



SOCIAL IMPACT THROUGH DATA

WASH PROJECTS 2024



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

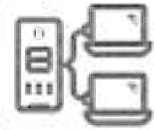
27 & 4
STATES UNION
TERRITORIES

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



Try Pitch



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



ARE YOU A TECH OR AN AI-DRIVEN STARTUP AND NEED A DATA SERVICE PROVIDER?

IS YOUR AI MODEL

based solely on secondary datasets but missing on-ground primary data?

DO YOU REQUIRE

data-sets from Grassroots with cultural context for your AI model?

ARE YOU LOOKING FOR

a regular stream of data to improve your LLM algorithms?



INTRODUCING OI FOR AI

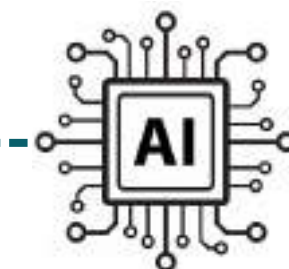
Upgrade your algorithms with our comprehensive data services



Streamline It

Productize It

Expedite It



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**



WHAT WE DO



Quick on ground assessments (Dipsticks)



Surveys: Qualitative and Quantitative



Indicator identification



Dashboard Creation



Actionable insights from the ground



Monitoring frameworks



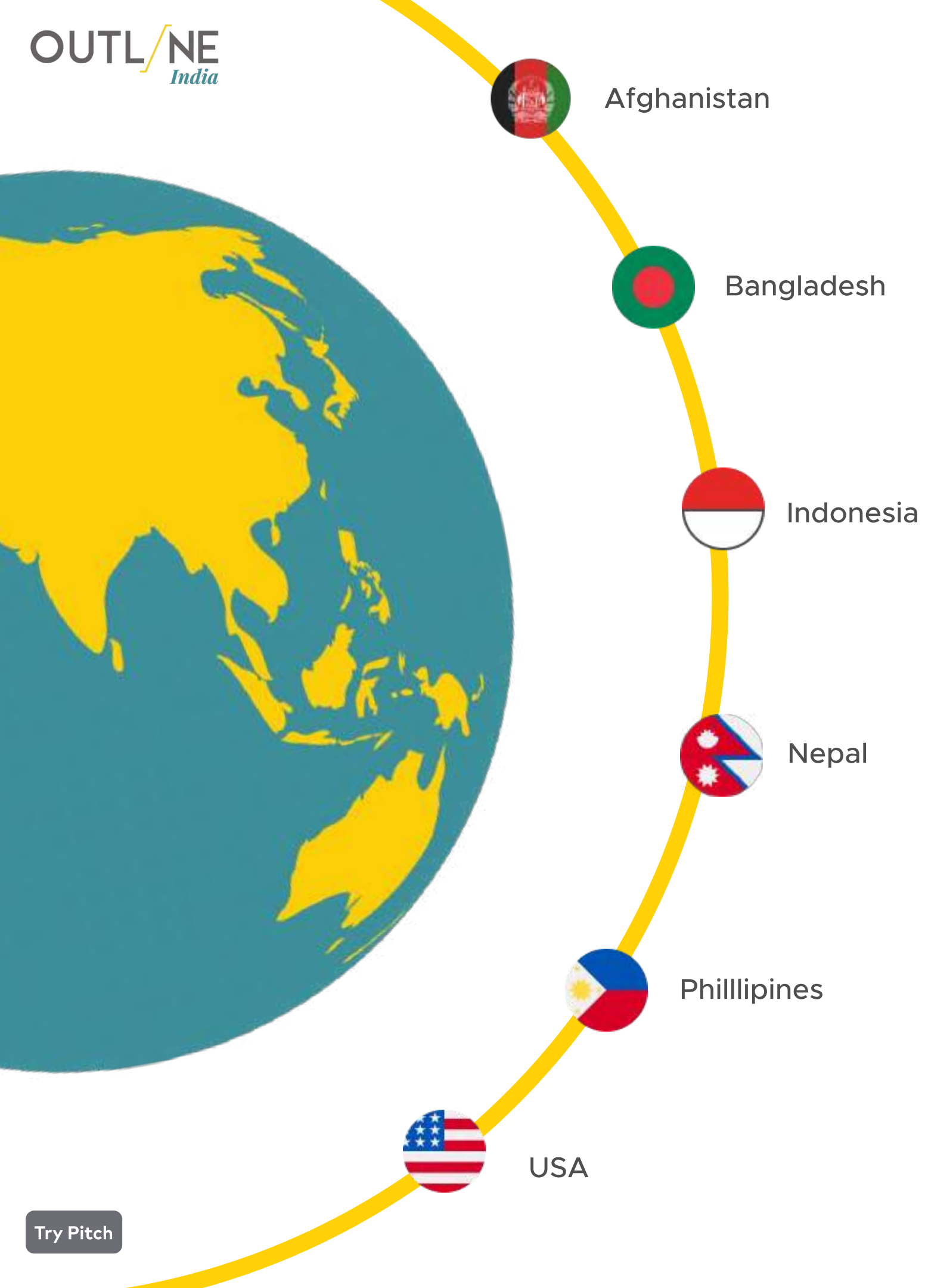
Remote data collection



Campaign evaluations



Quantifying and measuring impact



Our Global Projects





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 WASH



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 WaterAid'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..

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.

Endline Evaluation for WaterAid'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

Project Details

Objective

At the close of WaterAid'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



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



Try Pitch



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.

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



Try Pitch



Project Details

Objective

Outline India collaborated with WaterAid 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



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.

Evaluation Study at Kumbh Mela in Nashik

- Campaign Evaluation
- Communication Strategy

	Location	Nashik, Maharashtra
	Funding Agency	WASH United
	Client	WASH United
	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 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.

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



Try Pitch



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 includes 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.

