



SOCIAL IMPACT THROUGH DATA

ENVIRONMENT PROJECTS 2023





SOCIAL IMPACT THROUGH DATA

COMPANY DECK 2023



About Us

Our mission is to empower stakeholders
to make data driven decisions.

Founded in 2012, Outline India is a research organization pioneering the use of data for social impact.

We consider ourselves catalysts for the work of think tanks, policymakers, CSR agents, philanthropists and the Government, by working at the confluence of intellectual capital, technology and voices from the grassroots.

10
YEARS

250+
EVALUATIONS

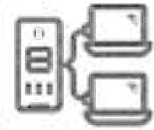
29
STATE AND
UNION TERRITORIES

65K
VILLAGES

50M
LIVES TOUCHED



WHAT SETS US APART?



TECHNOLOGY AS AN ENABLER

- We **predicted industry trends**
- Integrated technology into our operations early on
- With our tech product, we were ready to cater to the critical need for **remote data collection** in the post COVID scenario



COST OPTIMIZATION

- Leverage network of field teams across the country
- A unique cost advantage of **deploying local teams**
- **Operational costs < 10%**, significantly lower than competitors'



ONE-STOP SOLUTION

Use our services at different stages of **project life cycle**

- from **consultancy** to
- **research and analysis** (econometrics and statistical) to
- **on-ground data collection** (surveys, primary research)



MEETING COMPLIANCE REQUIREMENTS

- **Impact assessment is now mandatory** for projects > INR 1 cr
- We can help with compliance fulfilment
- Use our services to track impact and report success



DATA AS A CORPORATE ASSET

The data we collect can be **recycled**
to **serve commercial purposes for impact businesses.**

Our Engagement

Completed over **200+ evaluations**.
Enabling better decisions, policies and impact

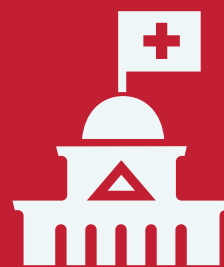
Infrastructure



Gender



Governance



Education



Environment



Agriculture



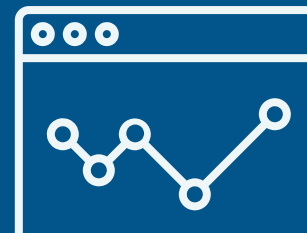
Health



WASH



Market Research



Skills and
Entrepreneurship



CLIENTS & FUNDERS



Try Pitch



SERVICES

PRE IMPLEMENTATION

NEEDS ASSESSMENT

FEASIBILITY STUDY

BASELINE ASSESSMENT

DURING IMPLEMENTATION

MONITORING & EVALUATION

MIDLINE ASSESSMENT

TRACKING VIA DASHBOARD

POST IMPLEMENTATION


IMPACT ASSESSMENT

END-OF-PROJECT REPORT

RECOMMENDATIONS FOR
REPLICABILITY & SCALABILITY

HOW WE DO IT

Telling the **stories behind numbers**

 Study design

Create **statistically rigorous** study designs using **quantitative, qualitative, traditional** and **non traditional study instruments**

 Your eyes & ears on the ground

Network of field investigators across the country
supported by **experienced multi-sectoral research staff**

 Helping you quantify your impact!

Build **metrics and identify indicators** to **measure impact, enhance accountability** and **enable course correction**



Outline India's work in the space of data collection and management by leveraging technological research tools such as Pulse especially in the time of a pandemic, aligns with the primary objectives of Digital India and our mission of becoming a country which can show the world how to enrich lives at the very grassroots using technology. It also empowers Prime Minister Narendra Modi's vision of an Atmanirbhar Bharat or self-reliant India.



