



SOCIAL IMPACT THROUGH DATA

EDUCATION 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

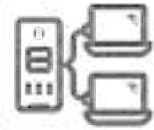
29
STATE AND
UNION TERRITORIES

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









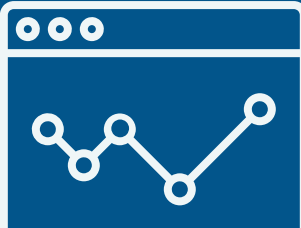



DATA AS A CORPORATE ASSET

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

Our Engagement

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

<div>Infrastructure</div> <div></div>	<div>Gender</div> <div></div>	<div>Governance</div> <div></div>	<div>Education</div> <div></div>	<div>Environment</div> <div></div>
<div>Agriculture</div> <div></div>	<div>Health</div> <div></div>	<div>WASH</div> <div></div>	<div>Market Research</div> <div></div>	<div>Skills and Entrepreneurship</div> <div></div>

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

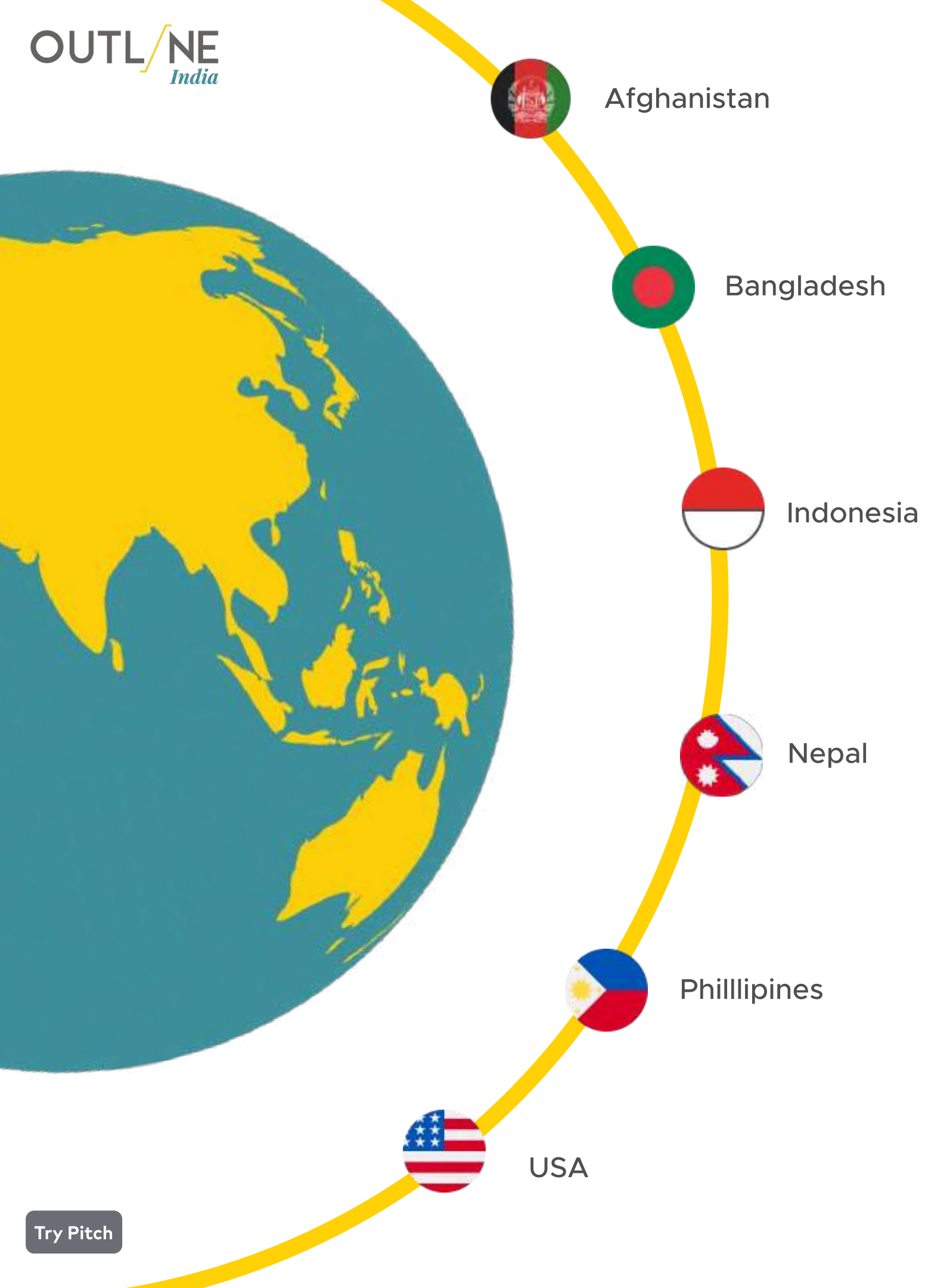
Create **statistically rigorous** study designs using **quantitative, qualitative, traditional** and **non traditional study instruments**

