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UPDATA

OUTL/NE  
India

OCTOBER 2025

# NEWSLETTER

DATA COLLECTION | IMPACT ASSESSMENT

MONITORING & EVALUATION | KNOWLEDGE PARTNERSHIP | PORTFOLIO EVALUATION



We need to move from data collection to data empowerment - where people own and use their data.

- R.S. Sharma, Former Chairman, TRAI and UIDAI



27  
States & 4 UTs

600+  
Evaluations

10M+  
Stakeholders

95K+  
Villages

Hi Ankeshita Caleb,

This October, we are excited to share highlights from the field - from empowering women entrepreneurs under **Mastercard Strive in India** with **Mann Deshi Foundation**, to our work on ecosystem restoration with **GIZ and GRET in the Sundarbans**.

We spotlight our evaluation of Milaan's Girl Icon Program driving change among adolescent girls, and share our latest *Cautionary Tales from the Field*.

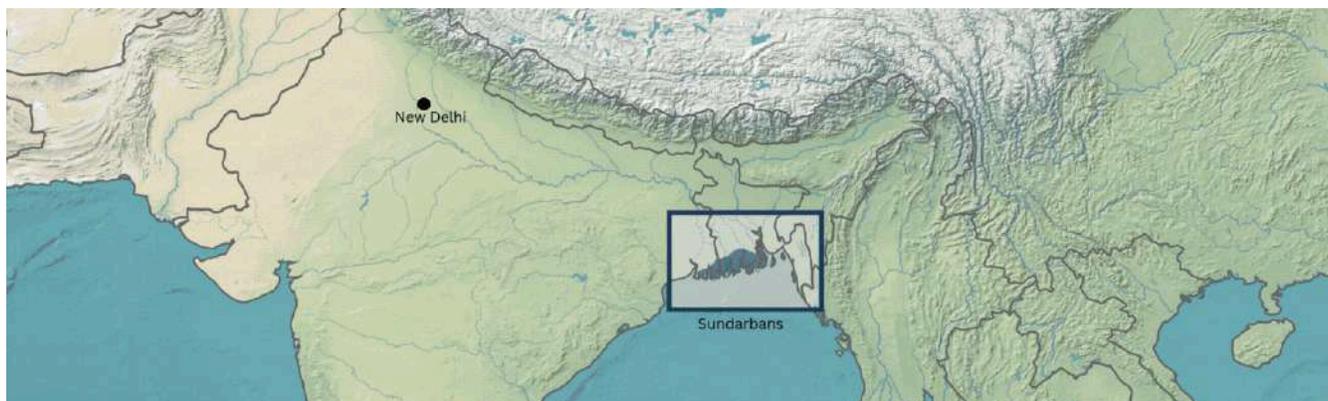
Prerna Mukharya  
Founder, Outline India

7.



FIELD WORK IN  
OCTOBER 2025





As part of the **SUNDAR-BAY Project** - a GIZ - supported initiative on regional cooperation and sustainable ecosystem management - **Outline India** is partnering with **GRET** to study community livelihoods, ecosystem dependencies, and governance in the Sundarbans. Through baseline and endline field assessments, including surveys, interviews, and focus groups, we're documenting community perceptions on livelihoods, skilling, and participation in local planning. The findings will inform community-based resource management and guide ecosystem restoration and policy efforts across India and Bangladesh.

[Know more](#)



**Data Collection in:  
Uttar Pradesh, Madhya Pradesh and  
Karnataka**

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.

[Know more](#)



## Mastercard Center for Inclusive Growth summit in Kuala Lumpur



At Outline India, we often come across numbers that remind us of how unevenly access, opportunity, and innovation are distributed - and how data helps us make sense of it all.

Here are a few thought-provoking insights that caught our attention this month:

## 1. From 500 MB to 300 TB - The Data Explosion

In the 1990s, a 500 MB hard drive was a prized possession.