Hindol Sengupta

**Chief Economic Research Officer, Invest India,
Ministry of Commerce and Industry, Government of India**

ACCOLADES



Work in ENVIRONMENT & Climate Space



7 AFFORDABLE AND
CLEAN ENERGY







11 SUSTAINABLE CITIES
AND COMMUNITIES



Bringing an Equity Lens to Climate Investments in India

Climate Change

- **Location** Maharashtra, Uttar Pradesh, Bihar, Andhra Pradesh
- **Funding Agency** HSBC (Financial Services Company)
- **Client** The Bridgspan Group
- **Status** Completed



Project Details

Objective

Outline India, in collaboration with our partner, The Brigspan Group is undertaking a “State of the Sector” report to highlight the voice of vulnerable communities as it intersects with climate change, and proposes meaningful innovations that meet their needs.

Project Description

This research is rooted in the understanding that climate change is accelerating by the year and has already exacerbated pre-existing vulnerabilities of the most marginalized communities. With this research, Outline India is hoping to uncover some of these exaggerated effects in the sphere of agriculture and aims to understand the effects of climate change on the smallholding, women, and SC/ST farmers.

Climate Migration and Data Resilience Pilot project

Climate Change

Empirical Data



Location Gujarat, Odisha, Kerala



Funding Agency World Resources Institute (WRI)



Client World Resources Institute (WRI)



Status Completed



WORLD
RESOURCES
INSTITUTE

Try Pitch

Project Details

Objective

Developmental Report of the **World Resources Institute (WRI)** India on the **relationship between migration and climate resilience in India**.

Project Description

Outline India was the data collection partner for the World Resources Institute (WRI) India on a study that examined the **relationship between migration and climate resilience in India**, in sending regions as well as destination cities, and attempts to document how climate events and slow onset processes are changing migration decisions and patterns.

The study focused on supporting information with empirical data and equitable policy-making for development, environmental justice, poverty reduction, and social inclusion by addressing a significant data and knowledge gap.



Baseline survey to capture current roofing conditions and the benefits

Baseline Evaluation

Background Checks



Location New Delhi



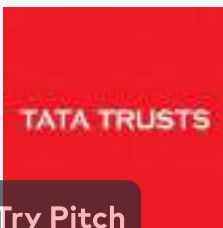
Funding Agency Tata Trusts



Client University of Chicago



Status Completed



Try Pitch



Project Details

Objective

Outline India undertook a baseline evaluation to capture the current roofing conditions and gauge and its benefits for a periurban settlement area in New Delhi.

Project Description

The study sought to understand how the Cool Roofing technology could impact the wellbeing of the users and also aid in **reducing their electrical consumption** thereby allowing poor households to **increase spending** on food, health, and education, resulting in **improvements in their quality of life**. For this study, Outline India conducted surveys with 1500 residents (targeting the household head) to determine their demographic characteristics, health, and wellbeing, as well as the infrastructure available to the community.

Value of Electricity and Consumers willingness to Pay

Baseline Evaluation



Location

Madhya Pradesh



Funding Agency

University of Chicago trust



Client

UChicago Trust



Status

Completed



EPIC INDIA

ENERGY POLICY INSTITUTE
AT THE UNIVERSITY OF CHICAGO

Try Pitch



Project Details

Objective


Outline India undertook a baseline evaluation to understand the Value of Electricity and Consumers Willingness to Pay in Hoshanagabad and Narsinghpur in Madhya Pradesh.

Project Description

The COVID-19 pandemic had aggravated the financial stress of electricity distribution companies. Outline India partnered with the University of Chicago and the **Madhya Pradesh Power Management Corporation** to conduct a randomised control trial involving **over 3000 stakeholders** aimed at increasing **revenue recovery** for discoms and measuring willingness to pay among consumers.

Baseline assessment for 'switching to sustainable auto- rickshaws system' project

Baseline Assessment

 **Location** Tamil Nadu, Karnataka

 **Funding Agency** SwitchAsia

 **Client** Fondazione ACRA and European Union

 **Status** Completed



Project Details

Objective

Outline India conducted a baseline analysis to understand the economic viability and environmental sustainability for auto-rickshaw driving as a profession.

