# OUTL/NE *India*

### SOCIAL IMPACT THROUGH DATA

## LIVELIHOOD PROJECTS **2023**

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# 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.
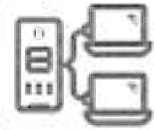
**10**
YEARS

**250+**
EVALUATIONS

**29**
STATE AND
UNION TERRITORIES

**65K**
VILLAGES

**50M**
LIVES TOUCHED

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# WHAT SETS US APART?

OUTL/NE
*India*

## 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

## 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)

## 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'

## 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**.

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# 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 |

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# CLIENTS & FUNDERS

OUTLINE India

Governments

International financial institutions

Foundations and philanthropists

Not-for-profits and think tanks

Corporate social responsibility

Academic institutes and researchers

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THE WORLD BANK

THE UNIVERSITY OF CHICAGO

GIRL RISING INDIA

The Bridgespan Group

HARVARD UNIVERSITY

crea

Save the Children

SATYARTHI
KAILASH SATYARTHI CHILDREN'S FOUNDATION

SESAME WORKSHOP

WaterAid

IIM AHMEDABAD

ADB

The Hunger Project. INDIA

Goverment Of India

CORSTONE
Development starts inside.

OXFAM

MetLife Foundation

World Health Organization

Pathfinder INTERNATIONAL

ISB

Penn
UNIVERSITY OF PENNSYLVANIA

the David & Lucile Packard FOUNDATION

BCI Better Cotton Initiative

MATHEMATICA Policy Research

bharti
Bharti Foundation

# 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

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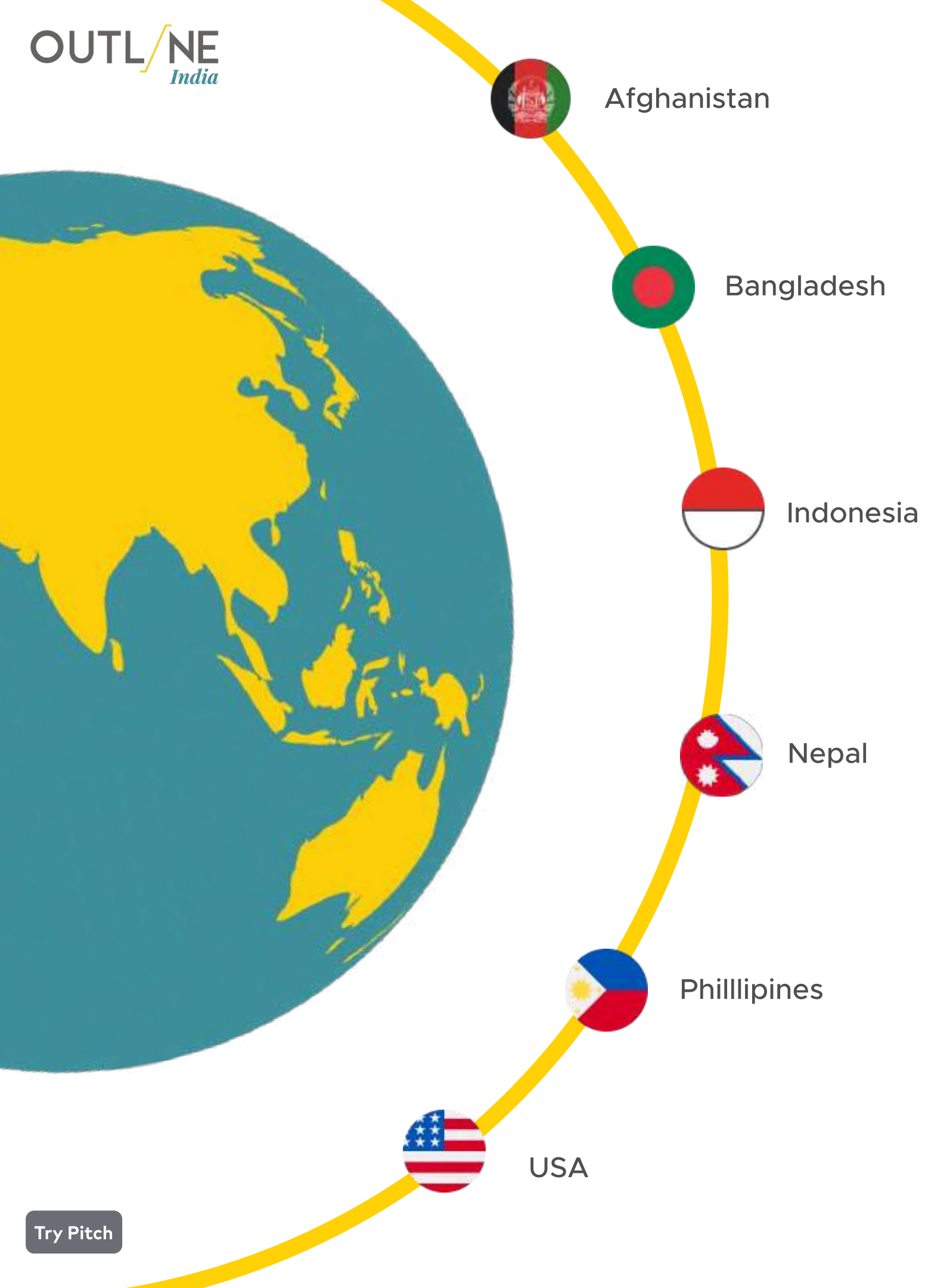
# HOW WE DO IT

