View in browser

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	700+	10M+	95K+
States & 4 UTs	Evaluations	Stakeholders	Villages

Hi Ankeshita Caleb,

As 2025 winds down, we remain guided by one principal: evidence should make life simpler, fairer, and more accountable.

This month, we're decoding everything from cheaper nights out (thank you, GST 2.0) to mysteriously "offline" pollution monitors. Plus, a look at our fieldwork, new insights, and the latest from the Data Conscious Badge crew.

Read ahead for the full scoop.

Prerna Mukharya

Founder, Outline India

DATA STORIES

The GST Date Night

With GST 2.0 now in effect, everyday expenses - from restaurants to snacks - are becoming lighter on the pocket.

What we're breaking down:

 - How the new GST slabs reduce common daily costs

 - A quick before/after comparison using a Bhopal example

 - How many fewer hours you now need to work for the same evening out

- A fun insight on what you might do with those savings

Click to see the full breakdown

Technical Glitch' or 'Data Manipulation?

As pollution spiked in Ghaziabad, the Vasundhara air-quality monitor conveniently went "offline," leaving residents in the dark during the city's worst-polluted hours.

What we're unpacking:

- Why the monitor went blank just as AQI levels crossed into *very poor* and *severe*

- The gap between official readings (~342) and field data in Vasundhara (~418)

- Patterns of stations in Vasundhara and Loni going offline when pollution peaks

- What missing data means for public trust, health advisories, and accountability

Click to see the full breakdown

Is Uber working for us or are we working for Uber?

Uber: Freedom on wheels… or a trap in disguise?

Gig work promised flexibility, but for many drivers it now means long hours, rising costs, and shrinking pay.

What we're unpacking:

- Why "flexibility" in the gig economy often becomes a full-time grind
- How driver hours, fuel prices, EMIs, and commissions shape real earnings
- The numbers behind what drivers actually make in 2025
- The bigger question: is Uber empowering workers or exhausting them?

Click to see the full breakdown

India's Jute Industry at a Turning Point

India's jute sector is at a crossroads - booming global demand for sustainable materials on one side, and rising competition, high production costs, and import dependency on the other.

What we're unpacking:

- India produces **70% of the world's jute**, yet still imports raw fibre from Bangladesh to feed its **116 mills**

- Why **MSP hikes**, improved cultivation methods, and 700,000 hectares under jute matter for farmers' earnings

- How global trends - are reshaping demand

- What rising export volumes (growing at **9% CAGR**) mean for jute goods like sacking, hessian, yarn, and geotextiles

Click to see the full breakdown

For more Data Stories visit our Instagram

FIELD WORK

OUTL/NE *India* | strive

Pune, Maharashtra

Outline India conducted qualitative research with women entrepreneurs supported by the **Mann Deshi Foundation,** as part of **Mastercard Strive in India**. Partnering with the **Mastercard Center for Inclusive Growth**, we traveled to Pune to run focus group discussions and interviews with micro and nano entrepreneurs.
The goal: to understand how Mann Deshi's support is shaping their business growth, confidence, and community impact.

Know more

"Outline India is rewriting impact through grassroots data "

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

OI DATA CONSCIOUS BADGE

Data Conscious Badge: Expanding Our Ecosystem

At Outline India, data is about trust, transparency, and impact. After years across 27 states, we've seen how responsible data drives real change. The Data Conscious Badge recognizes organizations with ethical, inclusive data practices partners like *Swadesh Foundation, HCL Foundation, Ambuja Cement Foundation, VisionSpring, Biocon, Girl Effect, and Water.org.* We're now welcoming a new cohort committed to making data work for people, not just projects.

RECEIVER OF THE MONTH

## EdIndia - The Data Analytics Support Program (DASP) by Sterlite EdIndia Foundation

The Data Analytics Support Program (DASP) by Sterlite EdIndia Foundation strengthens data-led governance in public education through real-time dashboards, streamlined systems, and analytical support across four states, enabling transparent and efficient decision-making to improve learning outcomes.