Project Description

The objective of the study was to scale up the intervention of the social enterprise **Three Wheels United** in Bengaluru and to replicate the same in Chennai. Surveys were conducted with auto-rickshaw drivers to understand their backgrounds, patterns of engagement with their profession and openness to intervention goals. **Focus Group Discussions** were conducted with auto-rickshaw drivers to **explore the dynamics** within networks of auto drivers in terms of **competition, migration, pollution, income, unions, etc.** Interviews were also conducted with officials from the transport and traffic department, to determine the sustainability of auto-rickshaws and the processes governing licenses and permits, registration and traffic management. Based on the findings, recommendations were made to the client about the implementation of the program.

Developing An Insight Into The Government Initiative Of Popularizing The Usage Of Solar Energy

Quantitative Research

Pan India

Telephonic



Location Pan India



Funding Agency Shakti Foundation, CIERP, Tufts University



Client Shakti Foundation, CIERP, Tufts University



Status Completed



Try Pitch



Project Details

Objective

To understand why certain solar energy service providers are able to scale faster than and more pervasively as compared to others.

Project Description

This study focused on developing an insight into the government initiative of popularizing the usage of solar energy by setting up **Akshay Urja shops** in different parts of the country. It enquired why certain solar energy service providers are able to scale faster than and more pervasively as compared to others. Outline India designed questionnaires and did the piloting for a Junior Research Fellow at the **Center for International Environment and Resource Policy (CIERP)** and Ph.D. candidate at the Fletcher School of Law & Diplomacy, Tufts University, and Shakti Foundation.

Expert Panel in Environment

Vithal Karoshi

Agro-Forestry

Ecology

Seed-System



Experience: 30+ years

Recipient of Young Scientist award, 2007, the International Institute for Applied Systems Analysis (IIASA), Austria | Ph.D. in

Agricultural Development

Vithal Karoshi has worked with various organizations including USAID, DANIDA, DFID, GIZ, Rockefeller Foundation. He has coordinated for **Foreign Direct Investment (FDI) projects** on tree-based bio-fuel and plantations in regions of Ethiopia. He has published papers on the environment, policy, and research.



Laxmi Vadapalli

Climate Change

CSR

Natural Resource Management



Experience: 13+ years

Rehabilitation Expert by Telangana Government | Pd.D. in Sociology

Besides her proven record in the field of NRM, Laxmi has also served as an optimum resource for M & E, content development, and capacity development programs. She supported **government agencies for the rehabilitation** of the Project Displaced Families (PDFs) and Project Affected Families (PAFs).



Innovations

Pulse

Pulse is a self-reporting tool that aims to simplify impact assessment.