 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**



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



INVEST INDIA
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY



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 EDUCATION

4 QUALITY
EDUCATION



8 DECENT WORK AND
ECONOMIC GROWTH



Impact assessment of Robotics labs and Digital classrooms

Impact Assessment

Data Collection



Location Punjab and Haryana, India



Funding Agency Bharti Foundation



Client Bharti Foundation



Status Completed

bharti

Bharti Foundation

Try Pitch



Project Details

Objective

Outline India partnered with Bharti Foundation for their project '**Impact assessment of Robotics labs and Digital classrooms**' in Punjab and Haryana, where Outline India developed tools for the assessment.

Project Description

In collaboration with the Bharti Foundation, Outline India developed tools for the Impact assessment of **Robotics labs and Digital classrooms** in the Satya Bharti Schools of Delhi and Punjab.

These tools were used for capturing growth in students' coding and programming skills along with the development of life skills such as creative thinking, problem-solving, and collaboration. This would also be efficient in capturing the effect of teachers using **digital content for teaching and learning purposes.**

Training Needs Assessment (TNA) study among the AWWs/Sahayikas/ICDS supervisors for Nandghar Anganwadi Centres.

Qualitative Research

Needs Assessment



Location Uttar Pradesh, India



Funding Agency Vedanta Foundation



Client Sesame Workshop India (SWI)



Status Completed



Try Pitch



Project Details

Objective

Outline India had partnered with Sesame Workshop India (SWI) to conduct a **Training Needs Assessment (TNA) study** among the AWWs/Sahayikas/ICDS supervisors at selected Nandghar Anganwadi Centres.

Project Description

The study was conducted to understand the training needs of the AWWs/Sahayikas and ICDS Supervisors and to explore the factors which may impact/influence the **quality of early childhood education** at Nand Ghars.

Outline India was responsible for conducting quantitative surveys with 40 Nand Ghars in 2 districts of Uttar Pradesh, Varanasi, and Amethi. Additionally, 38 extensive qualitative interviews were conducted with AWWs, Sahayikas, ICDS Supervisors, and CDPS officers from each district. A non-participatory observation was also carried out by field workers to ascertain the situation of infrastructure of the Nand Ghars.

Training Needs Assessment (TNA) study among the AWWs/Sahayikas/ICDS supervisors for Anganwadi Centres.

Qualitative Research

Needs Assessment



Location Odisha, India



Funding Agency Vedanta Foundation



Client Sesame Workshop India (SWI)



Status Completed



Try Pitch



Project Details

Objective

Outline India partnered with Sesame Workshop India (SWI) to conduct a Training Needs Assessment (TNA) study among the AWWs/Sahayikas/ICDS supervisors at selected Anganwadi Centres in Odisha.

Project Description

The study was conducted to understand the training needs of the AWWs/Sahayikas/ICDS supervisors at selected Anganwadi Centres in Odisha.

It aimed to understand the training needs of the AWWs/Sahayikas and ICDS Supervisors and to explore the factors which may impact/influence the quality of early childhood education at these centers.

End Line Study : Play. Learn. Connect./Brightstart

Psychometric Tool

Pilot Study



Location Delhi-NCR



Funding Agency Sesame Workshop India



Client Sesame Workshop India



Status Completed



Try Pitch



Project Details

Objective

Outline India was the data collection partner for Sesame Workshop India's End Line Study: Play. Learn. Connect./Brightstart.

Project Description

Outline India partnered with Sesame Workshop India to conduct an Endline study for Project Bright Start/ Play.Learn.Connect.

The overall aim of this intervention was to demonstrate a measurable impact on the learning and development of children focusing on socio-emotional learning and information on health and nutrition by empowering parents/caregivers of Urban Slum Dwellers and engage in meaningful playful learning experiences while focusing on the overall wellness of their children. The study was conducted in Narela locality in Delhi-NCR.

Improving quality of Primary Education through Teacher Motivation

Psychometric Tool

Pilot Study



Location Karnataka, India



Funding Agency STiR Education



Client STiR Education



Status Completed



Project Details

Objective

Outline India was the data collection partner for STiR Education's project of **improving quality of primary education** through teacher motivation in government schools of Karnataka.

Project Description

As the data collection partner for STiR Education and the University of New York, Outline India undertook data collection for STiR Education's project focusing on the improvement of quality **primary education** in government schools across the Ramnagara district of Karnataka.

Outline India was responsible for conducting the survey and data collection exercises which were conducted across 4 blocks of Ramnagara district – Ramnagara, Magadi, Kanakapura and Channapatna.

To understand the impact of the COVID-response interventions of STiR programmes.