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



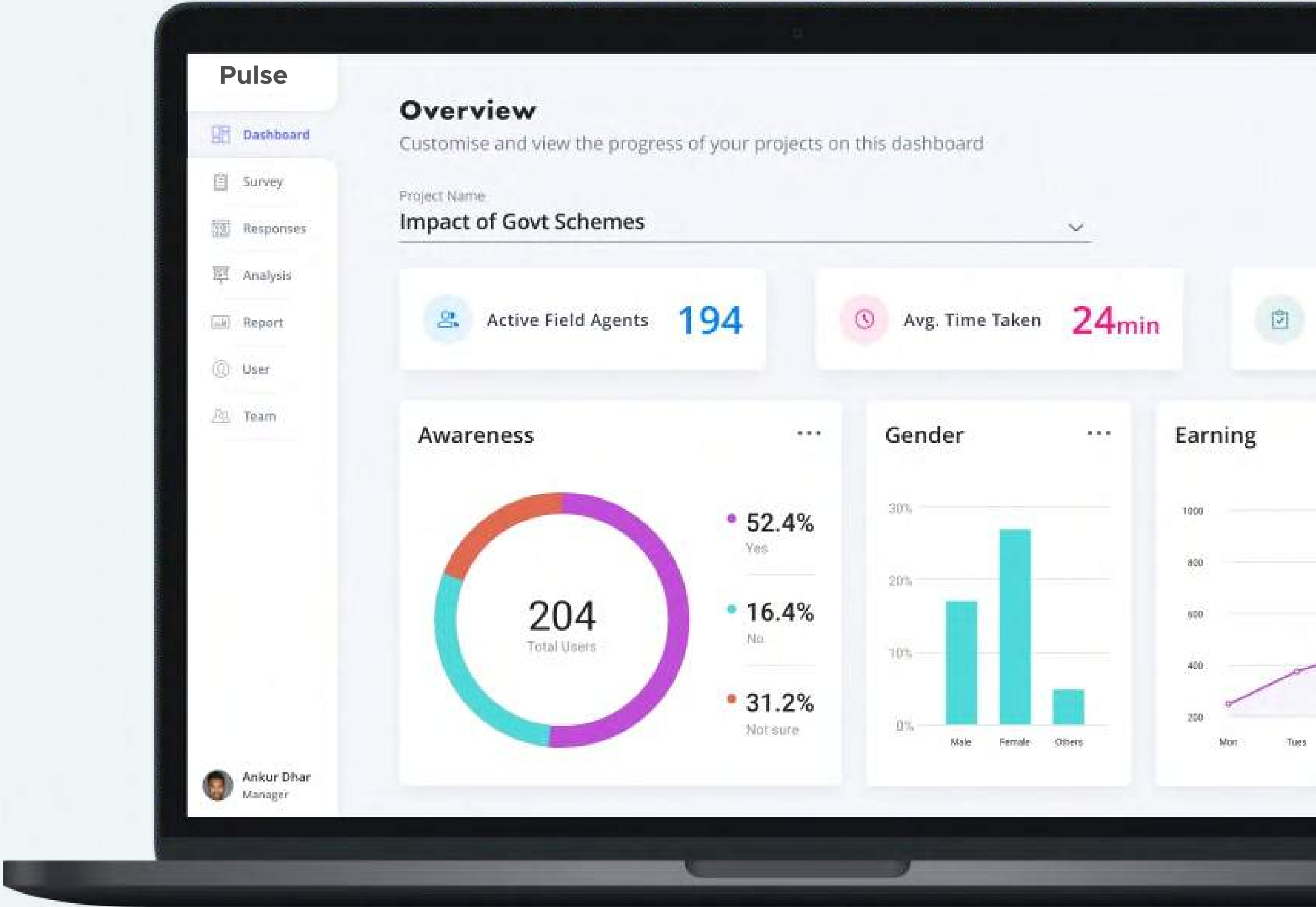
Make Activities Accountable



