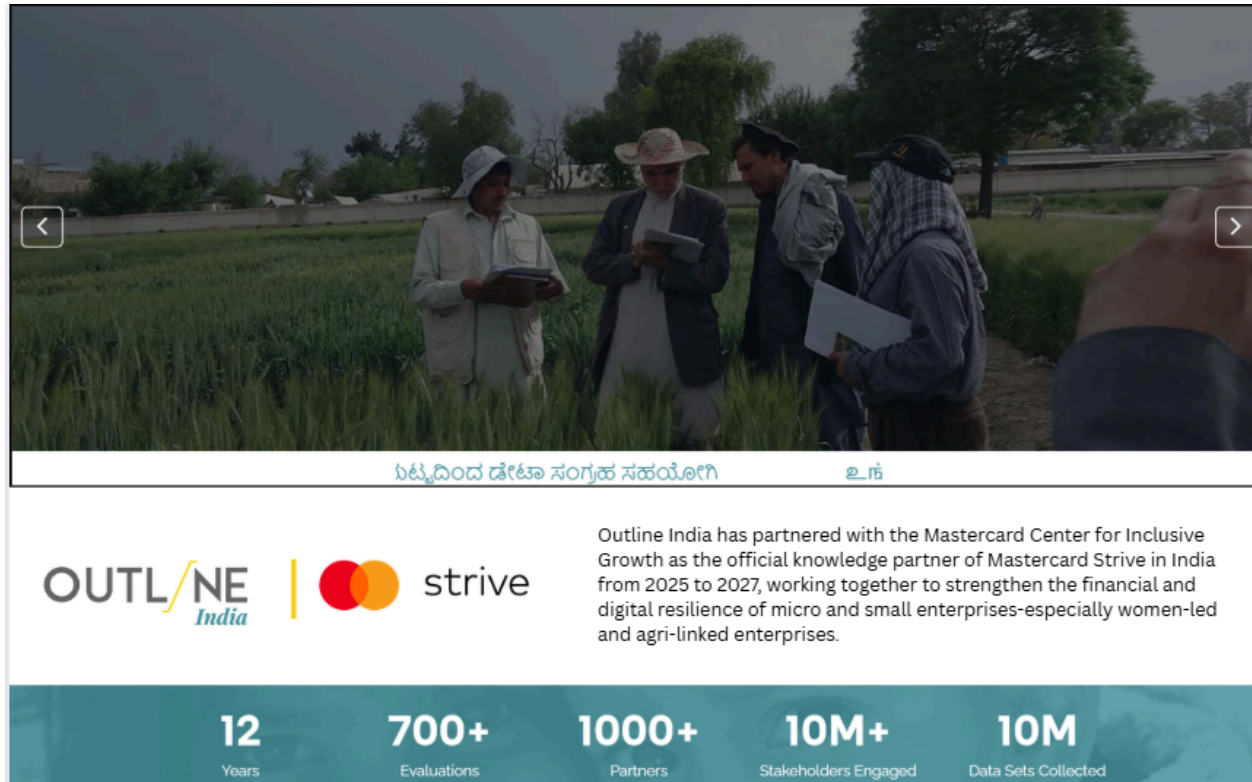
রুন ডেটা সংগ্রহ সাথী	আপনার মূল থেকে ডেটা
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8. Highlight section on homepage - which disappears if we dont put anything on it -
It can be a bar called highlights - between the slider images and the matrix -

Options it should have -

Image on left side and Text on right (both dynamic)

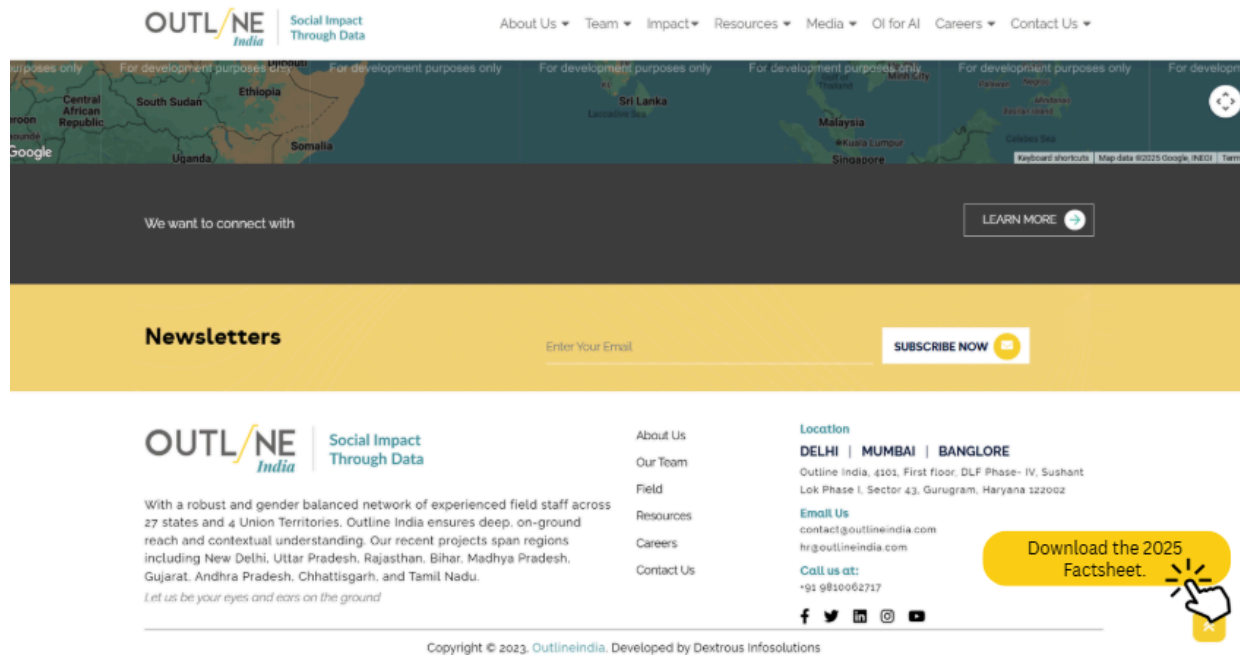
Example :



9. THE CONVERSION ENGINE (Lead Gen) - on footer

- Create a simple PDF: "The 2025 Rural India Factsheet." (One page of your best stats).
- Add a popup or footer bar: "Download the 2025 Factsheet." (Requires email to download).
- Why: This builds your mailing list for the "Flash Pulse" subscription

Once we click on it - it opens up a tab - where we have different factsheets - in form of PDFs with different names - when we click to download anyone - it asks for email id - and as we enter email id and click download now - it gets downloaded (the email id gets saved in our backend system)



10. We need Sequence option everywhere on every dynamic page and homepage