Impact Assessment

Data Collection



Location

Tamil Nadu and Karnataka, India



Funding Agency

Ichuli Institute



Client

Ichuli Institute



Status

Completed



Try Pitch



Project Details

Objective

Outline India partnered with Ichuli Institute to understand the **impact of the COVID-response interventions** of STiR programmes.

Project Description

OI conducted a **remote data collection exercise and an online (telephonic) quantitative surveys along with qualitative interviews (KIs and FGDs)** for a study to understand the impact of the COVID-response interventions of STiR programmes in 3 districts from Tamil Nadu and 2 from Karnataka.

The study was conducted in collaboration with district officials, teachers, and headteachers.

Young India’s perceptions on political engagement, International relations, education and society

Perception Analysis

Online Surveys

In-person Interviews



Location

Bengaluru, Chennai, Delhi, Kolkata, Mumbai, Hyderabad, Chandigarh, Ahmedabad, Pune



Funding Agency

British Council



Client

British Council



Status

Completed



Project Details

Objective

Outline India undertook a **study of the core values and concerns of the urban Indian youth** specifically pertaining to political processes, leadership, education and employment policies.

Project Description

The project included online surveys, a social media campaign across 9 cities (Bengaluru, Chennai, Delhi, Kolkata, Mumbai, Hyderabad, Chandigarh, Ahmedabad and Pune) and qualitative fieldwork, with focus group discussions and in-depth interviews in Bengaluru, Chennai, Delhi, Kolkata and Mumbai.

The study helped map possible avenues of synergy between India and the UK in the context of the youth population. The study attempted to explore correlations between the core values, aspirations and expectations of the Indian youth and the modalities of governance, through which one can get a sense of the **reflexive engagement** that the Indian citizenry has with the functioning of the state.

Contest testing of financial literacy in young children

Impact Content Testing

Human-centred Design



Location Delhi-NCR



Funding Agency Australian Aid, World Vision, US Aid



Client Sesame Street Workshop



Status Completed



Try Pitch



Project Details

Objective

Outline India conducted a **formative study in Delhi/NCR to gauge the reaction of children under the age of seven towards financial literacy** using three prototype games for the Sesame Street Workshop Initiative.

Project Description

The study tested the usability, comprehensibility, and appeal of early builds of three online games and heavily banked on a human-centred design approach. The Sesame Street Workshop Initiative intends to educate young children on the concept of **financial literacy** with a heavy focus on aspects such as **sharing and saving**. As the Indian partner for this study (which was also conducted in Brazil, China, and the USA), Outline India designed and conducted **workshops for children** to test the content developed for the inculcation of financial literacy which explored the use of digital media including hardware options (phones, tablets, and personal computers) in improving engagement and interest amongst children at a young age.

Need Assessment Study in Maharashtra: Early Grade Reading

Knowledge Attitude Testing

Digital Content Testing

Formative Study



Location

Maharashtra



Funding
Agency

Metlife Foundation



Client

Sesame Workshop



Status

Completed



Try Pitch



Project Details

Objective





Outline India conducted a **formative study to understand the socio-psychological barriers to native language learning** among children between 5-7 years of age in Maharashtra.

Project Description

Through the exploration of attitudes, practices, values and aspirations of the different stakeholders included in the study, the study offered insights into the conditions that act as facilitators or impediments to the inculcation of language skills. Specifically, the study investigated the **infrastructural, physical, social and cultural factors influencing local language skills acquisition**. The study included surveys with school management, in-depth interviews with caregivers, Anganwadi workers and children, a reading assessment, focus group discussions and in-depth interviews with students. Aspects of children's schooling such as infrastructure, prevalent modes of teaching, quality of teaching and usage of technology in the primary schools and at the Anganwadi centres were also scrutinized for the study.

Evaluation to gauge the accessibility of education for the girl child

Mixed-Method Research Activity-based Testing

-  **Location** Rajasthan, Bihar
-  **Funding Agency** USAID
-  **Client** Fluent Research
-  **Status** Completed



Project Details

Objective

Outline India **conducted a baseline, midline, and end-line study to understand levels of knowledge, attitudes, and behaviours** pertaining to the education of girl child in rural India.

Project Description

As the India partner for the ‘Girl Rising: Empowering Next Generations to Advance Girls' Education’ (ENGAGE) project, surveys were conducted in 500 households across Rajasthan and Bihar with a parent-child pair from each household. The study measured the **effectiveness** of ENGAGE in mobilizing and engaging school-aged girls, boys, men and women to address the **barriers and social norms preventing access to quality education** in India.

Baseline Evaluation of Skill Development Programme

Large Scale Survey

Self-administered Test



Location Bihar, Jharkhand



Funding Agency Going to School



Client Going to School



Status Completed



Try Pitch



Project Details

Objective

Outline India undertook the **baseline evaluation of the impact of Going to School's 'Be! Schools' program**, which focuses on skill development of students across Bihar and Jharkhand.

