



SOCIAL IMPACT THROUGH DATA

# WASH

## Projects

## 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

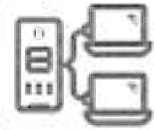
29  
STATE AND  
UNION TERRITORIES

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.**

# CLIENTS & FUNDERS



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# Our Engagement

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

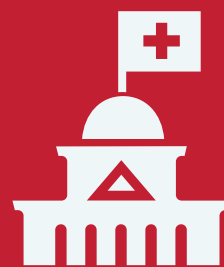
Infrastructure



Gender



Governance



Education



Environment



Agriculture



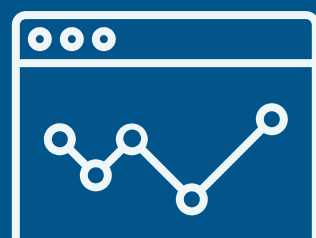
Health



WASH



Market Research



Skills and  
Entrepreneurship





# 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

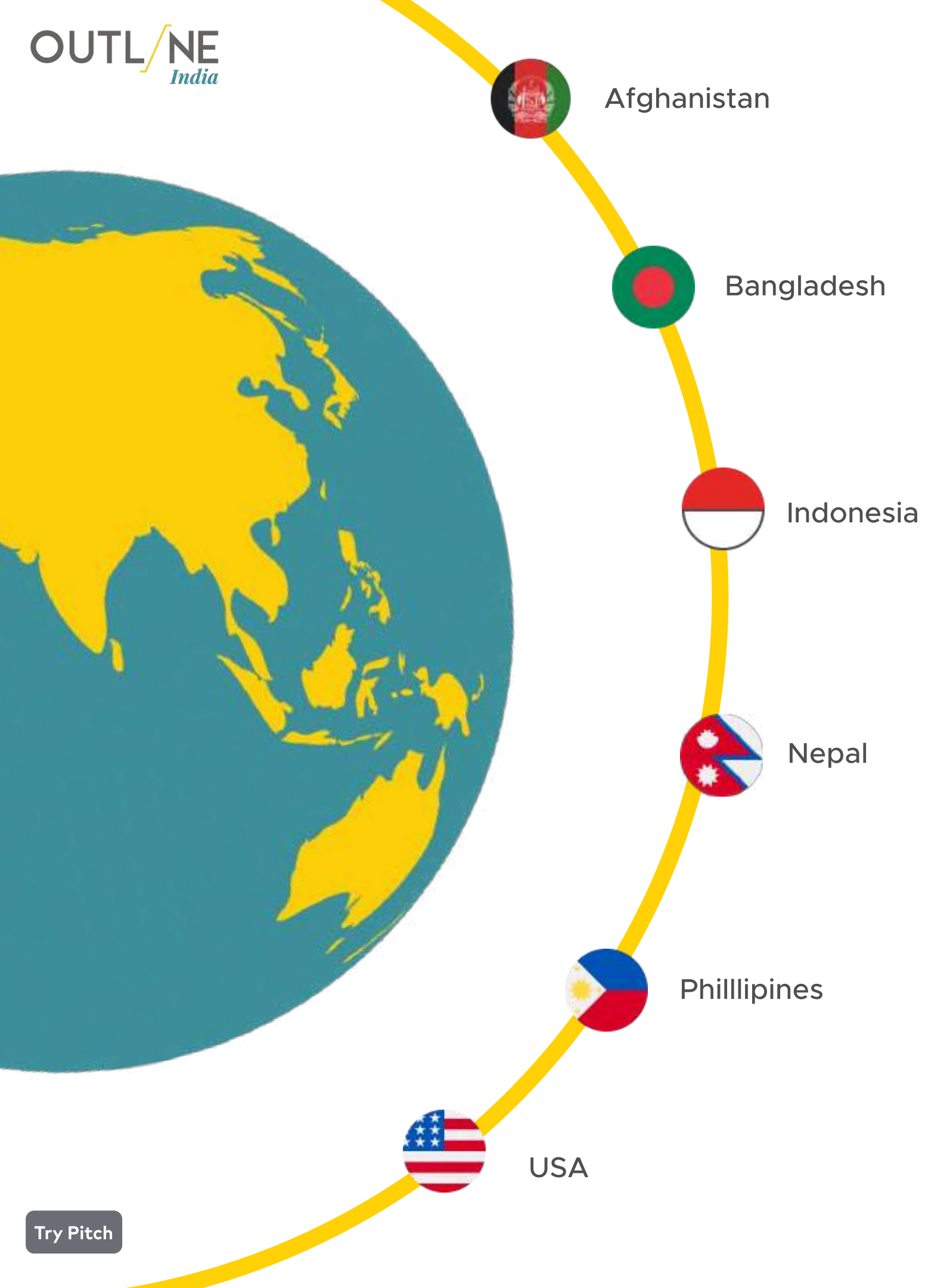
Create **statistically rigorous** study designs using **quantitative, qualitative, traditional** and **non traditional study instruments**