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**

OUTL/NE
*India*

OUTL/NE India

Our Global
Projects

Afghanistan

Bangladesh

Indonesia

Nepal

Philllipines

USA

Save the Children

ADB

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# COVID-19: Offerings

Quick on ground assessments (Dipsticks)
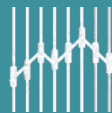
Surveys: Qualitative and Quantitative

Design studies

Dashboard Creation

Actionable insights from the ground

Indicator identification

Assessing COVID19 relief initiatives

Impact assessment

Monitoring frameworks

Remote data collection

Campaign evaluations

Quantifying and measuring impact

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# TESTIMONIAL

**INVEST INDIA**
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

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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**
**Vice President, Strategic Investments Research Unit**
**Invest India, Ministry of Commerce and Industries**
**Government of India**

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# ACCOLADES

FORTUNE
4040
FORTY UNDER FORTY
2017
2018

Forbes INDIA
2018

INDIA TODAY
2018

SOCIAL ENTERPRISE ACADEMY
Finalist at Social Enterprise Academy India
Winner of Fellowship Awards, SEA
2019

BUSINESS TODAY
INSIGHT FOR BUSINESS LEADERS
2019

Winner of Govt. of India, UK Aid supported
Startup Oasis
2018

Qualcomm
Winner of Qualcomm's QWIN
Women Entrepreneurs India Network
2020

NASSCOM
Part of the 1000 startups that took part
NASSCOMM 1000 Startups
2020

DELL
Winner of Dell Startup Challenge
Yourstory, DELL
2019

Winner in Stanford, California
Alchemist Accelerator
2019

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**Work in LIVELIHOODS**

10 REDUCED INEQUALITIES

# OUTL/NE India

# Developmental Report of MSME Promotional Initiatives Vertical for the Financial Year 2021-22

**Programmatic interventions**        **Developmental report**

**Location**    Pan-India

**Funding Agency**    Small Industries Development Bank of India (SIDBI)

**Client**    Small Industries Development Bank of India (SIDBI)

**Status**    Completed

**sidbi**

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## Objective

Developmental Report of **The Ministry of Micro, Small and Medium Enterprises (MSME)** Promotional Initiatives Vertical for the Financial Year 2021-22

## Project Description

Outline India partnered with Small Industries Development Bank of India (SIDBI) to **develop a yearly developmental report for FY 2021-22, including 15-20 case studies.**

Outline India prepared reports for the selected initiatives corresponding to the **programmatic interventions** and **thematic engagements** of the promotion and development initiatives of SIDBI.