Conduct Internal Monitoring



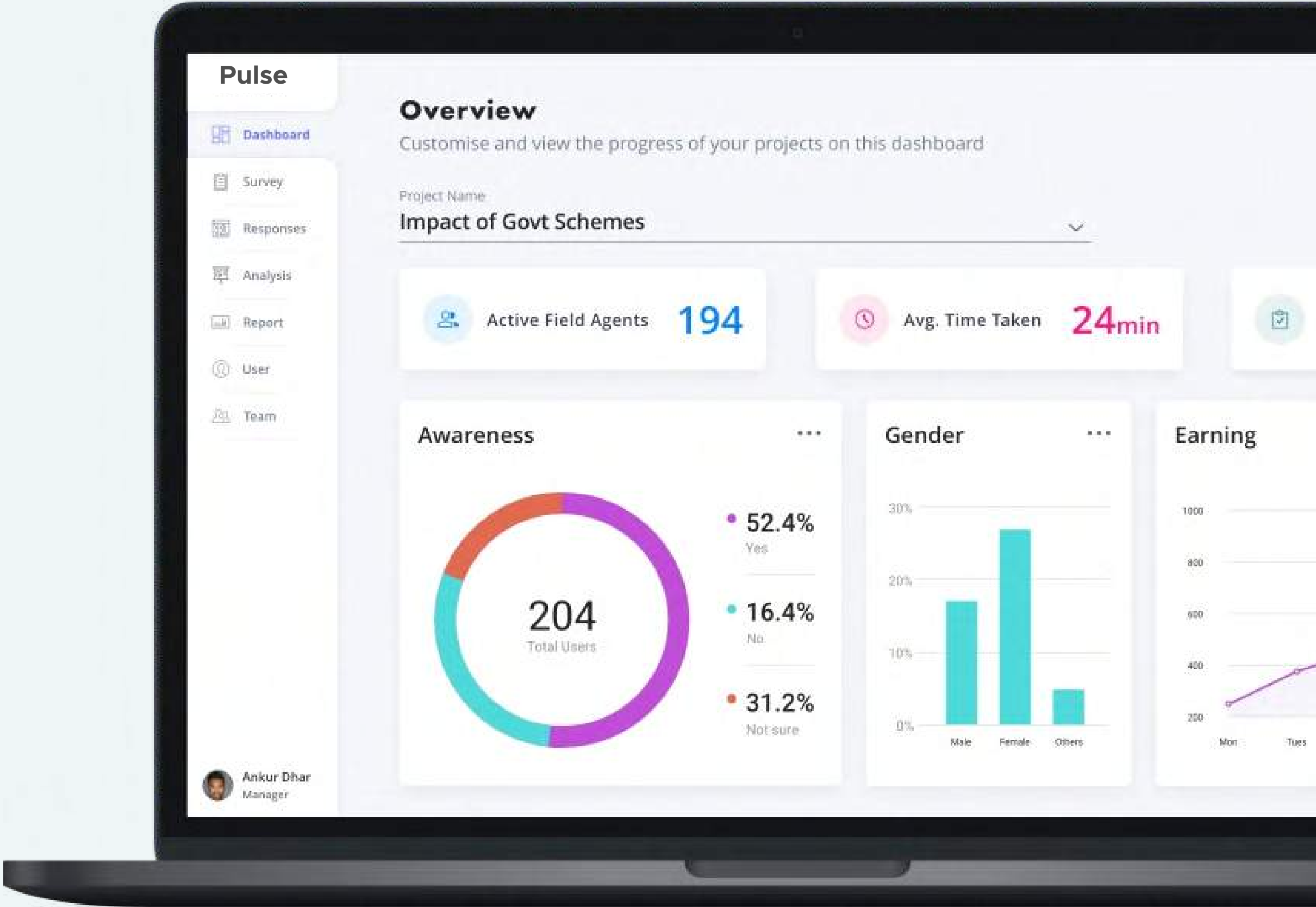
Make Activities Accountable



Evaluate Progress

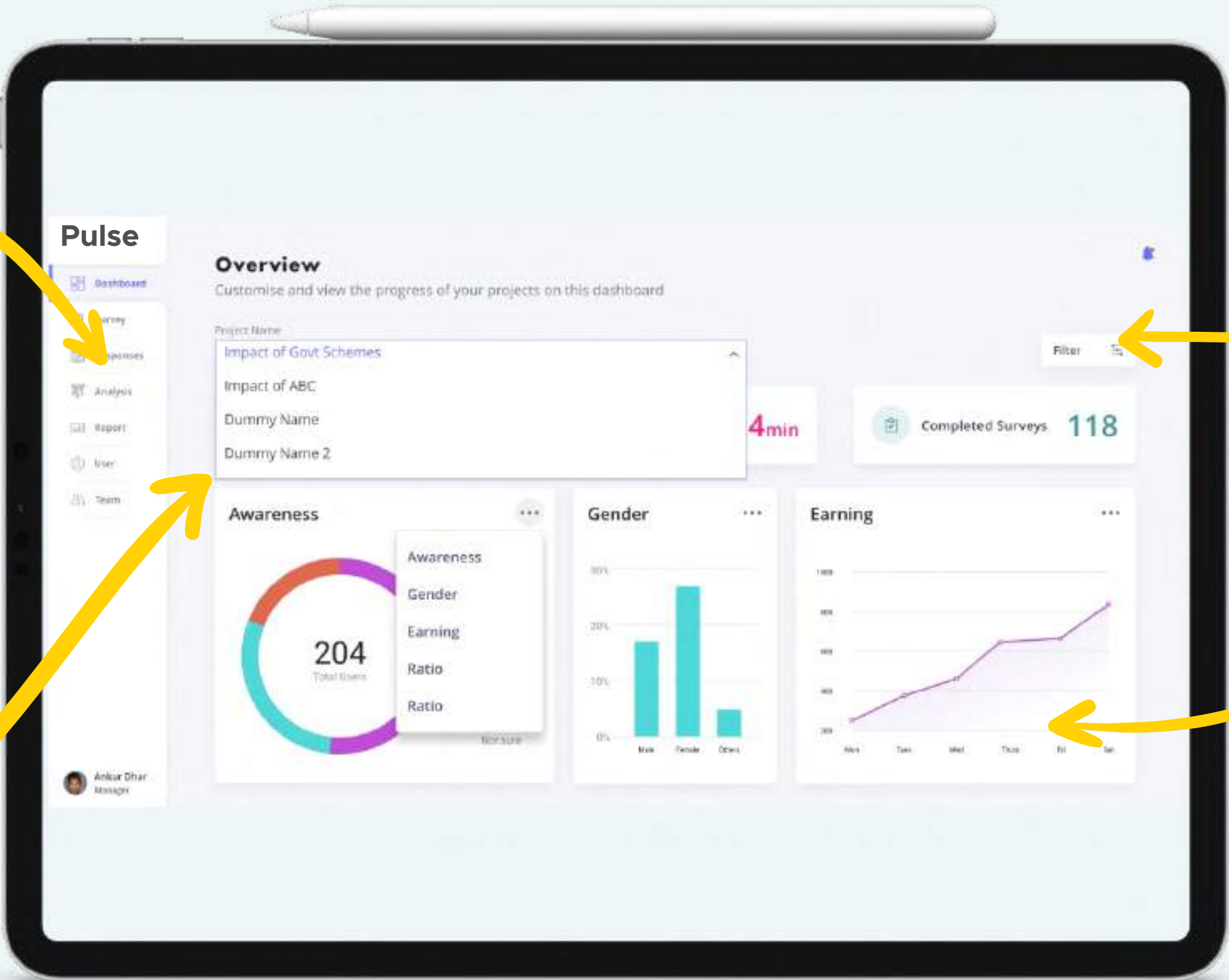


Validate Work



Product Overview

Pulse comprises of pre-designed survey packages across the sectors of Education, Health, Water, Sanitation and Hygiene.



