

UPDATA JULY 2026

OUTLINE
India

NEWSLETTER

27 States & 4 UTs	1000+ Evaluations	100 M Data Records Collected	30+ Indian Languages Supported
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DATA COLLECTION | IMPACT ASSESSMENT
MONITORING & EVALUATION | KNOWLEDGE PARTNERSHIP | PORTFOLIO EVALUATION

Hi Ankeshita,

It's been a busy season at Outline India - and a meaningful one.

We were invited to the UNSGSA Leaders Gathering in Mumbai, a roundtable co-hosted by Queen Máxima - The United Nations Secretary-General's Special Advocate for Financial Health - alongside heads of banking institutions including SBI, IndusInd, HSBC, Mastercard, and institutions such as CGAP, Gatesfoundation.

On the field side, we've been working intensively on AI based user testing for a big tech, menstrual health for one of the bigger donors, process documentation in the education sector for a not for profit and conducting soil health assessments with farming communities across six states, running baseline studies on adolescent health in Uttar Pradesh for a think tank.

Our applications for the new cohort of OI Data Conscious Badge for organisations is open for 2026!

Best,



Perna
Founder, Outline India



MASTERCLASS



At the UNSGSA Leaders Gathering in Mumbai, our founder Prerna had the opportunity to engage with Queen Máxima, the **United Nations Secretary-General's Special Advocate for Financial Health**.

The conversation centred on a question that sits at the heart of our work: UPI clocks 185 billion transactions - but the non-literate, women, and vulnerable populations don't appear in the success data.

They don't appear in the failure data either. Can we measure the absent, not just the active?

These are the questions Outline India is working to answer from the grassroots - with SMEs, women-led micro enterprises, and social enterprises - through our knowledge partnership with the **Mastercard Center for Inclusive Growth**. A big thank you to **Subhashini Chandran**



MASTERCLASS



6th India Public Policy Network Conference 2026

MASTERCLASS

Field work in India

8th - June 2026

4:30 PM - 5:30 PM

📍 National Law School of India University (NLSIU), Bengaluru



Prerna Mukharya recently spoke at the **6th India Public Policy Network Conference 2026** at the **National Law School of India University (NLSIU), Bengaluru**.

During the session, *Field Work in India*, she shared insights on the realities of conducting large-scale research across the country - covering on-ground challenges, key learnings, and the role of high-quality data in driving informed decision-making.



PROJECTS



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 | Cotton Farmers across Six States | Pahle India Foundation



**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**.

Soil samples are being analysed for key parameters including Nitrogen, Phosphorus, Potassium, pH, organic carbon, micronutrients, and bulk density. Our trained, multilingual field teams are deploying across multiple districts - collecting GPS coordinates, maintaining rigorous quality checks, and transporting samples for laboratory analysis.

Menstrual Hygiene & Adolescent Health | SATHI-UP x 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. The study is designed 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 - **surveys with 400 girls**, Key Informant Interviews with teachers and SMC members, and school assessments - the study evaluates knowledge, practices, absenteeism, WASH infrastructure, and school readiness. The findings will generate actionable insights for programme design and long-term impact measurement.



OI DATA CONSCIOUS BADGE

Past Receivers



Apply



PROJECTS



glocal
evaluation
week
2026



Terre des hommes
Helping children worldwide.



What once consumed enormous researcher energy or expensive specialist software is now far cheaper, letting teams do more for less.

Context: The concrete gain from AI in fieldwork. Data cleaning, analysis, transcription costs have dropped dramatically, enabling smaller teams and NGOs to do more rigorous work. This is democratisation that actually works.



PRERNA MUKHARYA
Founder, Outline India

#glocal2026

Watch

At Glocal Evaluation Week 2026, we joined **Terre des hommes India** and **Terre des hommes Nepal** alongside 107 experts from 16 countries for a session on one of the most urgent questions in evaluation today: can AI help us see **climate harm** to children - or does it just automate our blind spots?

With 40 million climate migrants projected in South Asia by 2050 and only 2.4% of global climate finance reaching children, the stakes couldn't be higher. We spoke alongside researchers, field practitioners, tech builders, and policymakers on what it means to evaluate protection in the age of AI - and what we risk missing when we let the technology outpace the thinking.

OUR
CLIENTS







K.P Singh Foundation





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- Consultant in Bangalore - Exp 6 - 10 Years and 3-5 years
- Business Development Lead - Exp 5 - 7 Years
- Quant Lead - Exp - 5 - 7 Years
- Partnerships and Communications Manager - Exp- 5 - 8 Years

Apply

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