# Work environment, job satisfaction and motivation of community health workers (ASHAs) in India

**Exploratory study**     **Impact Assessment**

**Location**   Bihar

**Funding Agency**   Indian School of Business

**Client**   Indian School of Business

**Status**   Completed

ISB

## Project Details

### Objective

To understand the **work environment, job satisfaction and motivation of community health workers in Bihar India.**

### Project Description

The objective of this exploratory survey-based study was to identify the specific characteristics of the task and work environment (e.g. job complexity, performance feedback, supervisor support) that are correlated with job satisfaction and motivation of ASHAs.

The surveys was conducted with 200 ASHAs in the Samastipur district of Bihar.
The survey tools was also pretested with a sample of 30 ASHAs.

# OUTL/NE India

## 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

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## 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.

# Assessment of The Hunger Project's Strategy of Elected Women

**Mixed Methods**  **Impact Assessment**

**Location**  Odisha

**Funding Agency**  The Hunger Project, India

**Client**  The Hunger Project, India

**Status**  Completed

## Project Details

### Objective
Assessment of The Hunger Project's Strategy towards Strengthening and Building Leadership of Elected Women Representatives (EWRs) to become effective leaders that influence development priorities in the local governance in Odisha.

### Project Description

Outline India conducted an **assessment** and quantify the impact of various interventions being implemented in the state of Odisha towards strengthening and building leadership of **Elected Women Representatives (EWRs)**.
We **systematically analyzed** and collate the learnings and effectiveness of the interventions implemented during a **five-year period** from 2017 to 2022 towards improving the acceptance of EWRs as political leaders in their panchayats.

# Scoping Study To Build A Business Case For Link Fund To Enhance SHGs Entrepreneurship

**Supply Chain Gaps**

**Location** Puri, Cuttack and Dhenkanal Districts, Odisha

**Funding Agency** The LINK Fund

**Client** The LINK Fund

**Status** Completed

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## Project Details

### Objective
Outline India supported the Government of Odisha and LINK-Fund team to formalize an MOU aimed at forming forward linkages of SHGs to public procurement systems or large businesses and/or access to enterprise networks.

### Project Description

Outline India conducted a field visit to three districts in Odisha and had brief discussions with Self-Help Groups (SHGs)/producer groups to understand the challenges they face in running their enterprises and in connecting to markets.
Detailed discussions were held with **Mission Shakti (MS)** officials to understand the **performance of MS and the lacunae that exist in its program design and implementation**. Finally, the researchers drafted a report analysing the performance of MS and problems faced by SHGs and producer groups, and put forth a business case for a partnership between MS and The LINK fund.

# Expert Panel in Livelihoods

## Govind Gopi Verma

Micro-finance    IT for Development

Seed-System

Experience: 30+ years

**Doctoral Fellow, Institute for Rural Management Anand | Assistant Professor (OB-HR), School of Business and Law, Navrachana University**

Govind carries extensive grassroots experience working with DHAN Foundation and the **South Indian Federation of Fishermen Societies (SIFFS).** His research expertise includes Mixed-Methods & Sequential Research Design, Psychometric Measurement & Analysis, Scale development, and Structural Equation Modeling.

## Shilpa Pandit

Skill development    Research

Rural and Youth Development

Experience: 20+ years

**Former Expert Consultant to Ministry of Social Justice GoI | Ph.D. in Psychology | Co-Founder at Dreampath Foundation**

With two decades of interdisciplinary expertise, Shilpa has been a master trainer for various capacity-building programs. Her contribution in engagement with the UNDP(India), for the **Ministry of Rural Development (MoRD)** for research and policy work on the implementation of **Mahatma Gandhi NREGA** is worthy of acknowledgment.