Project Description

Surveys were administered to 40,000 students across all districts in Bihar and 16 districts in Jharkhand in grade 9 in Rashtriya Madhyamik Shiksha Abhiyan and Kasturba Gandhi Bharatiya Vidyalaya schools in Bihar and students of grade 7 and 8 in Kasturba Gandhi Bharatiya Vidyalaya, Tribal Residential and Congregation schools in Jharkhand.

The study was a **baseline evaluation** of the outcomes of the client's intervention to **promote skill development** in schools.

Evaluating Infrastructure and Service Provision in Schools in West Delhi

Provide Activity Support

Build Index



Location Delhi



Funding Agency Centre for Civil Society



Client Centre for Civil Society



Status Completed



Try Pitch



Project Details

Objective

Outline India partnered with the Centre for Civil Society to conduct an **in-depth analysis into the status of private budget schools** in Hastal Village, West Delhi.

Project Description

The study entailed the development and execution of a learning assessment for students in grade 4 on the subjects of literacy, numeracy and moral values. These tests were then analyzed to develop an index of students' achievement levels across schools in the area. Outline India also conducted a survey to gauge the quality of schools in Hastal, in terms of their provision of the infrastructure, the management, teacher quality, and the internal processes they followed through structured in-depth interviews with school leaders and management. This study is intended to provide **advocacy support for small budget private schools**, under the Right To Education Act.

Innovation in Education Sector & State of Skills in Asia and the Pacific

Multi Country

Thematic Analysis



Location

India, Indonesia, Bangladesh, Philippines, and the USA



Funding Agency

Asian Development Bank



Client

Asian Development Bank and LinkedIn



Status

Completed



LinkedIn Learning

Try Pitch



Project Details

Objective

Outline India **undertook a survey of employers and training providers to capture the evolution of a range of digital credentials** and the acceptance of such credentials in the job market.

Project Description

Asian Development Bank and LinkedIn prepared a joint report on the state of skills in Asia, focusing largely on digital skills for new technology occupations. Outline India undertook research across India, Indonesia, Bangladesh, the Philippines, and the USA to gain better insights into the future of **next-generation qualifications and credentials** that are particularly suited for occupations at the time of the fourth industrial revolution. The survey assisted in gaining a better understanding of how traditional and degree/certificate-based qualifications are being supplemented or replaced by new online, non-degree credentials. The aim was to identify emerging types of credentials with a focus on professionals working in digital occupations.

Needs assessment study for Sesame Workshop India’s ‘Play.Learn.Connect’ educational initiative for children on the move

Need Assessment

Qualitative Research



Location Delhi-NCR



Funding Agency Sesame Workshop



Client Sesame Workshop



Status Completed



Try Pitch



Project Details

Objective

Outline India aimed to **understand the current knowledge, attitudes, practice, and challenges of play-based learning among temporary migrant parents** for their children aged between 3 and 8 years.

Project Description

Outline India partnered with Sesame Workshop India Trust to conduct a study in New Delhi that aims to address the **critical needs of children of temporary migrant families** between the age of 3-8 years. The intervention sought to support the holistic, socio-emotional development of these children by empowering the parents/caregivers to meaningfully engage in playful learning experiences with them.

For this purpose, Outline India undertook a mixed-method study to identify the **on-ground realities and educational gaps** of the target group and lay out the barriers, challenges and cultural context.

Baseline and midline evaluation for CorStone India's Youth First Programme

Randomised Controlled Trial

Social Emotional Development



Location Bihar



Funding Agency CorStone India



Client CorStone India



Status Completed



Try Pitch



Project Details

Objective

Outline India was the India partner for CorStone India Foundation and **undertook data collection for the baseline and midline assessments of CorStone's Youth First Programme** across two districts of Bihar (Patna and Darbhanga).

Project Description

As the India partner for CorStone India Foundation, Outline India undertook an RCT to evaluate CorStone India's Youth First Programme which aims to **increase** child resilience, impacts short-term outcomes, and relates to long-term improvements in socio-emotional development, skills to sustain themselves, and reproductive and sexual health of adolescents.

For the baseline and midline evaluations, we assessed around **9000 students** in Grade 7 and 8 followed by household visits for absentee students as well as 400 teacher surveys across 99 schools in Patna and Darbhanga in Bihar and **11000 parents**.

Rapid Assessment Survey To Assess Remote Learning During School Closures Across India Due To Covid-19

Rapid Assessment

Telephonic Survey

Remote/Online learning



Location

Assam, Jharkhand, Tamil Nadu, Uttarakhand



Funding Agency

Asian Development Bank



Client

Asian Development Bank



Status

Completed



Try Pitch



Project Details

Objective

The rapid **assessment survey assesses remote learning, access to ICT-based learning tools, and the learning environment at home** during school closures across India due to COVID-19 with students from urban/rural government schools in 4 states.