 Your eyes & ears on the ground

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

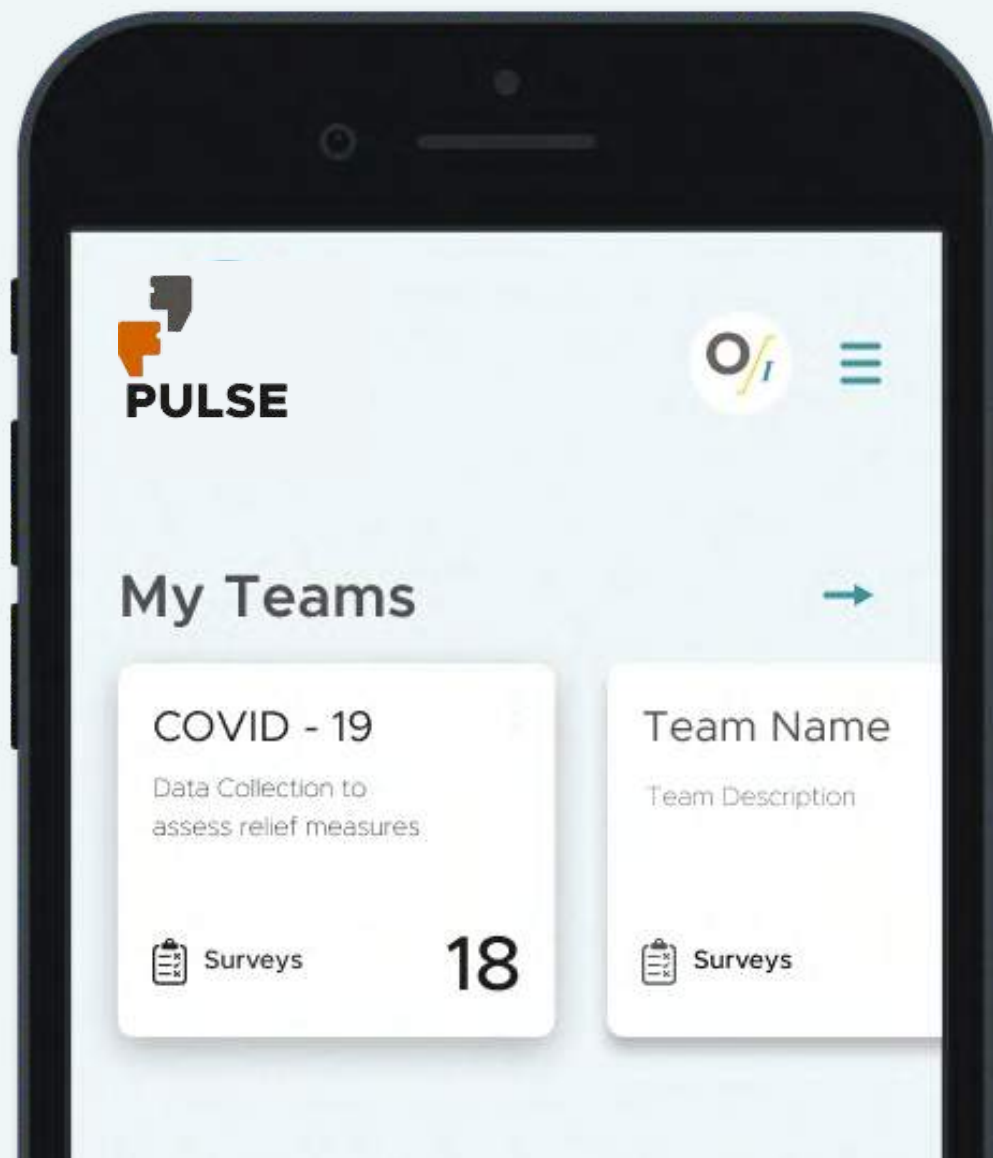
 Helping you quantify your impact!

