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UPDATA

OUTLINE
India

AUGUST 2025

NEWSLETTER

DATA COLLECTION | IMPACT ASSESSMENT

MONITORING & EVALUATION | KNOWLEDGE PARTNERSHIP | PORTFOLIO EVALUATION

“Data is a public good. It needs to be collected and shared systematically so that citizens and policymakers alike can benefit - Arvind Subramanian
- (Former Chief Economic Adviser, GoI)”

27
States & 4 UTs560+
Evaluations10M+
Stakeholders95K+
Villages

Hi Ankeshita Caleb,

This August took us from Meghalaya's classrooms to rural Uttar Pradesh, and across eight states in between. We assessed employability programs with the **Wadhvani Skills Network**, and measured the ripple effects of **Singer's sewing machine initiative for women**. I also had the chance to share our journey and lessons on **Policy POD**. As always, our mission stays the same - turning voices from the ground into insights that spark change.

Prerna Mukharya
Founder, Outline India

7.



PROJECTS





Location : Delhi, Bangalore,
Noida, Nagpur

The Wadhvani Skills Network's Incremental Placement Study, led by the Wadhvani Foundation, is a flagship program evaluating the impact of its Employability Program (EP) on placement outcomes across Delhi and other Hindi-speaking regions. With a sample of **3,000–4,000**, the study uses a mixed-methods approach to assess the incremental impact by comparing treatment and control groups across partner institutions. It also explores factors influencing employability, offering insights to refine and scale the program.

Outline India is supporting Wadhvani with **tool development, sampling, recruitment and training of enumerators, data collection, quality checks, analysis, and report writing.**



Location : Kanpur and
Gorakhpur, Uttar Pradesh

Outline India is conducting 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 supports 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.



Location : Bhopal, Gwalior,
Indore, and Jabalpur

Outline India, in collaboration with Ipas Development Foundation, leveraging its extensive expertise in reproductive health and public health systems, is conducting a qualitative study across Bhopal, Gwalior, Indore, and Jabalpur. The study involves in-depth interviews with key stakeholders, including government officials, healthcare providers, community health workers, and civil society actors. Guided by the **WHO Bottleneck Analysis framework**, the research will assess governance, financing, service delivery, and community engagement challenges and enablers in scaling up PAFP and PPFP services. OI will handle tool contextualization, field team training, **qualitative data collection, transcription, thematic and grid analysis, and comprehensive reporting** in close coordination with Ipas Development Foundation.



Location : Jodhpur,
Rajasthan

The Endline Evaluation of the Literacy Instruction Scale-Up Program in Jodhpur and Barmer, Rajasthan, aims to assess the impact of Room to Read's (RtR) 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.

PODCAST





Policy Pod

Fixing the Plumbing: Data, Policy & the story of Outline India





Ayush Singhal
(Host)



Purna Mukharya
Founder - Outline India | Chevening
Fellow University of Oxford | Fortune40
under 40

Policy POD- Purna Mukharya, founder of Outline India, joins Ayush Sehgal on *Policy Pod* for a conversation that's equal parts fun, insightful, and unapologetically real. A Chevening Fellow at Oxford and one of Fortune India's 40 under 40, Purna brings stories from 95,000+ villages, lessons from building a research enterprise from scratch, and sharp takes on fixing India's data plumbing. From rapid-fire rounds to candid chats on hiring, founder life, and making data accessible, this episode is a must-listen for anyone curious about how big impact starts with good data.

Watch

OI SHORTS



7.



Method Matters






Every Insight Starts with How You Measure It

Why this matters:

Behind every powerful finding lies a smart choice of methodology, especially when studying complex, real-world phenomena. When research meets innovation in data collection, it can unlock deeper, more actionable insights.

Example: Turning Raw Counts into Actionable Percentages

Imagine a city survey finds 2,300 active street vendors in a district. At first glance, it is just a number. But when researchers:

- Link it to population data (say 1.2 million residents)
- Adjust for working-age population (~800,000)
- Standardise across cities (vendors per 1,000 working-age residents)

Watch

FIELD WORK IN
AUGUST 2025



OUR
CLIENTS





7



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- M&E Manager - 6 to 10 years of experience
- Sr. Comms - 6 to 10 years of experience
- Program Lead - 6 to 10 years of experience

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