

NEWSLETTER

27
States & 4 UTs

1000+
Evaluations

100 M
Data Records Collected

30+
Indian Languages
Supported

DATA COLLECTION

IMPACT ASSESSMENT

MONITORING & EVALUATION

KNOWLEDGE PARTNERSHIP

PORTFOLIO EVALUATION

Hi Ankeshita,

From heat crises to battery revolutions, voice payments to GenAI benchmarking - our research is tackling the questions that matter most. We've deepened our work on skilling, child marriage, and agriculture while forging new ground with Big Tech partners across London and the US. And behind the scenes, smarter tools and stronger data practices are making our evidence sharper, faster, and more reliable than ever.

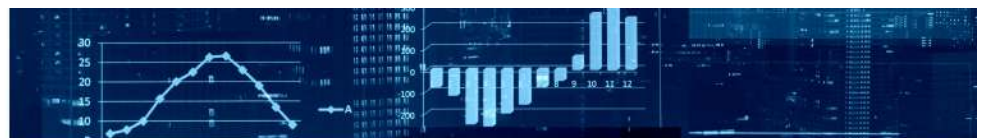
Prerna

Founder, Outline India

7.



DATA
STORIES

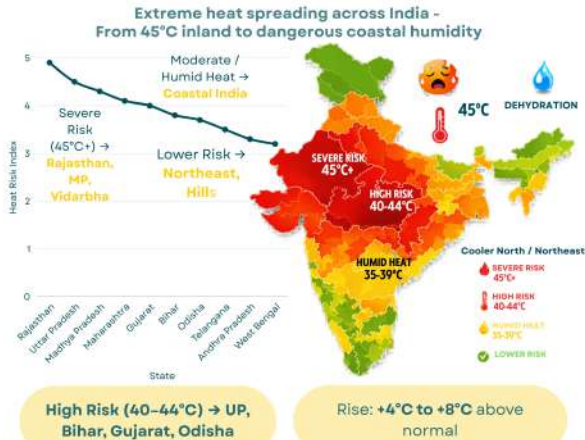


When Heat Becomes a Health Crisis

Batteries: India's Quiet Energy Revolution

From rising temperatures to heatstroke risks - India is heating up fast, but is it prepared?

India is experiencing earlier and more intense heatwaves, but rising temperatures are increasing health risks across regions.



India's temperatures are rising from ~30-35°C to 40-45°C+, yet heatstroke risk remains uneven— with temperatures increasing 4-8°C above normal, creating gaps in health safety, outdoor work conditions, and heat resilience.

Source: IMD (India Meteorological Department) · NDMA Heatwave Guidelines · Ministry of Health & Family Welfare

Heat is no longer just whether India's temperatures are now running 4 - 8°C above normal, and the danger isn't just discomfort - it's heatstroke, lost workdays, and widening health inequality. Rajasthan and Vidarbha are touching 45°C+, while coastal regions face a different threat: humid heat that *feels* even hotter. The body doesn't care about the thermometer reading - it cares about whether it can cool down.'

AI Is Already at Work - Are You?

India's power grid is quietly being rewritten by batteries

Falling battery costs + policy push are turning storage into the backbone of India's renewable future



Storage grew from ~0 to 1 GWh in 10 years

50%+ of total capacity added in just 2 years

India has scaled battery storage to ~1.08 GWh, yet adoption remains uneven— with ~26.7 GWh under construction but ~236 GWh still needed by 2032.

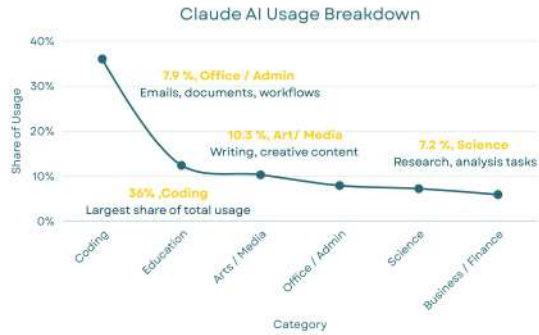
Source: Central Electricity Authority · Ministry of Power India · Press Information Bureau · Mercom India (industry research)

India went from near-zero to 1 GWh of battery storage in just 10 years - and half of that happened in the last 2. The speed of this shift is the real story. Solar panels get the headlines, but without storage, renewable energy disappears the moment the sun sets. Batteries are quietly becoming the backbone that makes India's clean energy ambitions actually work - and with 236 GWh still needed by 2032, the race has barely begun.

The Skills Gap Was Always There

How Claude AI is actually used

Data from the Anthropic Economic Index shows over one-third of usage is coding, with strong use in learning and content creation—highlighting AI as a productivity tool.