Project Description

This study, undertaken by Outline India and Asian Development Bank helped understand the challenges related with **access to ICT-based learning tools** (e.g., electricity supply, adequate internet access, availability of computers and mobile phones) and **learning environment** at home (e.g. parental support, access to dedicated space and equipment). The findings of the study also helped inform policymakers and school officials in developing effective online/remote learning modalities for future disruptions in school education as well as in considering potential learning interventions with ICT applications.

Study on the impact of RTE EWS quota in private schools on maternal aspirations and perceived returns to education

Impact Assessment



Location Delhi



Funding Agency University of Maryland



Client University of Maryland



Status Completed



Try Pitch



Project Details

Objective

Outline India collaborated with a researcher from the University of Maryland to **study the impact of RTE EWS quota in private schools** on maternal aspirations and perceived returns to education.

Project Description

Outline India collaborated with a researcher from the University of Maryland to study the impact of the Right To Education EWS quota in private schools on maternal aspirations and perceived returns to education. A quantitative survey was conducted amongst adult women belonging to the Economically Weaker Section (EWS). The survey was conducted in Delhi across 1-2 districts. Outline India formatted the questionnaire shared by the client to ensure **optimal data collection** eventually. The survey was conducted in a period of 15 days.

Marriage and Human Capital Investment among Men in Delhi-NCR

Behavioural Analysis



Location

Delhi-NCR, Haryana



Funding Agency

University of Pennsylvania



Client

University of Pennsylvania, University of Toronto, University of Chicago



Status

Completed



Try Pitch



Project Details

Objective

Outline India **undertook this study to understand the relationship between education and marriage** investments amongst urban males.





Project Description

For this study Outline India was involved in **descriptive data collection** on education and dowry trends across 5 different educational groups among male, married migrants. The intent was to do an attitudinal and behavioural analysis of the respondents towards **wedding investments based on the investment in their education**. Additionally, the study also aimed to gauge property rights associated with the gifts exchanged during a marriage.

As the data collection partner, Outline India was responsible for developing the survey tool along with the client, piloting the survey tool, coding and translating the tools, recruiting and training field workers, data collection, data cleaning and management.

Assessment of Village Education Committees' Functioning and Capacity In Nagaland

- Mixed-Method Research
- Qualitative Research
- Remote Data Collection
- Revise the Content

-  **Location** Nagaland
-  **Funding Agency** World Bank
-  **Client** World Bank
-  **Status** Completed



Project Details

Objective

Outline India aimed to **understand the capacity and functioning of the VECs** in accordance with the roles and responsibilities envisaged in the Communitisation Act of Nagaland.

Project Description

World Bank partnered with Outline India as the data collection and research partner to conduct an assessment wherein Outline India would look into the capacity and functioning of the VECs in accordance with the roles and responsibilities envisaged in the Communitisation Act of Nagaland.

Outline India helped the World Bank with recommendations which shall thereafter be shared with the Government of Nagaland by the World Bank to **augment the education** scenario of the region with special emphasis on the designing of the NECTAR project.