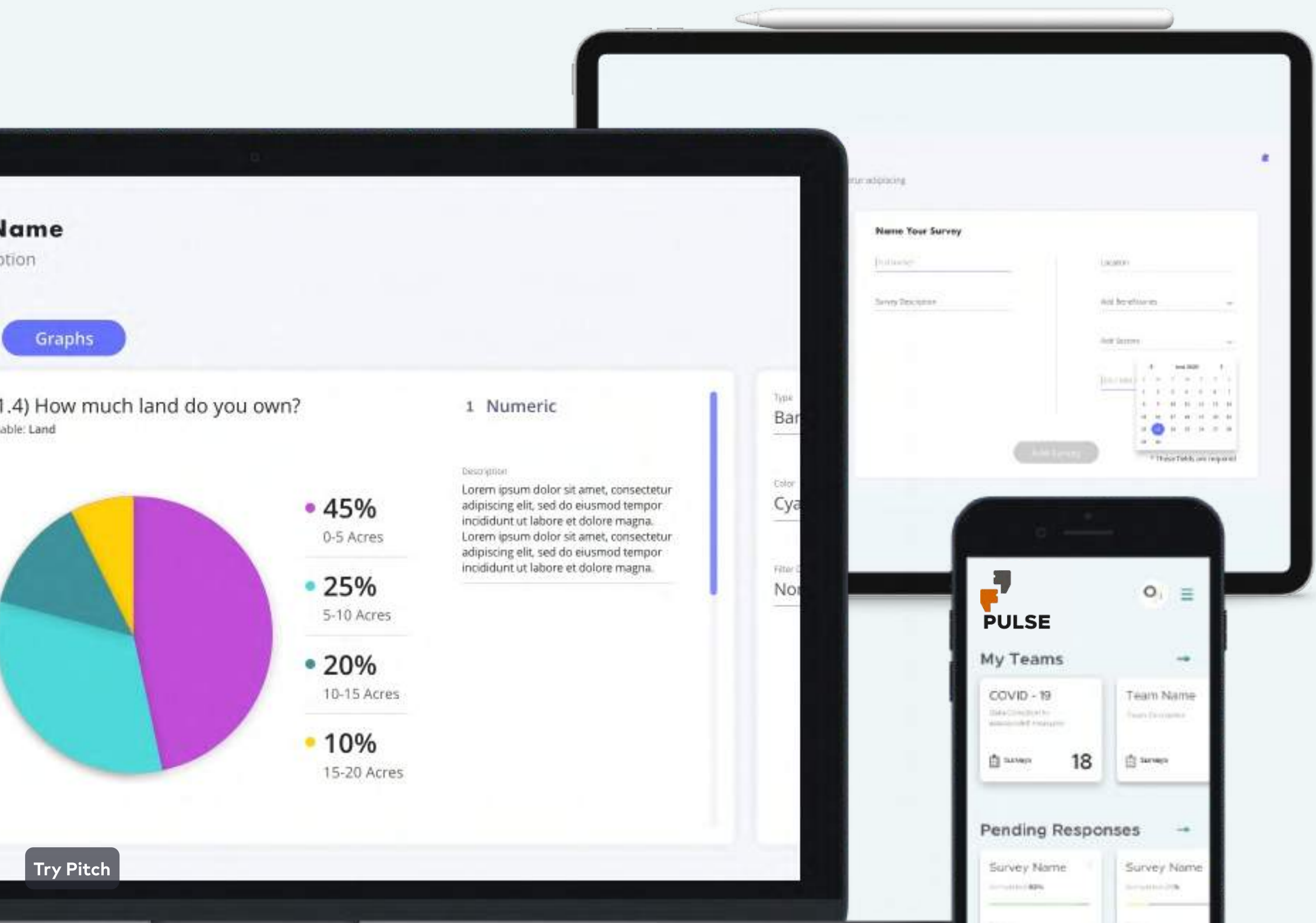
The platform will help gauge an organization's own impact and troubleshoot problem areas.

Enhance research capacity of NGOs & think tanks

Enable collection of real time field data

Encourage data-driven evaluations

End-to-end digital solutions to **simplify impact measurements** and **automate social audits**