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



# Our Global Projects





# COVID-19: Offerings



Quick on ground assessments (Dipsticks)



Surveys: Qualitative and Quantitative



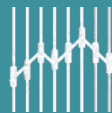
Design studies



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





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**

# ACCOLADES





# Work in WASH



# Understanding Hand Hygiene Behaviour in Four Indian States

Behavioural Change Study

Formative Evaluation

Knowledge Attitude Practice



## Location

Rajasthan, Bihar, Odisha and Chhattisgarh



## Funding Agency

Bill and Melinda Gates Foundation



## Client

Water Aid, India



## Status

Completed



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## Project Details

### Objective

Outline India collaborated with WaterAid, India to conduct a formative evaluation to gauge the awareness and practices of hand hygiene across 64 villages.

### Project Description

The study, conducted across 4 states, explored the presently existing hand hygiene behaviour of individuals and households in rural communities. It sought to ascertain **access to hand hygiene facilities** at the household level and to identify the **facilitators and barriers** to hand hygiene practices. After pre-testing and tool review, spot observations and in-depth interviews were conducted in 1280 households across 64 villages, operationalized using the **mWater platform** to record and analyse data.



# Rapid assessment of impact of COVID-19 on continuation of WASH Services in India

Water, Sanitation and Hygiene

Impact Assessment



## Location

Andhra Pradesh, Bihar, Chhattisgarh, Karnataka, Kerala, MP, Maharashtra, Odisha, Uttar Pradesh, West Bengal



## Funding Agency

UNICEF



## Client

WaterAid



## Status

Completed



## Project Details

### Objective

**WaterAid** along with **UNICEF** had undertaken a rapid assessment in **10 states** and **30 districts** of India to understand the impact of COVID-19 on basic **WASH** services, which included access to drinking water, access to toilets, and hygiene practices.

### Project Description

Outline India developed a comprehensive report thorough in-depth **quantitative analysis** of the data collected by **visualizing the key indicators** at state and district levels. This report reflected insights related to access to facilities, operation and maintenance of facilities, and voices of intermediate functionaries such as frontline workers, elected representatives, teachers, and others, as well as assess the functionality of the services provided.

# Post-Implementation Monitoring Survey

Post Implementation

Water Point Mapping

Infrastructural Mapping



Location

Uttar Pradesh, Bihar, Madhya Pradesh and Chhattisgarh



Funding Agency

Water Aid, India



Client

Water Aid, India



Status

Completed



## Project Details

### Objective

The Post Implementation Monitoring Survey was developed and executed by Outline India to assess the long-term sustainability of WASH infrastructure in communities of Water Aid's intervention.

### Project Description

The study sought to inform the key stakeholders and the decision-makers involved in the execution of the project about the progress and the challenges faced, in order to improve upon the existing strategies. To this end, Outline India conducted focus group discussions across 231 communities, 14 key informant interviews and 1155 in-depth interviews, as well as mapping of water points across rural India..



# Endline Evaluation for Water Aid's program with H&M Conscious Foundation

Spot Checks

Gap Assessment



## Location

Jharkhand, Odisha, Uttar Pradesh and Karnataka



## Funding Agency

H&M Conscious Foundation



## Client

Water Aid, India



## Status

Completed

#H&M CONSCIOUS  
FOUNDATION



Try Pitch



## Project Details

### Objective

At the close of Water Aid's three-year project to improve water and sanitation infrastructure and facilities in schools, Outline India conducted an end-time study to assess WASH infrastructure in the targeted schools.

### Project Description

The study assessed the **current and lasting benefits of WASH services in schools** and appraise the extent to which the School Management Committees are presently functional in the targeted schools through surveys and spot evaluations. The study successfully assessed the **successes, gaps and bottlenecks with regard to WASH infrastructure** in schools across Jharkhand, Odisha, Uttar Pradesh and Karnataka and made recommendations for future projects

# Evaluation study to assess the performance of five above-average states sanitation coverage

Policy Research



Location

Himachal Pradesh, Kerala, Meghalaya, Sikkim and Manipur



Funding Agency

Water Aid, India



Client

Water Aid, India



Status

Completed



## Project Details

### Objective

Outline India collaborated with Water Aid to conduct an assessment of five states - Himachal Pradesh, Kerala, Meghalaya, Sikkim, Manipur which performed above average in the water and sanitation domain.