Evaluate Progress

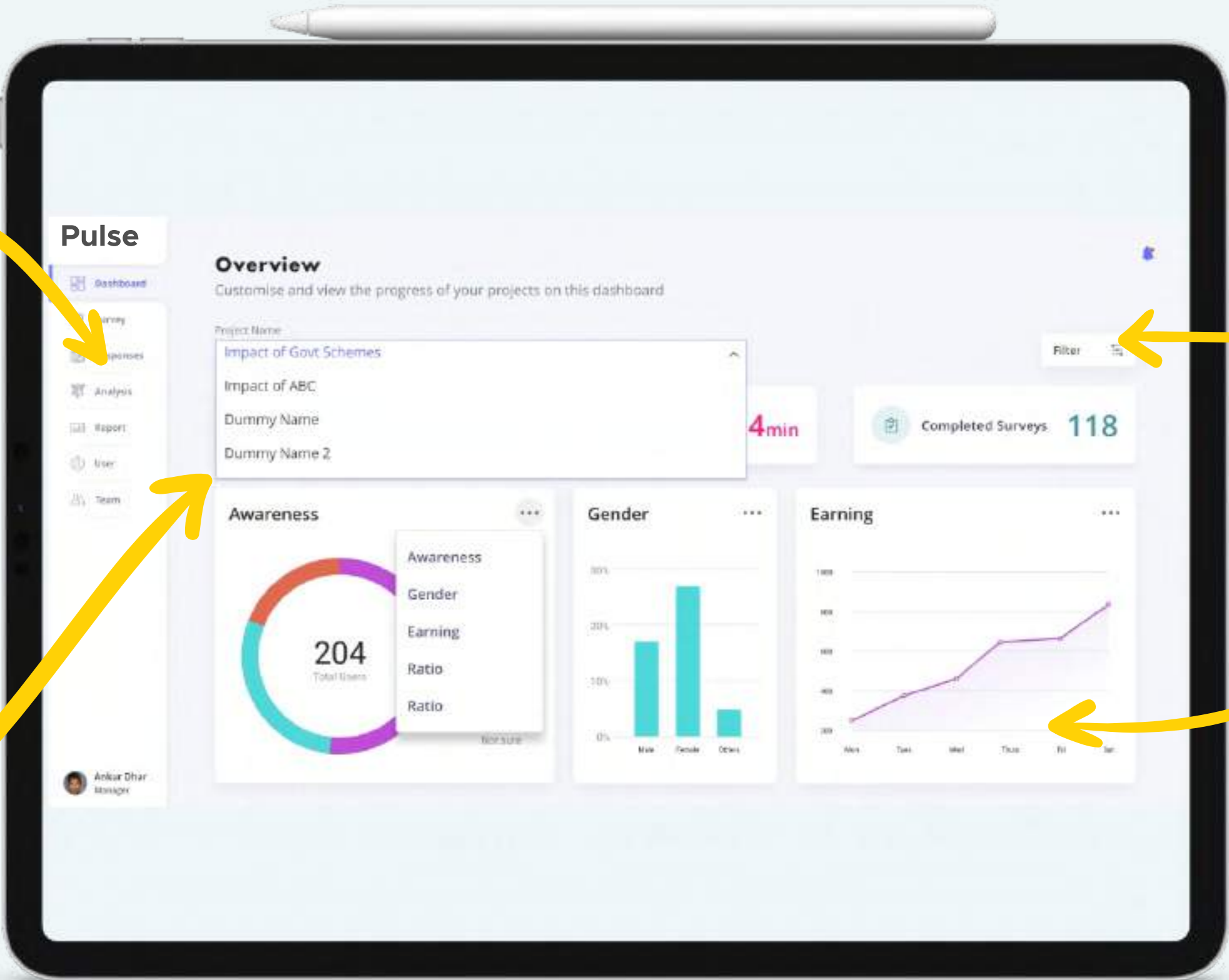


Validate Work



Product Overview

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