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PULSE

# Innovations

## Pulse

Pulse is a self-reporting tool that aims to simplify impact assessment.
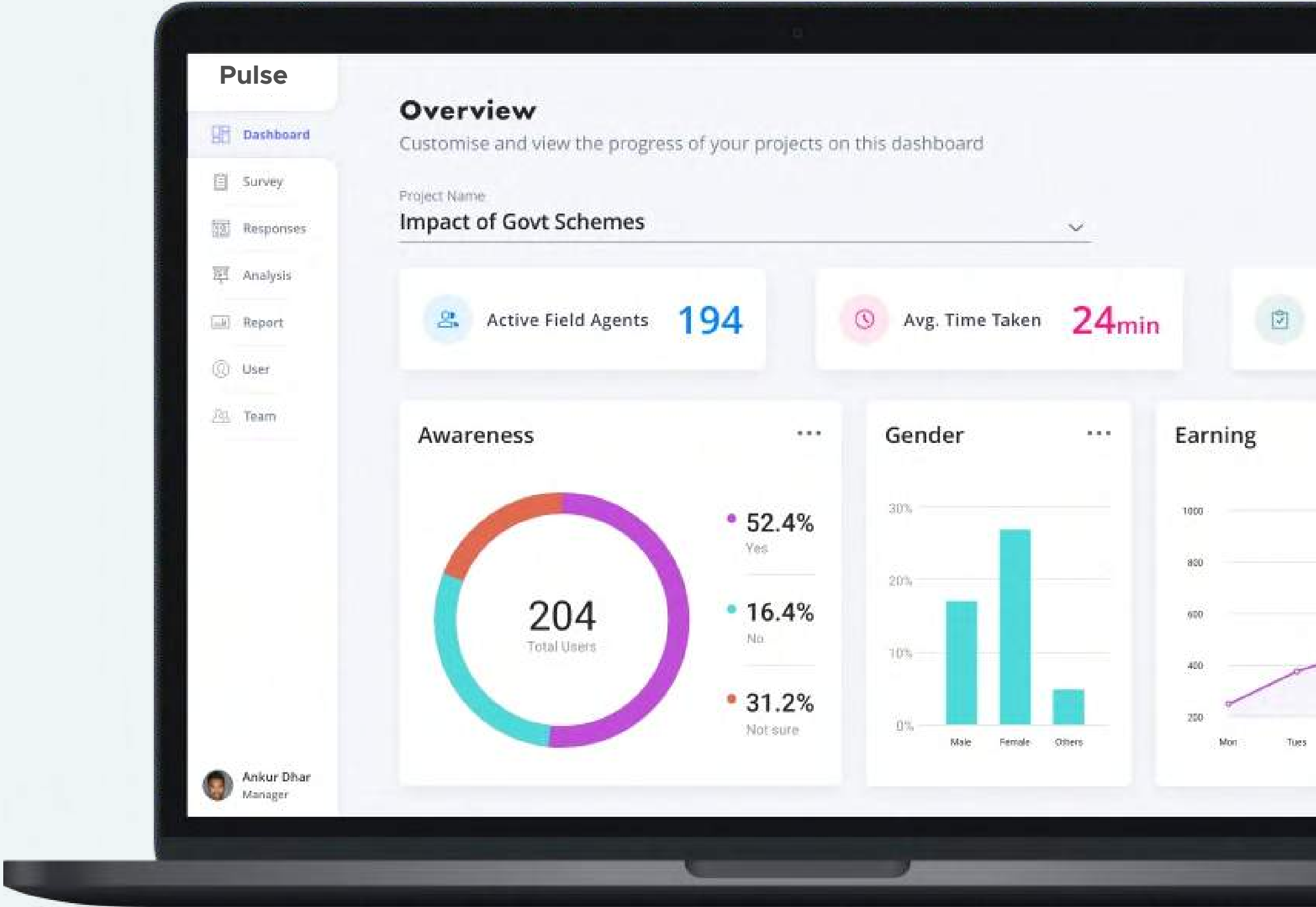
**Conduct Internal Monitoring**

