

UPDATA MAY 2026



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 voice payments to **GenAI benchmarking**, our research is increasingly at the intersection of technology and real-world impact. We've been on the ground testing how India actually uses **AI** - across languages, literacy levels, and everyday use cases - while forging new partnerships with Big Tech teams 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.

A handwritten signature in black ink, appearing to be "Perna", with a stylized flourish at the end.

Perna

Founder, Outline India



OI DATA CONSCIOUS BADGE

Data Conscious Badge: Expanding Our Ecosystem

Past Receivers



RECEIVER OF THE MONTH





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

FOR YEARS OF WORK IN THE IMPACT SECTOR



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 exposing the true cost burden on *NGOs to a household study spanning three countries*, *Bridgespan consistently shows that good data, paired with deep field insight, can shift mindsets, inform funders, and strengthen the social sector*. They use evidence with intention, integrity, and impact - and that's exactly what this badge stands for.



DATA
STORIES



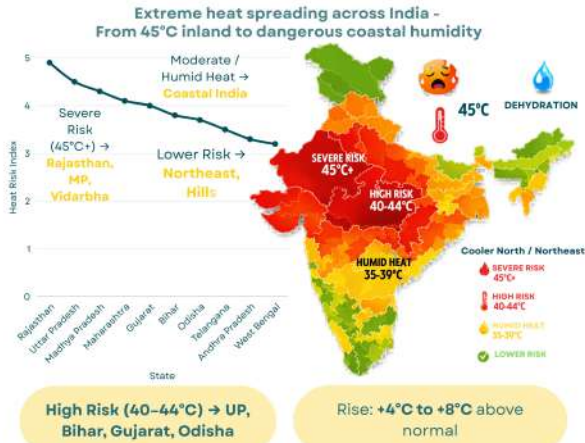
[Click to See and Download more Data Stories](#)

[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.

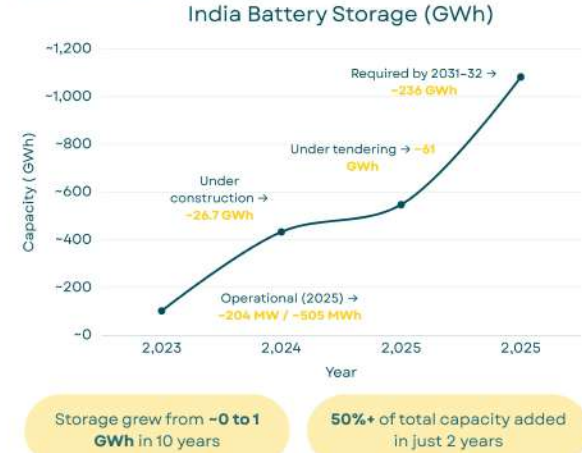
Source: IMD (India Meteorological Department) · NDMA Heatwave Guidelines · Ministry of Health & Family Welfare

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



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.

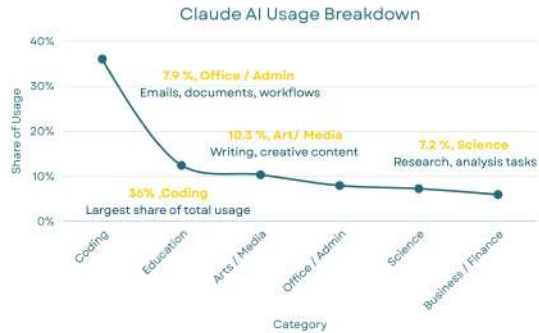
Source: Central Electricity Authority · Ministry of Power India · Press Information Bureau · Mercom India (industry research)

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.