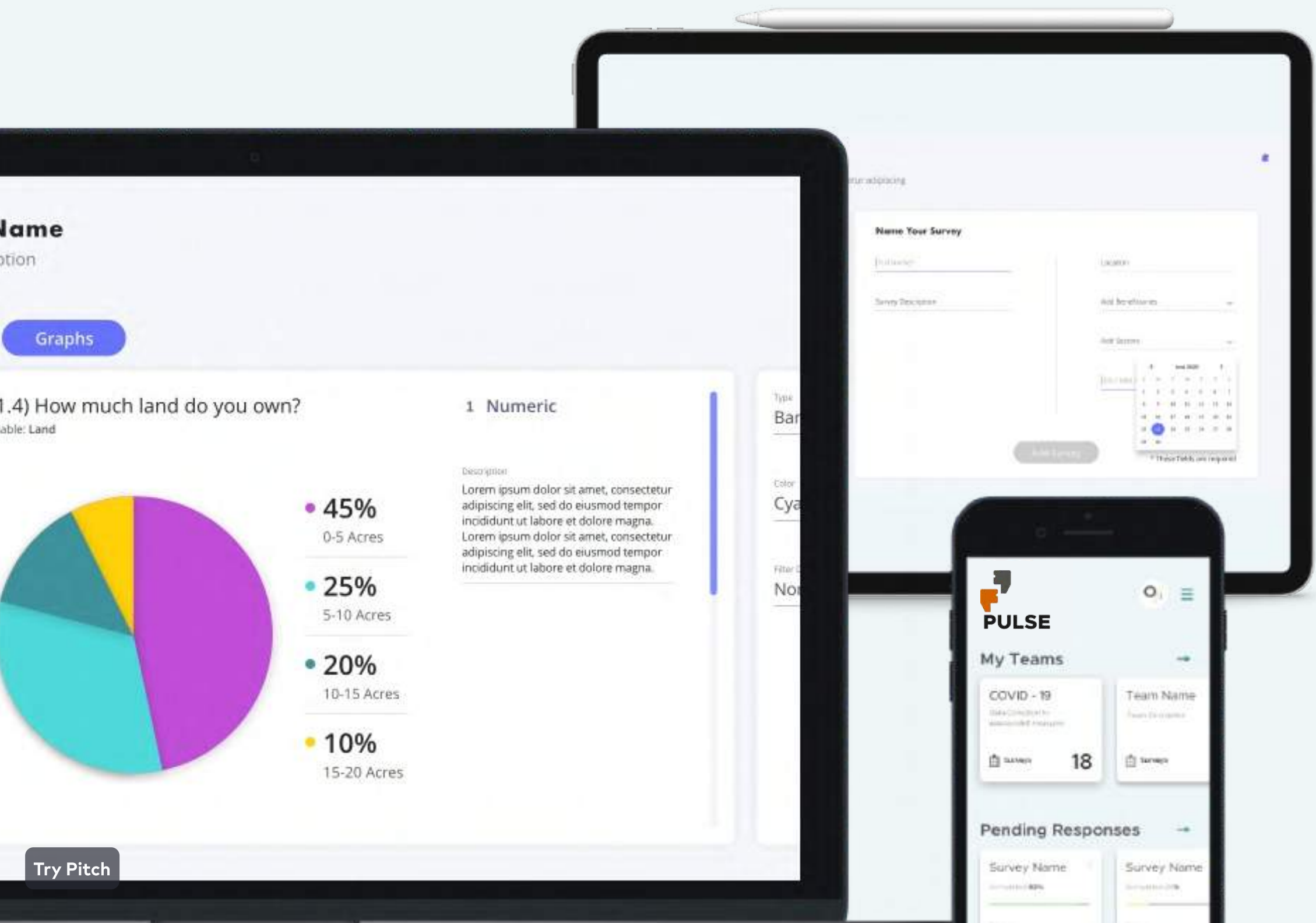
The platform will help gauge an organization's own impact and troubleshoot problem areas.