**Make Activities Accountable**

**Evaluate Progress**

**Validate Work**



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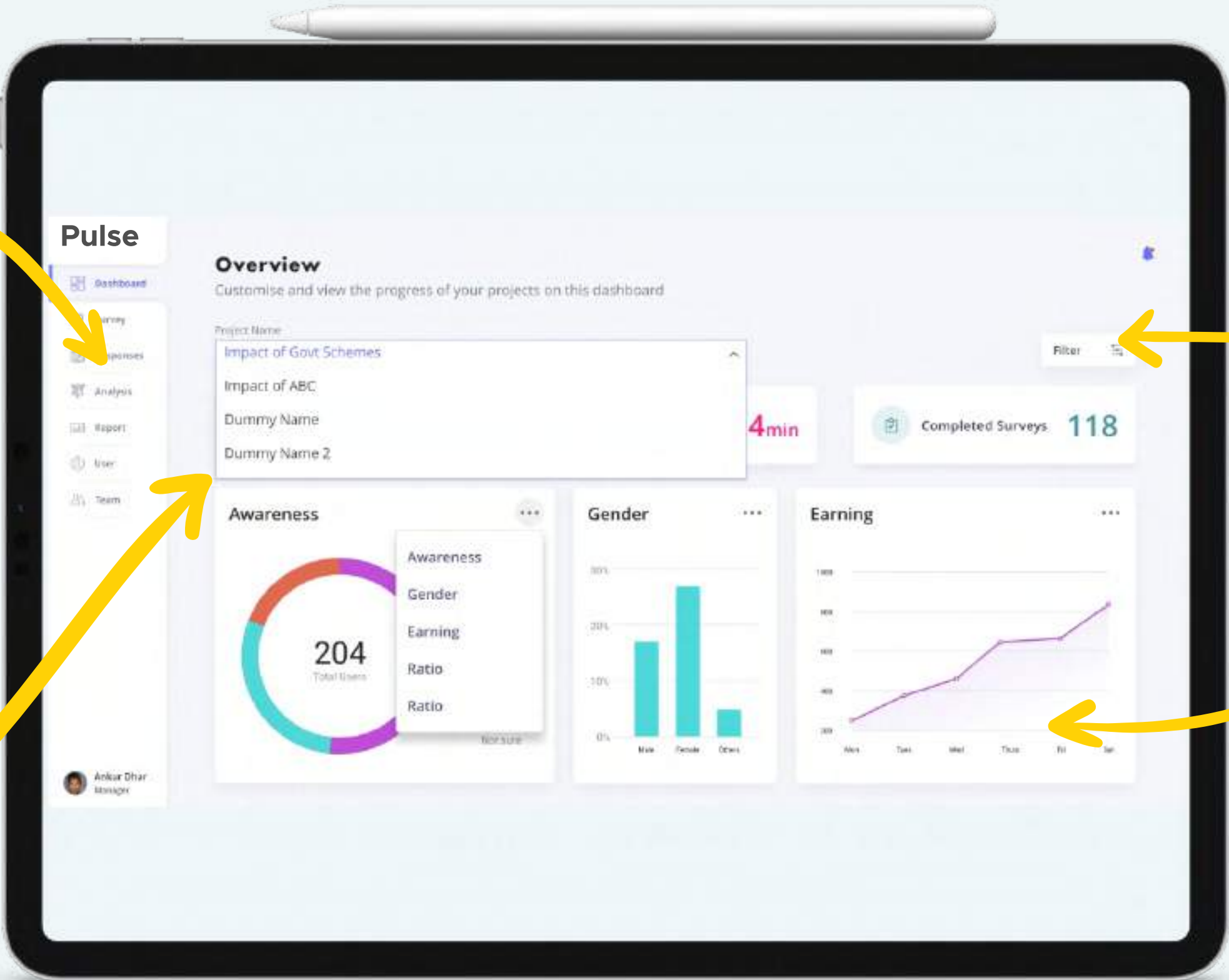
# Product Overview