Survey Creation

Create a survey from scratch

Question Bank

No coding required



Data Collection

Collect data offline and in local languages

Android app web platform

Use on smartphone, tablet, and browser



Data Analysis + Report Generation

Visualize data

Consolidated data into reports

Demonstrate impact quickly, effectively



Dashboard

Store all data from remote access

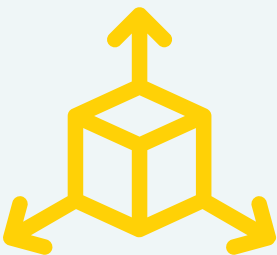
Visually track and display metrics

Monitor project status in real time

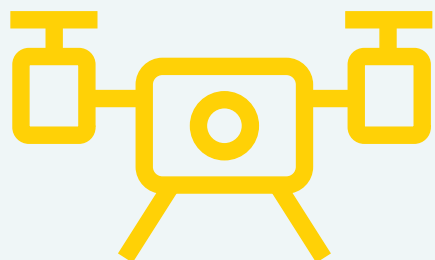
Innovations

Use Of UAV: Mapping Infrastructure Towards Smart Villages

Satellite maps are mostly unavailable or available in little detail across rural areas. UAVs can economize on resources, in terms of time & money by improving geo-spatial data and enabling evidence-based policy making.



Village orthomosaic with infrastructural plotting



Elevation profile around water-stagnant areas to devise village drainage plans



Our Team

Prerna Mukharya

Founder

Research | Data
Analysis



Sukanya Dutta

Associate Vice
President

Research | Business
Development | Client
liaising



Sukriti Sharma

Sr. Project Manager

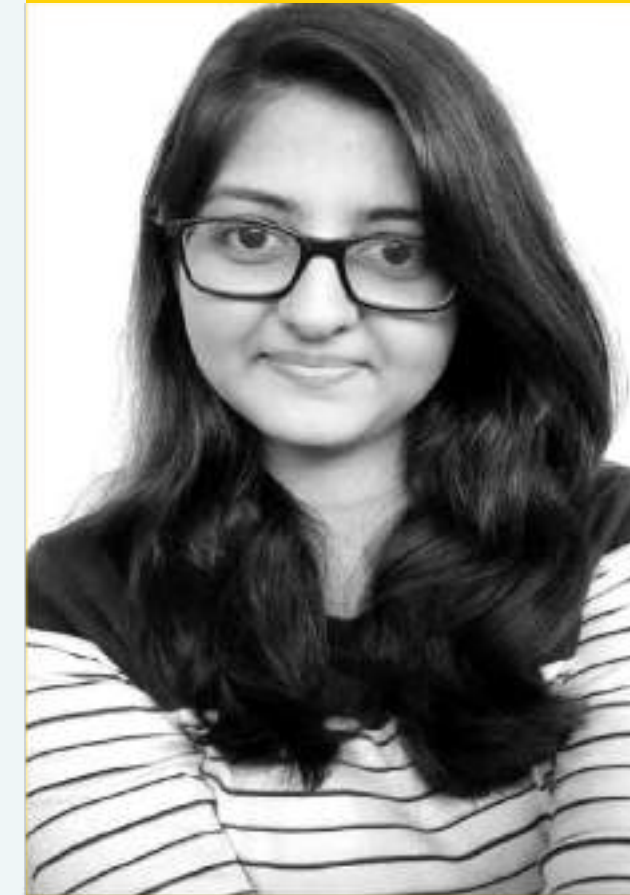
Quantitative Research |
Data Analysis | Report
writing



