



SOCIAL IMPACT THROUGH DATA

AGRICULTURE DECK 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

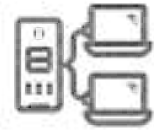
27 & 4
STATES UNION
TERRITORIES

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

**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**

**IIIM AHMEDABAD**

**ADB**

**The Hunger Project.**
INDIA

**सत्यमेव जयते**
Government 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

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

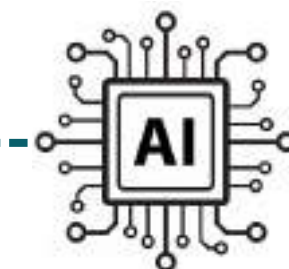
Upgrade your algorithms with our comprehensive data services



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



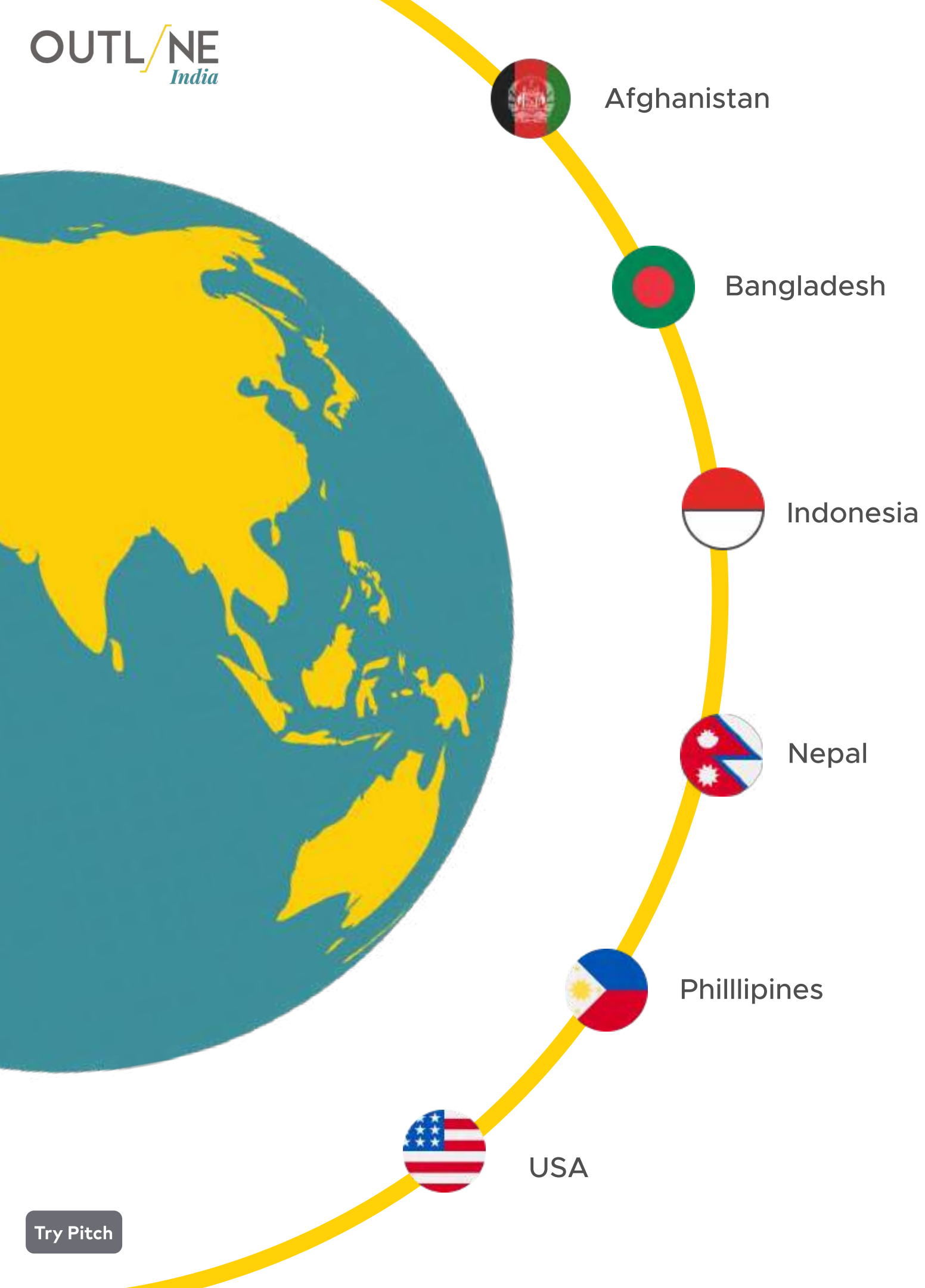
Remote data collection



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



Baseline survey on Water, Agriculture and Livelihood (WAL) in Rajasthan

Baseline evaluation



Location

Alwar, Rajasthan



Funding
Agency

Sehgal Foundation



Client

Sehgal Foundation



Status

Completed



SEHGAL
FOUNDATION

Try Pitch



Project Details

Objective

The main objective of this study was to conduct Baseline surveys in selected target villages on water, agriculture and livelihood.