### Project Description

Outline India undertook an assessment of the five states in India which performed above average in the water and sanitation domain to explore the **motivating factors** that were instrumental in the success of the sanitation policies across these states. The study vitally supported the client’s advocacy on the national, as well as at the state level, accelerating the implementation of Swachh Bharat Mission interventions.



# Rapid Assessment of Inclusive Wash Facilities in Schools

- Rapid Assessment
- Mixed-Method
- Case Studies
- Large Scale Evaluation

	Location	Bihar, Jharkhand and Uttar Pradesh
	Funding Agency	Water Aid, India
	Client	Water Aid, India
	Status	Completed



Try Pitch



## Project Details

### Objective




Outline India undertook a project to gauge problems faced by **adolescent girls and CWSN (Children with special needs)** in the context of WASH facilities in schools across the states of Uttar Pradesh, Bihar and Jharkhand.

### Project Description

Considering the trickle-down effect of certain policies, Outline India sought to identify success factors and lacunae in the implementation of Swachh Vidyalaya Abhiyan. The core focus of the study was on **access to WASH infrastructure** for adolescent girls and children with disabilities. Accounting for the usage of water and sanitation facilities in school, Outline India explored whether what is being defined as ‘usable’, is adequately addressing the child’s needs. The study also analyzed the correlation between the **enrollment of CWSN and dropout rates** with the presence of adequate, suitable and usable WASH infrastructure in public schools.

# Strategic Review of Organisations Working in WASH

- Strategic Review
- Determine Scalability

	Location	Gujarat and Andhra Pradesh
	Funding Agency	Bill and Melinda Gates Foundation
	Client	Dasra
	Status	Completed



## Project Details

### Objective

Outline India was commissioned by Dasra to conduct deep-dive research into the work of two partners of the Bill and Melinda Gates Foundation, in the Water, Sanitation and Hygiene (WASH) space.

### Project Description

The study aimed at building an understanding of the individual partners’ interventions and innovations as well as assess which of their products and services Dasra could assist with. Through extensive secondary research and qualitative in-depth interviews, Outline India identified the **best practices, challenges encountered, innovations as well as scalability** of the programme based on organizational capacity and needs to determine the future pathways of engagement with Dasra and BMGF.



# Evaluation Study at Kumbh Mela, Nashik in 2015

Campaign Evaluation

Communication Strategy



**Location** Nashik, Maharashtra



**Funding Agency** WASH United



**Client** WASH United



**Status** Completed



Try Pitch



## Project Details

### Objective

Outline India tested a series of innovative interventions with the objective of learning what public awareness strategies work to engage people on the issue of improved sanitation practices around mass gatherings.

### Project Description

Outline India collaborated with WASH United to evaluate the **effectiveness of different interventions** at the Kumbh Mela viz. Myth Buster Videos on Sanitation, Swachh Days, Games and Activities and Photo Booth. Outline India conducted In-depth interviews and Focus Group Discussions (FGDs) with the pilgrims to gauge the impact of these interventions in generating awareness on safe sanitation practices. Based on the evaluation, Outline India made pointed recommendations to improve the reach and depth of these communication strategies.

# Study to understand the efficacy of safe sanitation and hand-washing habits across Delhi-NCR

Review of Innovative Interventions

Content Testing

Game Based Activities



**Location** Delhi-NCR



**Funding Agency** Happy McGarryBowen



**Client** Happy McGarryBowen



**Status** Completed



## Project Details

### Objective

Outline India tested a series of innovative interventions with the objective of learning what public awareness strategies work to engage people on the issue of improved sanitation practices around mass gatherings.

### Project Description

Outline India conducted a qualitative study to understand the **efficacy** of the Team Swachh Action Kit-TSAK in spreading the message about safe sanitation and hand-washing habits and suggest improvements that could be made to the kit by administering the kit in four schools in Delhi-NCR in collaboration with Happy McGarryBowen-Dentsu Aegis Network India. The aim was to develop **practical ideas** that can be used in campaigns for the Swachh Bharat Mission. Testing the contents of the kit helped in understanding the overall applicability and appeal of the kit in bringing in **behavioural change**, along with providing a scope to invite constructive suggestions to make the kit **self-explanatory and user-friendly** to execute.