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

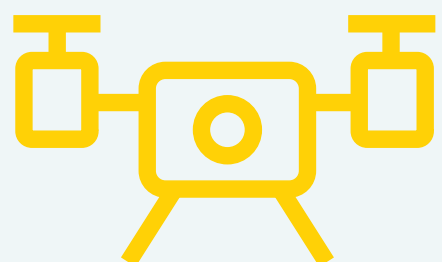
Innovations

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

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

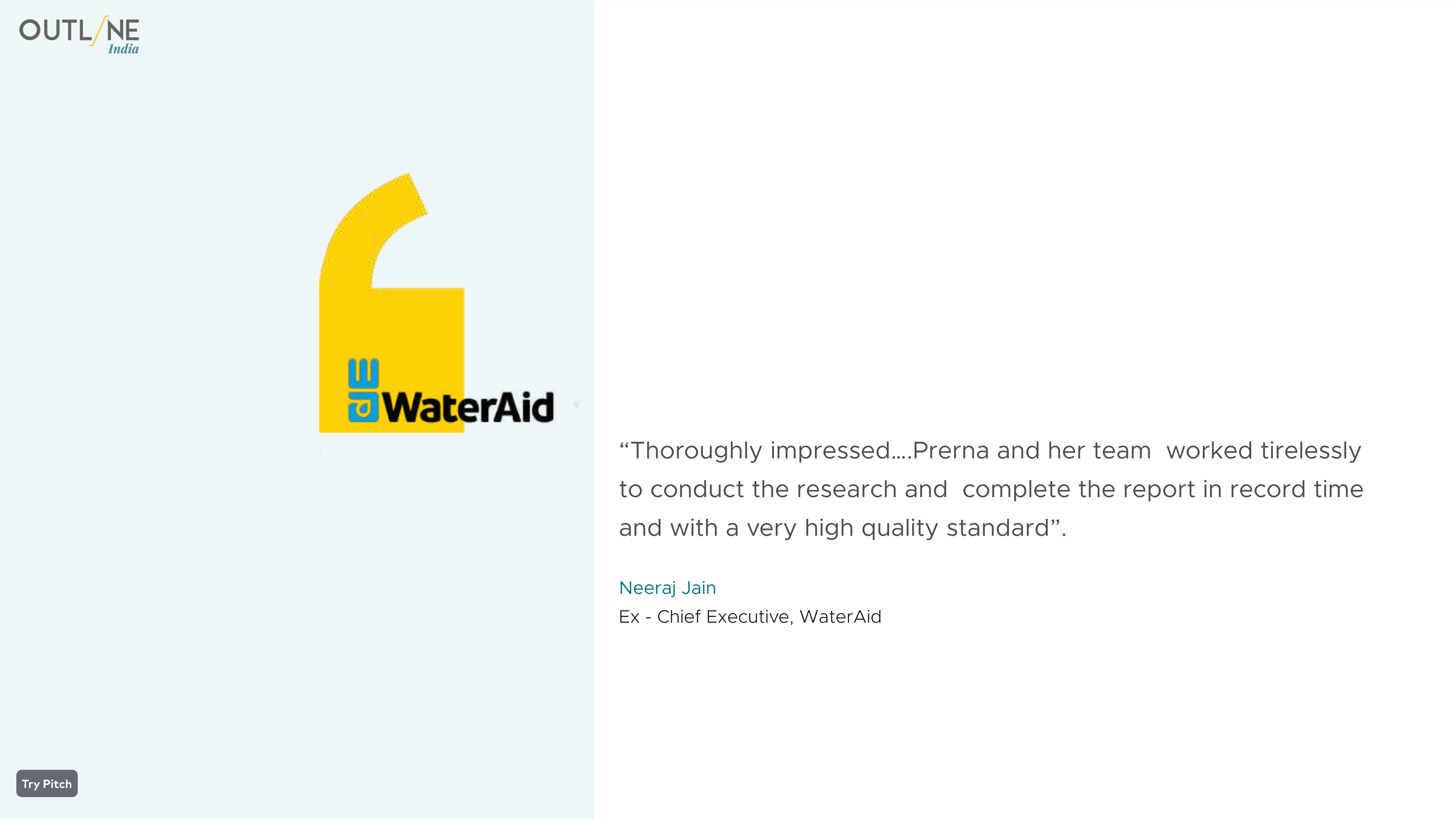
Research Associate

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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A self reporting tool that aims to
simplify impact assessment

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   **Outline India**

Try Pitch