Code fixing and modification
(~6%)

Top 10 tasks account for
~20% of total usage

Based on millions of Claude conversations (2024–2026), usage is led by **software engineering (~36%)**, followed by **education (~12–15%)** and **writing (~10%)**—showing AI is mainly used for high-skill, work-focused tasks.

Source: Anthropic Economic Index (2024–2026), Millions of Claude Conversations

Most people think AI is for chatting. Turns out, over a third of Claude's actual usage is writing code. That's not a fun fact - it's a signal. AI has already moved from novelty to infrastructure for high-skill work. Education, research, and content creation follow close behind. The people asking "should I use AI?" are asking the wrong question. The better one is: what serious work am I not yet using it for?

DIGITAL JOBS AND DIGITAL SKILLS

Before the pandemic, digital skills were growing steadily, with basic literacy meeting most needs; however, the crisis exposed digital gaps and increased demand for advanced skills, making continuous upskilling essential.



Source: Asian Development Bank. Forthcoming. A Rapid Survey on the Evolution, Demand and Research by Outline India

The pandemic didn't create the digital skills gap - it exposed it. Demand for advanced skills surged overnight, with 93% of L&D professionals across 27 countries predicting a rise in online learning, and the market heading toward \$350 billion by 2025. For employers, upskilling is no longer optional - it's survival.

See more Data Stories

7.



PROJECTS



Hello UPI – Multilingual Voice-Based Digital Payments Usability Study



Location : Pan-India
(multilingual users across
multiple states)

Digital payment adoption in India remained constrained by language, literacy, and technology barriers, particularly among first-time and feature-phone users. Hello UPI was a voice-based payment service that enabled users to complete UPI transactions without downloading an application.

This study evaluated Hello UPI across multiple languages and transaction journeys (**mobile recharge, money transfer, gas recharge, balance check, FASTag recharge**). Outline India served as the national data collection partner, conducting multilingual field testing with ~2,500 respondents across India.

The objective of the study was to assess the usability, functionality, and overall user experience of the Hello UPI voice-based payment service across diverse languages, literacy levels, and common transaction use cases, and to generate evidence to support product improvement and inclusive scale-up.

India GenAI Benchmarking Study - ChatGPT vs ***** User Experience



Location : Delhi NCR,
Karnataka, West Bengal

Outline India was the primary fieldwork and data collection partner for a national GenAI benchmarking study comparing user experiences across leading AI platforms (**** and *****). The research captured structured ratings and rich free-text feedback from diverse Indian AI users through interviewer-assisted, task-based studies and diary exercises.

The study included multimodal interactions such as text inputs and voice recordings across real-world AI use cases, enabling robust comparison of satisfaction, trust, and task performance across platforms. Outline India managed recruitment, face-to-face task administration, data quality assurance, and delivery of audit-ready datasets aligned with global AI measurement benchmarks.

7.



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. Our work across 27 states shows that data drives change only when used responsibly.

We're now welcoming a new cohort of changemakers committed to making data work for people - not just projects. Stay tuned.

Past Receivers



HCLFoundation



RECEIVER OF THE MONTH



We are delighted to announce that The Bridgespan Group has been awarded the Outline India Data Conscious Badge - a recognition reserved for organisations that demonstrate exemplary commitment to data and evidence in service of social change. From the Pay What It Takes India Initiative exposing the true cost burden on NGOs, to a Community Driven Change study spanning 800 households across three countries, and a sector-wide Resource Hub - Bridgespan consistently shows that good data, paired with deep field insight, can shift mindsets, inform funders, and strengthen the social sector. At Outline India, being data conscious means using evidence with intention, integrity, and impact - and Bridgespan does exactly that.



Outline India Proudly Presents
The OI Data Conscious Badge Award to
The Bridgespan Group

FOR YEARS OF WORK IN THE IMPACT SECTOR

OUTLINE
INDIA

Know more



OUR CLIENTS



K.P Singh Foundation





7.



JOIN US



Sr. Manager, M&E

- Experience: 6 - 8 years
- Strong expertise in M&E Frameworks (OECD DAC), Logical frameworks, Resultframe work, Theory of Change, Logframe Indicators, Data Flow Map, Quant/Qual research .

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..

Apply

Explore our fun, data-driven stories across a range of topics
- follow us on Instagram ([click here](#))



OUTLINE
India

DELHI | MUMBAI | BANGALORE

[4101, First floor, DLF Phase- IV, Sector 43, Gurugram, Haryana 122002](#)

This email was sent to ankeshita@outlineindia.com
You've received it because you've subscribed to our newsletter.



If you wish to unsubscribe from our newsletter, click [here](#)