Today, **Grab**, the super app that took over **Uber's South Asia operations in 2018**, generates around **300 terabytes of data every single day** - that's the scale at which it operates.

If you've been to **Bali** or **Kuala Lumpur**, chances are you've used Grab.

Unlike Uber's surge pricing, Grab **notifies users** when fares rise due to rain, congestion, or demand - allowing them to decide whether to book or wait. It's a small but telling example of how **culture influences technology**, shaping user experience and business ethics alike.

## 2. The Growing Middle Class in ASEAN

By **2035**, the **ASEAN region** is projected to add **112 million new middle-class consumers** - following **India (411 million)** and **China (163 million)**. The region's economic transformation will redefine how markets, policies, and communities evolve in the next decade.

At Outline India, we believe that numbers are more than statistics - they're **stories of change**.

From access to justice to the rise of new economies, each data point reflects a world in transition and reminds us why evidence and empathy must go hand in hand.

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PROFILED



*"Outline India is rewriting impact through grassroots data"*

OUTLINE  
India

YOURSTORY

At Outline India, we believe data is more than numbers - it's people, voices, and lived experiences.

From village meetings to women's self-help groups, our work is about restoring context to the idea of impact.

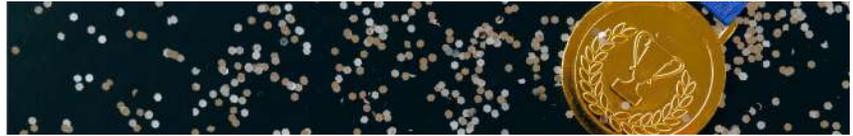
Proud to share that our story is featured in [YourStory Media's](#) .

Read the full piece: <http://bit.ly/48EUxsx>

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# OI DATA CONSCIOUS BADGE



## Data Conscious Badge: Expanding Our Ecosystem



At Outline India, data has always meant more than numbers - it's about trust, transparency, and impact. Over years of working across 27 states and thousands of communities, we saw firsthand how data can empower change- but only when collected and used responsibly.

The **Data Conscious Badge** celebrates organizations that champion ethical and inclusive data practices. Partners like **Swadesh Foundation, HCL Foundation, Ambuja Cement Foundation, VisionSpring, Biocon, Girl Effect, and Water.org** have already joined this movement.

Now, we're welcoming a new cohort of changemakers committed to making data work for people - not just for projects.

Stay tuned to meet them and see how together, we're making data work *for people, not just for projects*.

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# CAUTIONARY TALES





Our study in Karnataka focused on girl icons and their leadership qualities, with sensitive topics like menstrual cycles at the heart of the discussions.

A male consultant was assigned to conduct one of these interviews. To the girl he was speaking with, he looked like an uncle. She grew visibly uncomfortable, hesitant to answer, worried about being seen. The positionality was all wrong, and the insights we hoped for never emerged.

When the main coordination team arrived and realized the interviewer was not female, the situation escalated quickly. Voices were raised, tempers flared, and the field team took the blame.

The issue was eventually resolved, but not before leaving a mark. It was a sharp reminder: who asks the question can matter as much as the question itself.

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## OUR CLIENTS





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# JOIN US



## HR / Operations Manager

- Experience: 7–10 years
- Strong expertise in field operations, budgeting, client contracts, employee lifecycle management, documentation, performance management, salary processing, and administration.
- Proficient in vendor management, travel bookings, and logistics coordination.

## Senior Quantitative Manager

- Experience: 6–8 years
- Mandatory expertise in **STATA**.
- Skilled in client engagement, report writing, field team coordination, data cleaning, and statistical analysis..

## Data Scraping Associate

- Experience: 1–3 years
- Proficiency in Python, web scraping, and data extraction.
- Ability to develop and optimize Python scripts using web scraping libraries.
- Experience with troubleshooting, automation, and chatbot frameworks.

Apply

Explore our fun, data-driven stories across a range of topics  
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