Innovations

Pulse

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



Conduct Internal Monitoring



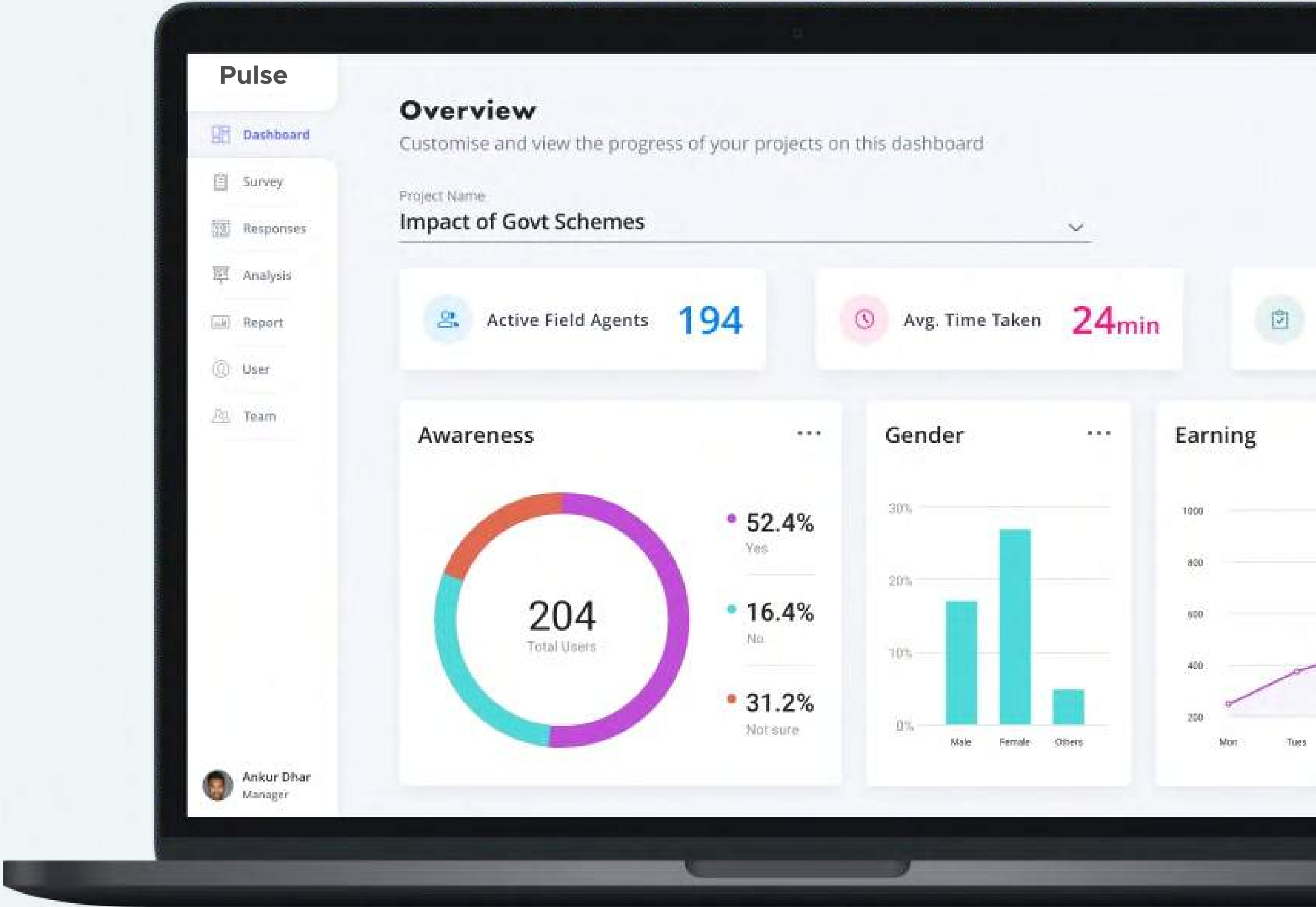
Make Activities Accountable



Evaluate Progress

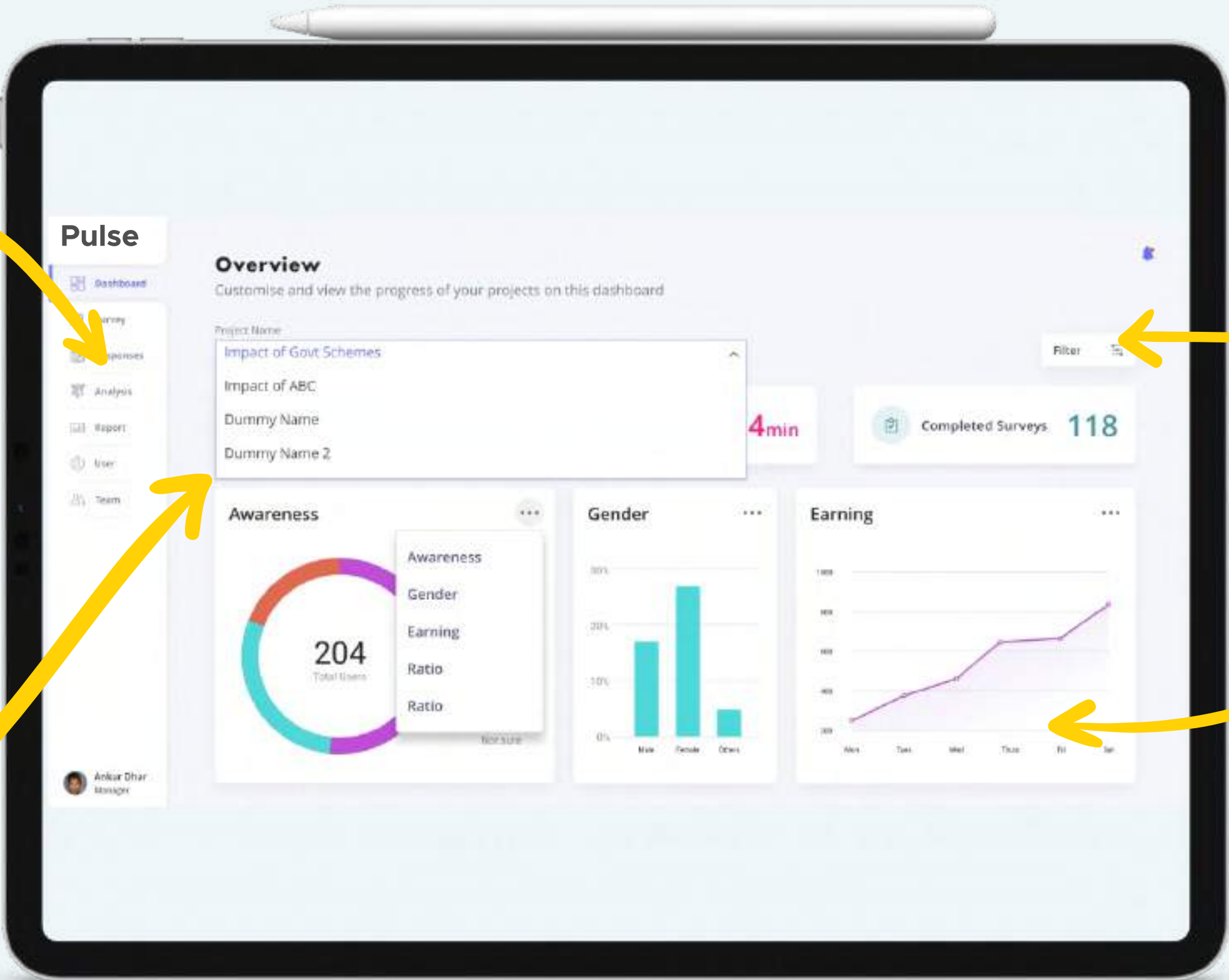