## Expert Panel in WASH

### Nitya Jacob

Policy and Advocacy

Development Communications

Urban Water Supply & Sanitation



Experience: 30+ years

**Former National Policy Head, WaterAid India | Led assessment of Swachh Bharat Abhiyan**

He has led **national advocacy** campaigns and research on urban water supply and sanitation, community radio, and the promotion of information communication technology as a tool for inclusive development. He has served as the Director for Policy and Advocacy at Swasti, Consultant at the India Sanitation Coalition, National Policy Head at WaterAid India, and Programme Director at Water, Centre for Science and Environment, India.



### Nidhi Pasi

Water Resource Management

Waste Management

Public Health



Experience: 13+ years

**Former Advisor to WaterAid UK | Ph.D Environment and Natural Resources Policy, State University of New York**

With her experience in the areas of environmental science and water resource management, Nidhi has extended her support to various organizations, serving as an advisor and senior researcher. Her sharp understanding of matters of WASH has led to significant changes in policies related to Public Health in India.



# Innovations

## Pulse

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



Conduct Internal Monitoring



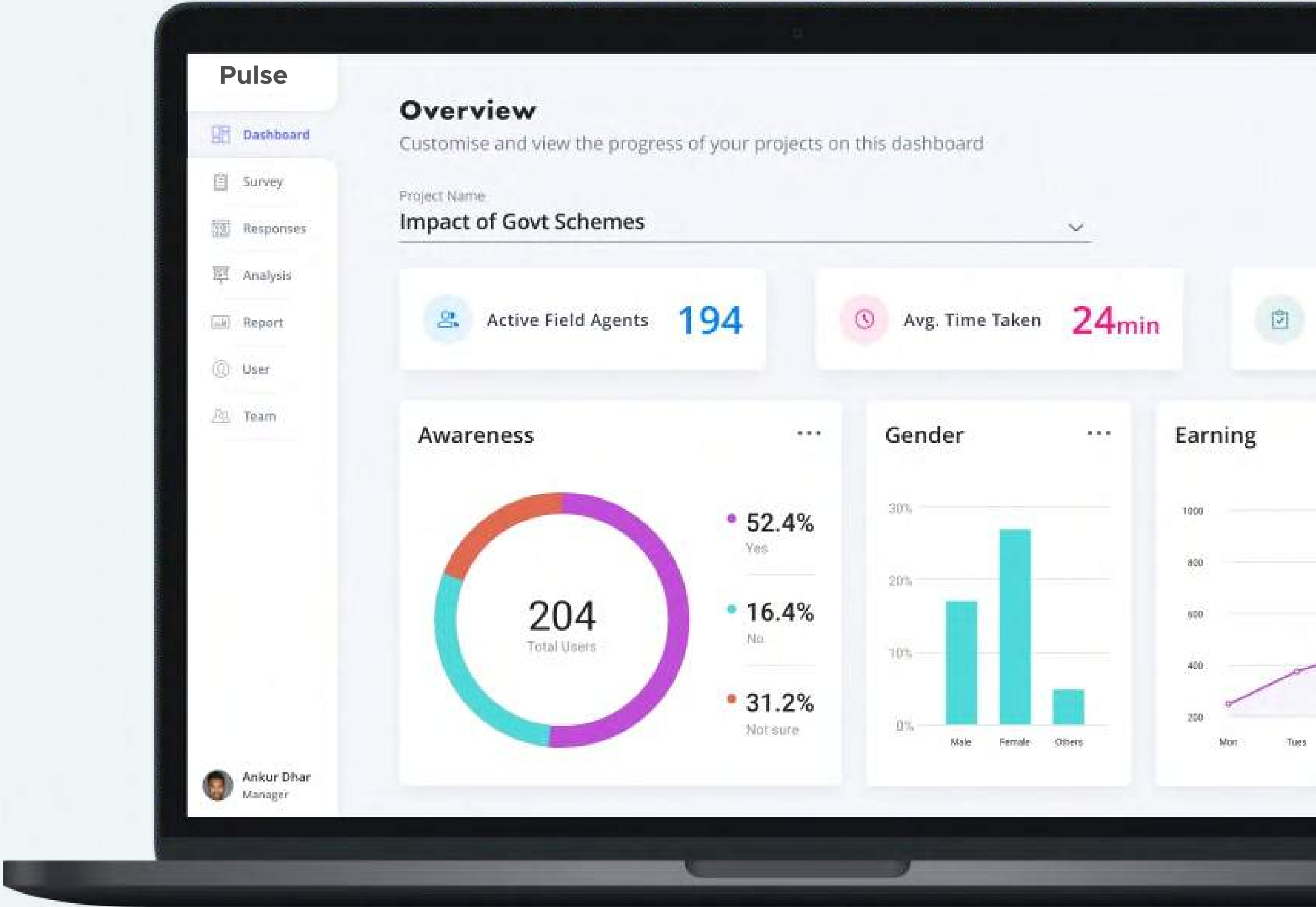
Make Activities Accountable



Evaluate Progress



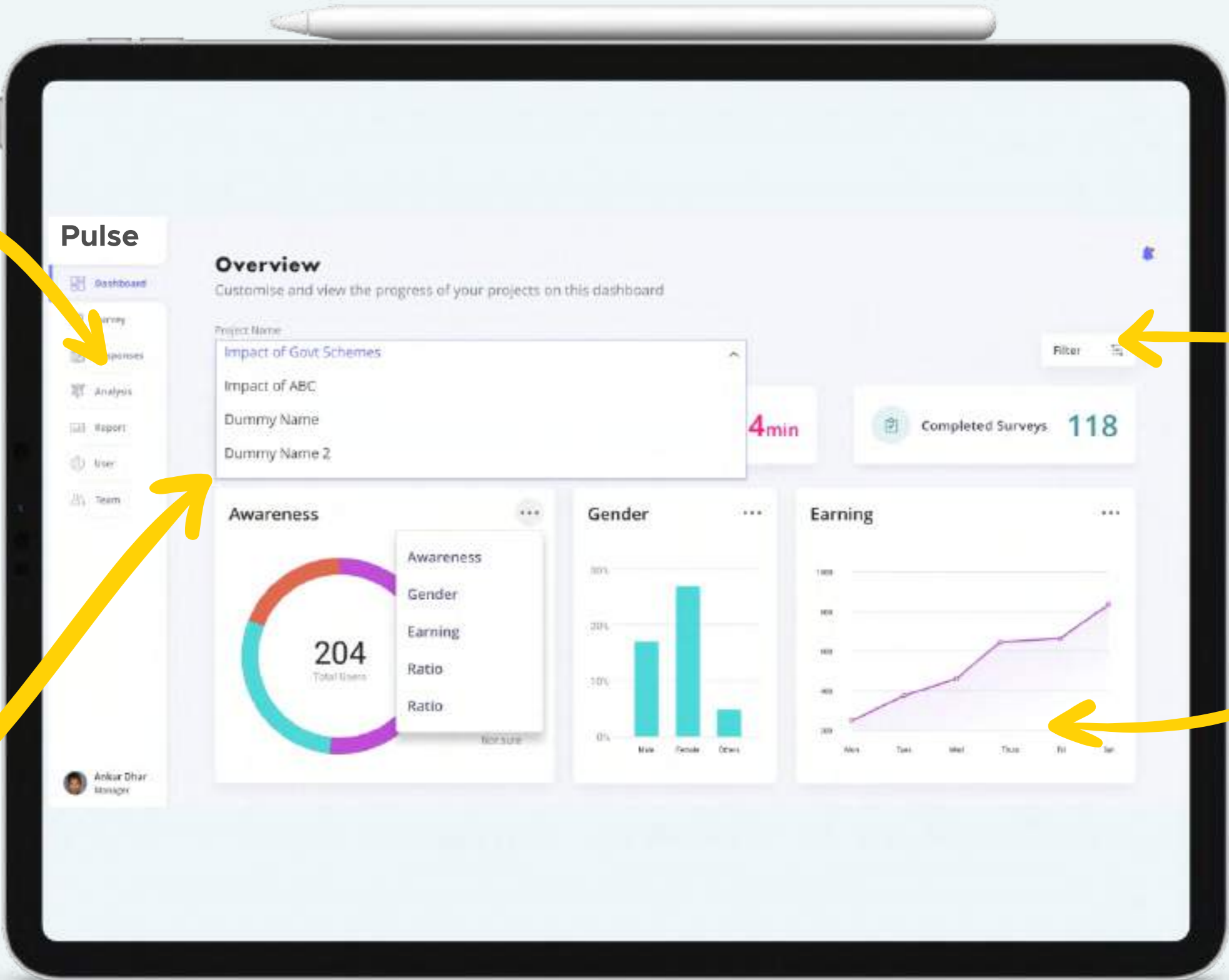
Validate Work





# Product Overview

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



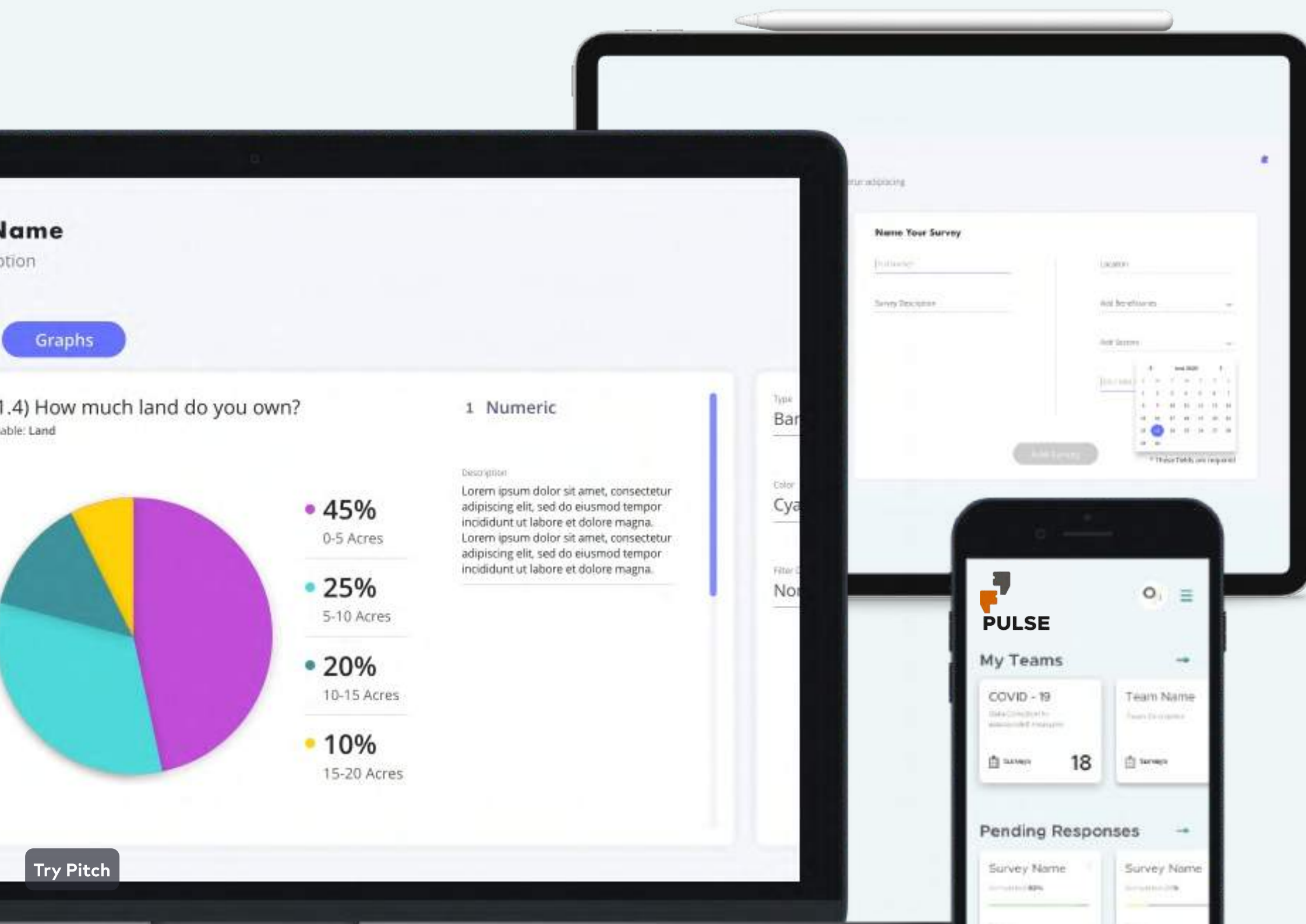
The platform will help gauge an organization's own impact and troubleshoot problem areas.