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



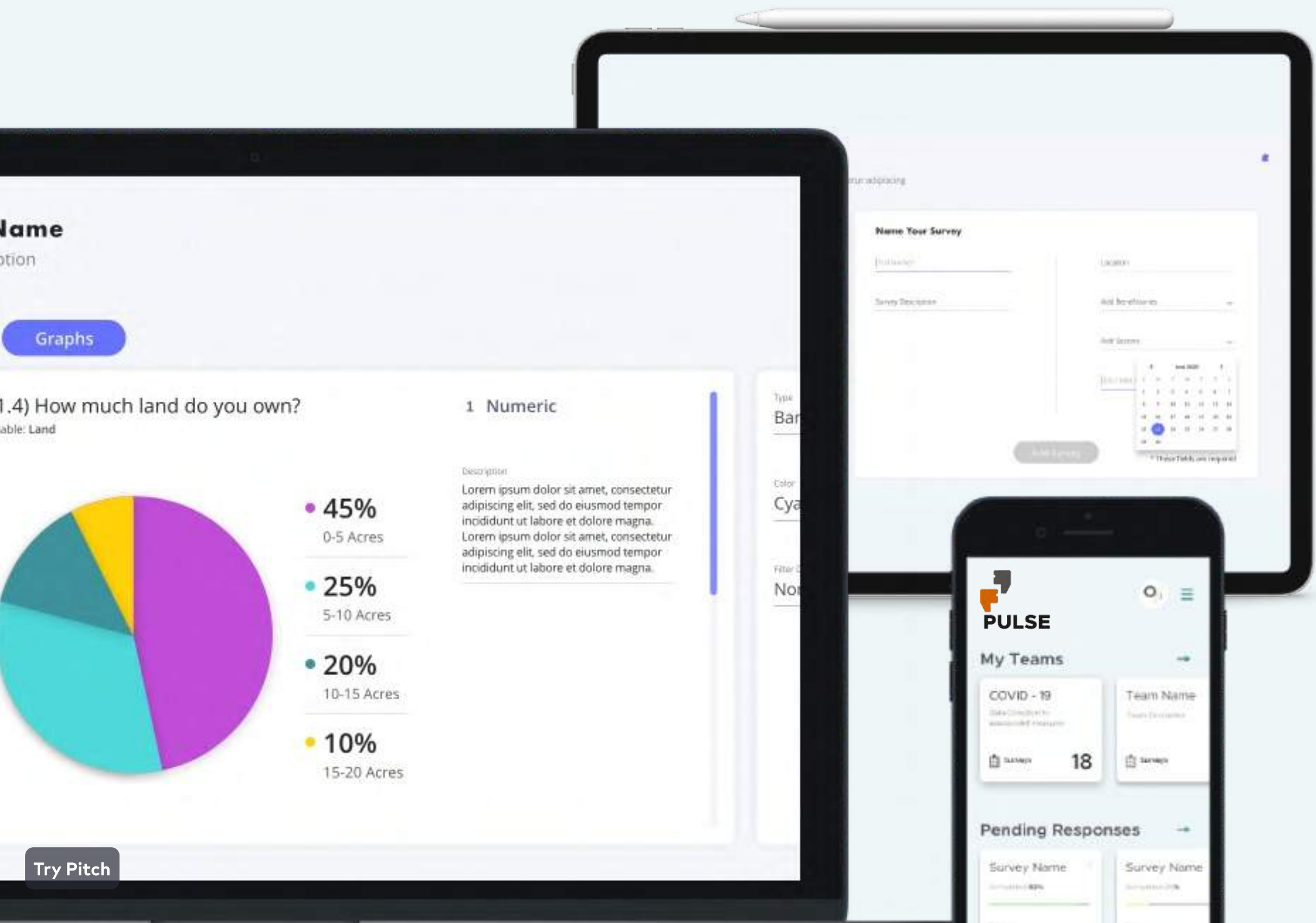The platform will help gauge an organization's own impact and troubleshoot problem areas.

Enhance research capacity of NGOs & think tanks

Enable collection of real time field data

Encourage data-driven evaluations

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



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## 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
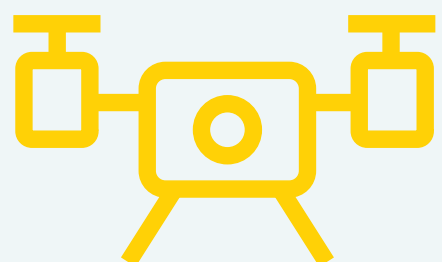


