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Hi Ankeshita Caleb,

Welcome to the July edition of the Outline India Newsletter!

We've had a busier-than-usual summer, and we have been working quietly on a lot of projects in sectors of Education, Livelihood and Health. Our focus has been on qualitative and PRA techniques.

In this edition, we present our latest projects and the newest locations we've covered across India for data collection, with a highlight on our 3-year partnership with Mastercard Strive in India through their grant support.

Prerna Mukharya

Founder, Outline India



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## 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**, 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 : Lucknow,  
Uttar Pradesh

Outline India conducted a formative research study for Sesame Workshop India to evaluate **health-related educational** content for **children (ages 3–8)** and their caregivers. The study assessed the appeal, comprehension, and impact of the content on promoting nutrition, physical activity, and emotional well-being. Using FGDs, IDIs, and observational methods across urban and peri-urban Lucknow, the research gathered insights from parents, children, ASHA, and AWWs to ensure cultural relevance and behavior change potential.



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.



Location :Tamil Nadu

Outline India is conducting a large-scale evaluation of a holistic **Menstrual Health and Hygiene (MHH) behavior change programme in Tamil Nadu**, aiming to inform improvements, support scale-up, and promote evidence uptake to enhance the well-being of girls, women, and other menstruating individuals. The study will engage with 118 schools and includes a comprehensive review of tools, quantitative data collection via SurveyCTO, and student interviews. Outline India is also responsible for designing and delivering enumerator training, recruiting and training the field team, and coordinating with schools to facilitate data collection.

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## COLLABORATIONS



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