Know more

REPORTS
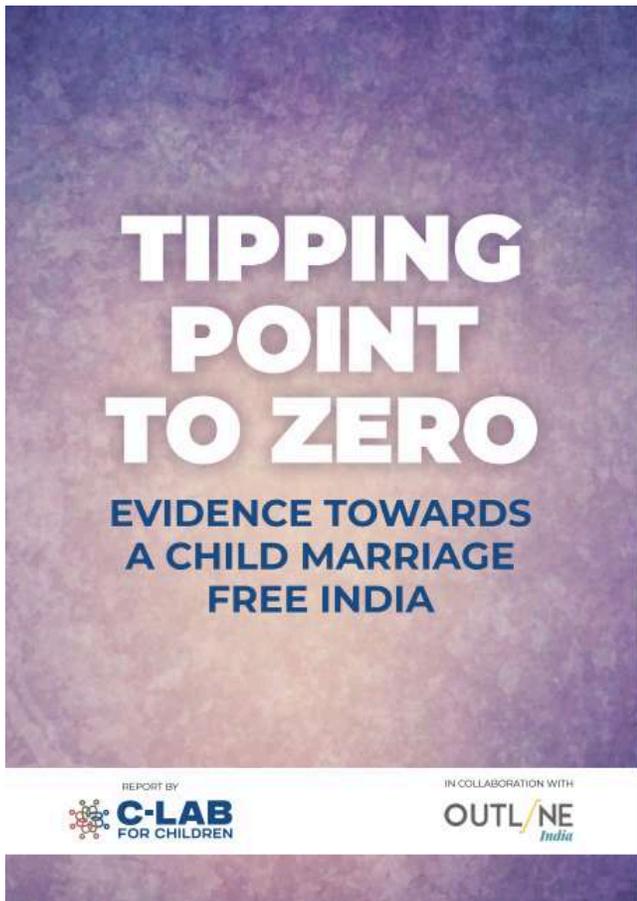
We're proud to share Outline India's report with India Child Protection (ICP): **Tipping Point to Zero: Evidence Towards a Child Marriage Free India,** a multi-state study conducted in collaboration with the Centre for Legal Action and Behaviour Change(C-LAB).

Using data from 757 villages across five high-prevalence states, the report shows a clear decline in child marriage over the past three years, examines the factors that sustain it, and assesses the impact of legal action and campaigns such as Child Marriage Free India and Bal Vivah Mukt Bharat. It highlights progress - stronger enforcement, community mobilisation, and rising awareness - while underscoring persistent gaps linked to poverty, school dropouts, and underreporting. Outline India remains committed to generating evidence that informs policy, strengthens programmes, and accelerates India's journey toward a child marriage-free future.

Read more

FOOTSTEPS

strive

MAHARASHTRA

DELHI

WADHWANI FOUNDATION

DELHI   KARNATAKA

UTTAR PRADESH

Milaan
Building a movement of Girl Leaders

UTTAR PRADESH   KARNATAKA

MADHYA PRADESH

UNIVERSITY of VIRGINIA

RAJASTHAN

7.

OUR CLIENTS

vedanta foundation

PORTICUS

SBI FOUNDATION
Service Beyond Banking

BILL & MELINDA GATES foundation

#MCONSCIOUS FOUNDATION

Laudes — Foundation

MetLife Foundation

SEHGAL FOUNDATION

C&A

World Health Organization

strive

European Union

ADB ASIAN DEVELOPMENT BANK

Government of Andhra Pradesh

sidbi

WORLD BANK GROUP

BRITISH COUNCIL

Milaan

ISST Institute of Social Studies Trust

SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK

CIERP
Center for International Environment & Resource Policy

FLUENT RESEARCH

ichuli

IMPAQ INTERNATIONAL

JSI
JOHN SNOW, INC.

MATHEMATICA Policy Research

ONEHEALTH TRUST

sanigest INTERNACIONAL

THE LANCET COVID-19 COMMISSION

The Bridgespan Group

AIR

BCI Better Cotton Initiative

WORLD RESOURCES INSTITUTE

CDDEP Disease Dynamics, Economics & Policy

7.

JOIN US

Sr. Partnerships Associate

- Experience: 5 - 6 years

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..

M&E Lead

- Experience: 5 - 8 years

Tamil to English Transcribers

- Experience: Knowledge of Tamil Language.
- Students/ Professionals/ Freelancers

Apply

Interested in being highlighted in our newsletter?

Email contract@outlineindia.com for considerations and questions

OUTLINE
india

DELHI I MUMBAI I BANGALORE

4101, First floor, DLF Phase- IV, Sector 43, Gurugram, Haryana 122002

This email was sent to outreach2@outlineindia.com

You've received it because you've subscribed to our newsletter.

If you wish to unsubscribe from our newsletter, click here