Validate Work



Product Overview

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



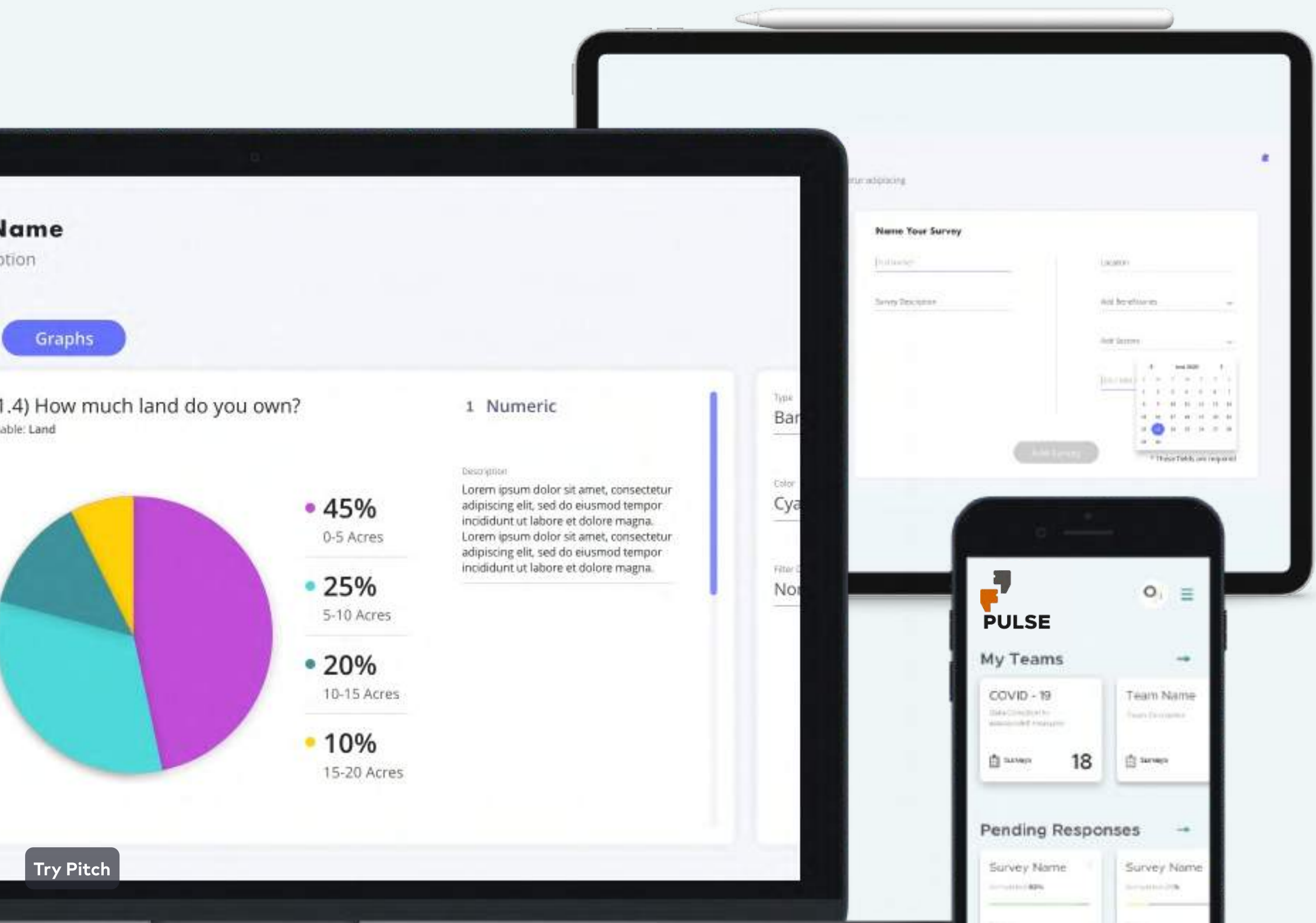
The platform will help gauge an organization's own impact and troubleshoot problem areas.