Swati Pandey

Associate Manager

Research | Report
Writing | Data Analysis



Apratim Yadav

Sr. Quantitative
Researcher

Research | Data
Analysis



Our Team

Amana Raoof

Research Associate

Quantitative Research |
Data Analysis



Aman Singh

Research Associate

Quantitative Research |
Data Collection | Data
Analysis



Aarushi Bhargav

Research Associate

Quantitative Research |
Data Analysis | Report
Writing



Kunal Gupta

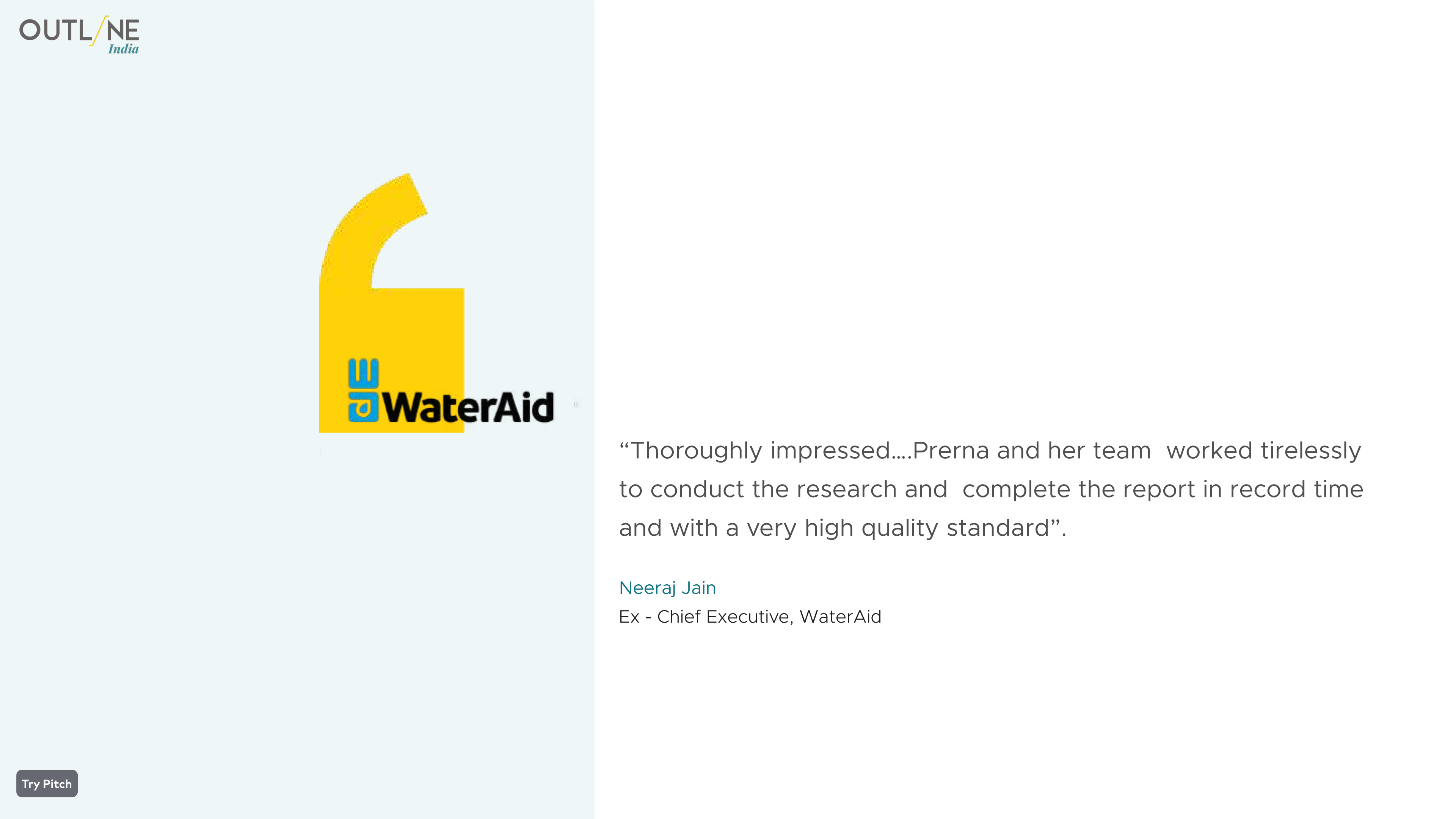
Research Associate

Qualitative Research |
Data collection



OUTLINE INDIA MEDIA RECOGNITION





“Thoroughly impressed....Prerna and her team worked tirelessly to conduct the research and complete the report in record time and with a very high quality standard”.




Neeraj Jain
Ex - Chief Executive, WaterAid



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   **Outline India**

Try Pitch

A self reporting tool that aims to
simplify impact assessment

Visit: www.peoplepulse.tech