Elevation profile around water-stagnant areas to devise village drainage plans

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# 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 I 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 I Report Writing
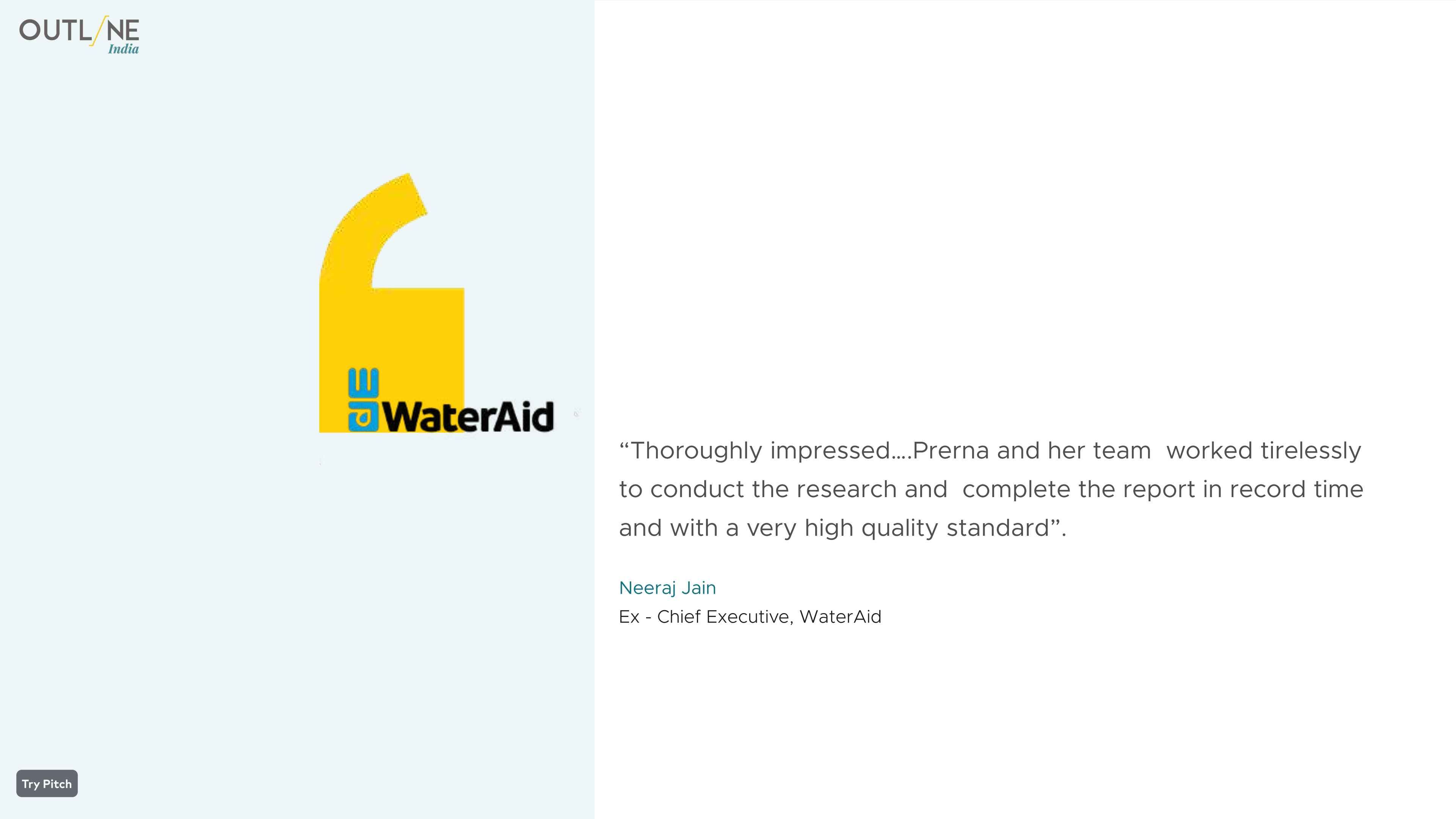
## Kunal Gupta

Research Associate

———

Qualitative Research | Data collection

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newslaundry.com

4040 THE LEDGER 40 UNDER 40

live mint

YOURSTORY

YKA YOUTH KI AWAAZ

NDTV

THE TIMES OF INDIA

indiatimes

SHARED VALUE PROJECT

BusinessLine

FICCI

INDIA TODAY

Forbes INDIA

the quint

DNA

FORTUNE INDIA

TEDx

The CSR Journal

THE FINANCIAL EXPRESS

SHEROES

ET

दैनिक भास्कर

Zee NEWS

yahoo! finance

GULF NEWS

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"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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