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**



Try Pitch



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

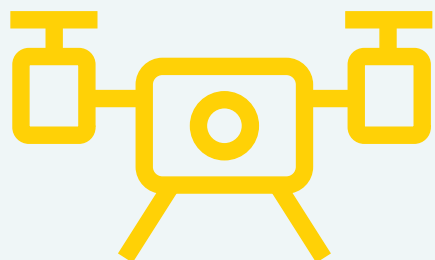
Innovations

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

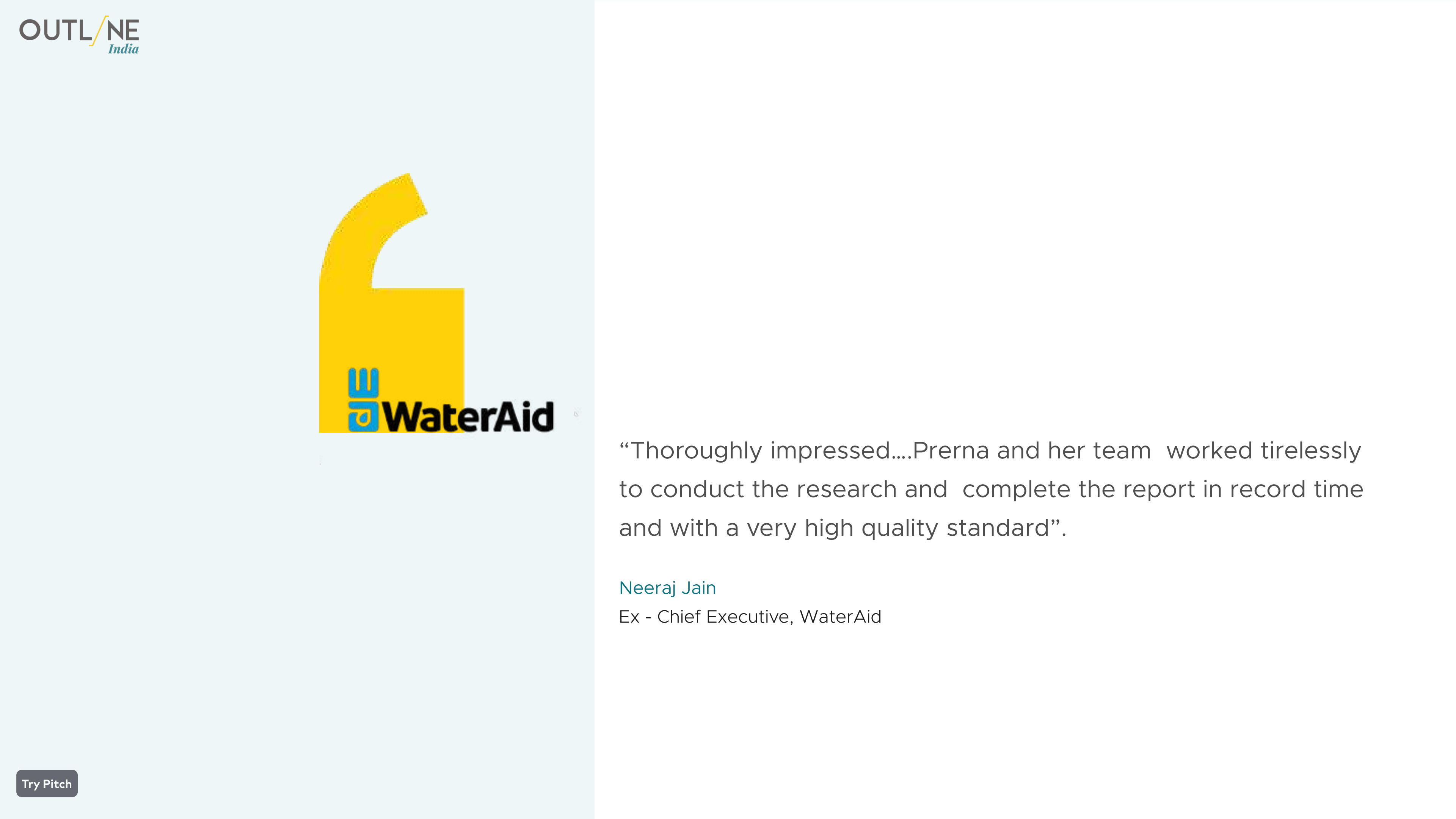
Research Associate

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