PROJECTS



Strengthening MHM in Schools: Baseline Study with SATHI-UP & Tata Trusts



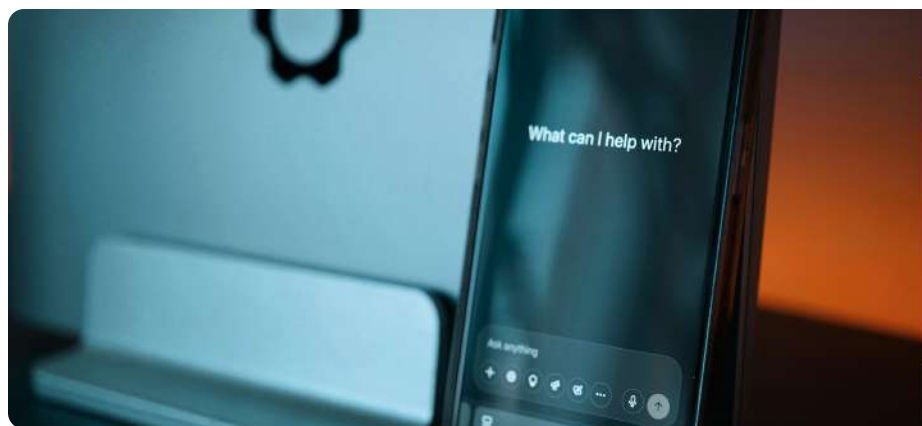
TATA TRUSTS

Location : Uttar Pradesh

Outline India partnered with **SATHI-UP, supported by Tata Trusts**, to conduct a baseline study in Ambedkarnagar, Uttar Pradesh, to inform a multi-year programme on menstrual hygiene and adolescent health across **40 government schools** in Bhati and Bhiyaon blocks.

Using a mixed-methods approach - including surveys with **400 girls, KIs with teachers and SMC members, and school assessments** - the study evaluates knowledge, practices, absenteeism, WASH infrastructure, and school readiness to generate actionable insights for programme design and impact measurement.

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.

Soil Health Assessment of Farms Cultivated by Licensed Cotton Farmers



**Location : Andhra Pradesh,
Rajasthan, Maharashtra,
Gujarat, Telangana,
Karnataka**

Outline India has been commissioned to conduct a large-scale soil health assessment of licensed cotton farmers across six Indian states. **The study involves the collection of 615 soil samples from selected farmlands, alongside farmer-level surveys administered through SurveyCTO on a mobile-based platform.** Soil samples are being analysed for key chemical parameters including Nitrogen, Phosphorus, Potassium, pH, organic carbon, and micronutrients, as well as bulk density to assess soil compaction and water movement. Our trained field teams - proficient in local languages and experienced in scientific soil sampling protocols - are deploying across multiple districts, collecting GPS coordinates, maintaining rigorous quality checks, and transporting samples for laboratory analysis. The project reflects our growing work at the intersection of agricultural research and ground-level data collection, and our ability to operationalise complex, multi-state field studies with scientific precision.



**PHILANTHROPY
ASIA SUMMIT 2026**



*Asian Innovation Global Good
18 - 20 May 2026*



Philanthropy Asia Summit 2026



Outline India will be at the **Philanthropy Asia Summit 2026** (18 - 21 May, Singapore) - one of Asia's most important gatherings of philanthropic leaders, impact investors, and changemakers. This year's summit spotlights Asian-led

innovations with global potential, with a focus on inclusive development, technology, and cross-sector collaboration. It's exactly the conversation we want to be part of. If you're attending PAS 2026 and want to connect - on our field research across 95,000+ villages in India, our work in South and Southeast Asia, or potential collaborations - we'd love to meet.

Reach out to us at contact@outlineindia.com to set up a time.



DIGISWASTHYA MERL FRAMEWORK DEVELOPMENT WORKSHOP



DigiSwasthya MERL Framework Development Workshop

Day 1: Theory of Change Co-Creation and Finalization

Workshop focus: Understanding, reviewing, and refining DigiSwasthya's Theory of Change.

Participants: Leadership, programme teams, field teams, operations, MEI/data staff, and implementation staff.

Workshop timing: 2:00 AM – 5:00 PM

Sushma

Shravani Rajkho...

Ritik

D

Ragini Yadav

Satya

Aashish | Digital Transforms...

Ragini Yadav

Satyam

Ruchita

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Km Ma

ACHAL KALAM...

Devendra K Pa...

ACHAL KALAMKAR

Devendra K Pemdey

Prangl

Riya Jangale

Riya Jangale

Sandeep Kumar, DigiSwas...

Dnyan

Sejal Katala

Shanti Yadav

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Rahul y

Audio

Video

Participants 25

Chat

React

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More

Outline India is conducting a two-day MERL Framework Development Workshop for DigiSwasthya, a digital health programme working to improve healthcare access for rural and underserved communities.

Day 1 focuses on co-creating and refining DigiSwasthya's **Theory of Change** across three core outcome pathways - **Telemedicine Access and Quality, Digital Health Awareness and Community Outreach, and Scheme Linkages and Financial Protection** - building a shared understanding of how the programme creates change and agreeing on a ToC structure to guide the MERL Framework.

Day 2 then translates this into a full suite of practical monitoring and learning tools, including a **Results Framework, Logframe, Indicator Library, MEL Plan, Data Flow Map, and feedback and learning loops** - ensuring the framework is grounded in field realities, connects data to decision-making, and is usable by teams across all levels of the organisation.



OUR CLIENTS





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](#)).



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