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UPDATA

OUTLINE  
India

MAY 2025

# NEWSLETTER



Without data, you're just another person with an opinion.

— W. Edwards Deming



27  
States & 4 UTs

560+  
Evaluations

10M+  
Stakeholders

90K+  
Villages

Hi Ankeshita Caleb,

April is an exciting month- we had a chance to be part of the spring meetings at the **World Bank / IMF in Washington DC**. As the development sector navigates uncertainties all over, the key theme under scrutiny was job creation and skilling

- How do we create an ecosystem where half the potential isn't lost if women are treated equally
- How do we think about job creation as world alliances shift, and automation and technology moves up by leaps and bounds?
- As the middle class grows, and we add 600 million youth to the work force in the next 5 years, can the absolute pie grow

At Outline India, we are constantly thinking about development problems and how we can play a small role in solving some of these using data and metrics.

We were also in DC as part of Mastercards' invitees to their annual growth summit. We will be making a very exciting announcement soon.

At your service,

Perna and Outline India team

Outline India

7.



# THE WORLD BANK SPRING MEETING, WASHINGTON DC & MASTERCARD INCLUSIVE GROWTH SUMMIT





Our founder Prerna was recently at the annual **World Bank/IMF Spring Meetings in Washington, D.C.** She also joined the **Annual Growth Summit** organized by the **Mastercard Inclusive Growth Centre**. Her presence at these platforms emphasized our focus on bringing ground-up, field-driven insights into global policy conversations—especially those shaping the future of inclusive growth in the Global South.

1. The fastest growing emerging market isn't a country—it's women. Perhaps the most dormant yet untapped market in the world, waiting to be unlocked.
2. Women don't always play to win—sometimes, they play just to not lose. The world needs a massive attitudinal shift to change that.
3. Women are often encouraged to take the 'safe' route—in education, in marriage, in life. But we need to take a risk on ourselves. We owe it to ourselves to choose boldly, whatever that choice may be.

Some of the best things in life are a product of serendipity—like meeting [Subhashini \(Shuba\) Chandran](#), who we know will be instrumental in Outline India's growth story over the next three years.

She reminded us of something powerful: "It's important that we lift each other up." We couldn't agree more.



7.



## PARTNERING FOR INCLUSIVE AI: 70+ INDIAN LANGUAGES, ONE VISION



**At Outline India**, we believe that for AI to be truly inclusive, it must understand and serve the linguistic and cultural diversity of regions like India. That's why, in partnership with **Josh Talks**, we're creating and offering access to high-quality audio datasets in over **70 Indian languages and dialects**, including low-resource ones like **Bhojpuri, Maithili, and Bodo**.

We've already built over **100,000 hours** of off-the-shelf multilingual data - both read speech and conversational—with up to **95% android accuracy**. These datasets are curated, annotated, and ready to power AI solutions that work across India's diverse populations.

Whether you're developing AI tools for education, agriculture, health, or voice-based tech, **we can provide datasets in different forms and formats to meet your needs.**

7.



## PROJECTS



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.

The project will evaluate the impact of Room to Read's Literacy Instruction Scale-Up Program in Jodhpur, Rajasthan.



Location : Lucknow,  
Uttar Pradesh

The proposal outlined a formative research study by Outline India for Sesame Workshop India (SWI) to evaluate health-related educational content for **children aged 3–8** and their caregivers under the "Healthy Bodies, Healthy Minds" initiative.

The study aimed to assess the content's effectiveness in promoting nutrition, physical activity, and emotional well-being. Using qualitative methods—focus group discussions, in-depth interviews, and observational studies—it explored stakeholder engagement, cultural relevance, and potential for behavior change. Conducted in urban and

peri-urban Lucknow, the research engaged parents, children, Anganwadi workers, and ASHAs to ensure the content was contextually appropriate.

7.



## OI DATA CONSCIOUS BADGE



[OI Data Conscious Badge](#) celebrates outstanding CSR initiatives that prioritize accountability, ethics, and impact. Launched by Outline India, this badge recognizes excellence in data collection, research, and impact assessment. It stands as a mark of credibility, data proficiency, and commitment to generating actionable insights.

To apply for OI Data Badge write to us at [partnerships@outlineindia.com](mailto:partnerships@outlineindia.com), if you meet the eligibility criteria we will get back to you within 2 weeks.

## RECEIVER OF THE MONTH



Dispersed Sources Program - Under the guidance of the Commission for Air Quality Management (CAQM), Air Pollution Action Group (A-PAG) has developed a program aimed at reducing air pollution from dispersed sources (typically dust and garbage). These sources account for anywhere between 25-40% of pollution across cities in north India....[Read more](#)

## PAST RECEIVERS





Know more

7.



## OUR CLIENTS & FUNDERS



7.



# WE'RE HIRING!

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## WALK-IN DRIVE

Partnerships Manager - 5 - 6 years of experience  
Sr. Qualitative Researcher - 8-10 yrs in primary research  
Sr. Quantitative Researcher - 8-10 yrs in primary research

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### CANDIDATES FROM DELHI- NCR ARE REQUESTED TO APPLY

Experience in the social development sector and knowledge about M&E is a must!

Apply

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7.



## Our Global Presence

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