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



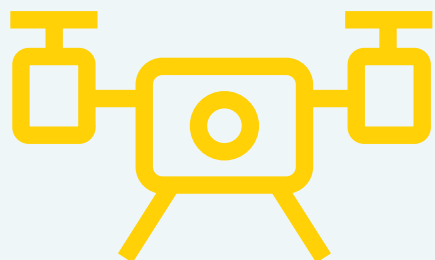
# Innovations

## 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

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Research | Data  
Analysis



**Sukanya Dutta**

Associate Vice  
President

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Research | Business  
Development | Client  
liaising



**Sukriti Sharma**

Sr. Project Manager

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Quantitative Research |  
Data Analysis | Report  
writing



**Swati Pandey**

Associate Manager

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Research | Report  
Writing | Data Analysis



**Apratim Yadav**

Sr. Quantitative  
Researcher

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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

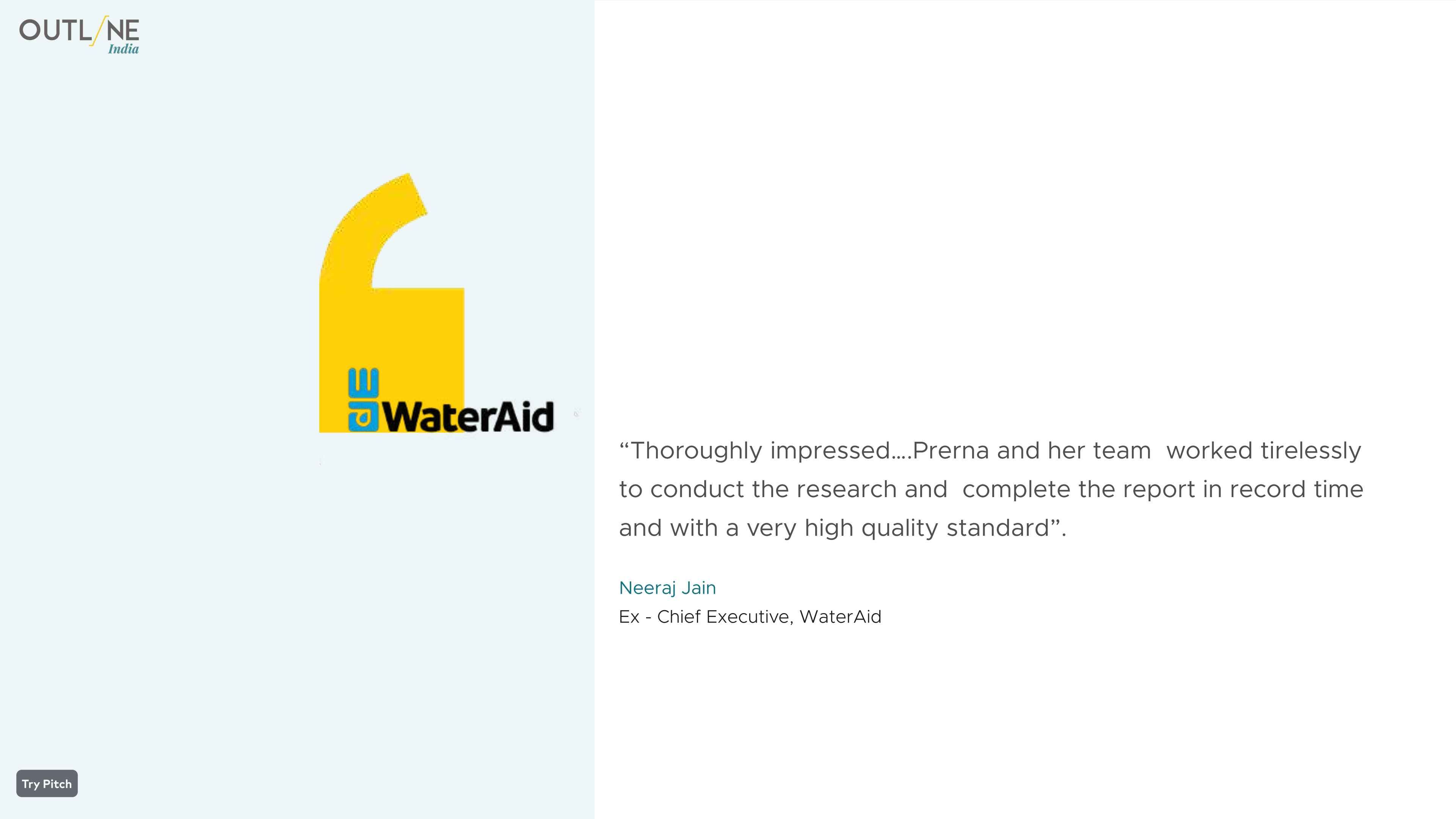
Qualitative Research |  
Data collection



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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