Project Description

Outline India partnered with the Sehgal Foundation to conduct baseline surveys in selected target villages before implementing the project "**Integrated Village Development Project**" to increase water availability.

Our baseline evaluation sought to examine the level of water scarcity in **livelihood, agriculture, and allied activities** by conducting surveys with farmers from agricultural households, KIIs, and FGDs with both men and women farmers in the Alwar district of Rajasthan.

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 Bridgespan Group



Status

Completed



Try Pitch



Project Details

Objective

Outline India, in collaboration with our partner, The Bridgespan 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, we hope to **uncover some of these effects in the sphere of agriculture and aim to understand the effects of climate change on smallholding farmers** (especially women and SC/ST farmers), as well as identify **potential solutions** to address these challenges.

Social Impact Assessment on Cotton Farming

Participatory Research

Mixed Method Research



Location

Madhya Pradesh



Funding
Agency

Laudes Foundation



Client

American Institute for Research



Status

Completed

Project Details

Objective

Outline India partnered with the American Institutes for Research and Laudes Foundation (erstwhile C&A Foundation) to conduct a follow-up study on the socio-economic and environmental outcomes of organic cotton farm initiatives.

Project Description

The study primarily focused on helping smallholder cotton farmers improve their **livelihood through organic cotton cultivation**.

Outline India, as a part of this study, conducted quantitative surveys which will include a soil testing component as well. **KIIs and FGDs were conducted** with various other stakeholders like farmer producer companies, implementing partner staff, and Mandi players.

We were heavily involved in reviewing quantitative, qualitative and supply chain mapping tools, preparing training material, conducting training, and monitoring fieldwork.



Social Impact Assessment on Cotton Farming

Participatory Research

Mixed Method Research



Location

Madhya Pradesh



Funding
Agency

C&A Foundation



Client

American Institute for Research



Status

Completed



Try Pitch



Project Details

Objective

Outline India was commissioned to undertake a study aiming to compare outcomes across organic cotton farmers, better cotton farmers, and conventional cotton farmers in Madhya Pradesh.

Project Description

This study aimed to provide insights into the potential effects of voluntary certification of cotton production on farmers' well-being. To achieve this goal, **different aspects of education, health, and socioeconomic outcomes** were measured.

Outline India was responsible to design and implement a study with a sample of 4,500 households. In addition, we conducted quantitative research with in-depth qualitative research to **examine perceptions among cotton farmers**.

Rapid Assessment to examine the progress of phasing out hazardous pesticides in Gujarat

Rapid Assessment



Location Gujarat



Funding Agency Better Cotton Initiative



Client Better Cotton Initiative



Status Completed



Try Pitch



Project Details

Objective

Outline India undertook a Rapid Assessment case study in collaboration with Better Cotton Initiative with the goal to assess the progress in phasing out pesticides.

Project Description

Outline India conducted a Rapid Assessment case study to assess the progress in **gradual reduction of hazardous pesticides** and to understand the minds of **stakeholders post the intervention** in Gujarat. A report was developed by Outline India focusing on soil quality, local weather conditions, availability of existing subsidiaries and supply chains in the area.

The report was procured by BCI at their annual conference in EU.

Assessment of Value Chains in Agriculture

Impact Assessment



Location Delhi



Funding Agency Indian Statistical Institute



Client Indian Statistical Institute



Status Completed



Try Pitch



Project Details

Objective

Outline India conducted structural field surveys of 150 dairy and potato retailers in 25 wards to understand the impact of energy costs on food prices and the income of producers in Delhi.

Project Description

The study entailed the analysis of potato and dairy supply chains to assess how **energy costs impact behavior** across the **supply chain** from the farmer, wholesale/logistics, processor to the retailer, and the implications of these on the food costs to consumers and incomes to producers. The study established **linkages** between energy costs and use, and the transformation of food supply chains

Expert Panel in Agriculture

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)**.



Expert Panel in Agriculture

Manoj Kumar K K

Horticulture

Agronomy

Agri-business



Experience: 20+ years

Managed 200+ organic and sustainable agriculture projects, trained 5000+ farmers, Carried out 2000+ organic and sustainable farming audits and certification across India

Manoj is currently working as a Senior Consultant with the Network of Asia and Pacific Producers (NAPP). With over 20 years of experience, he has worked with various agricultural organizations in various capacities. His core areas of expertise include training and capacity building of farmers, Agriculture value chain, product development, strategic planning and management, and Agronomy and Farm management.



Jagdish Joshi

Agronomist

Data Analysis



Experience: 5+ years

Conducted Research in ‘Genetic analysis in Desi Cotton Hybrids in relation with yield and fiber quality’

Jagdish works as the Senior Agronomist with Louis Dreyfus Company. His areas of expertise include conducting field surveys and collecting Quality data, Data Analysis, Demand-Supply estimation. He has conducted research on cotton production and area estimation in India and Pakistan. He has completed his training in “Techniques of Tissue culture” from IAR, Gandhinagar.



Innovations

Pulse

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



Conduct Internal Monitoring



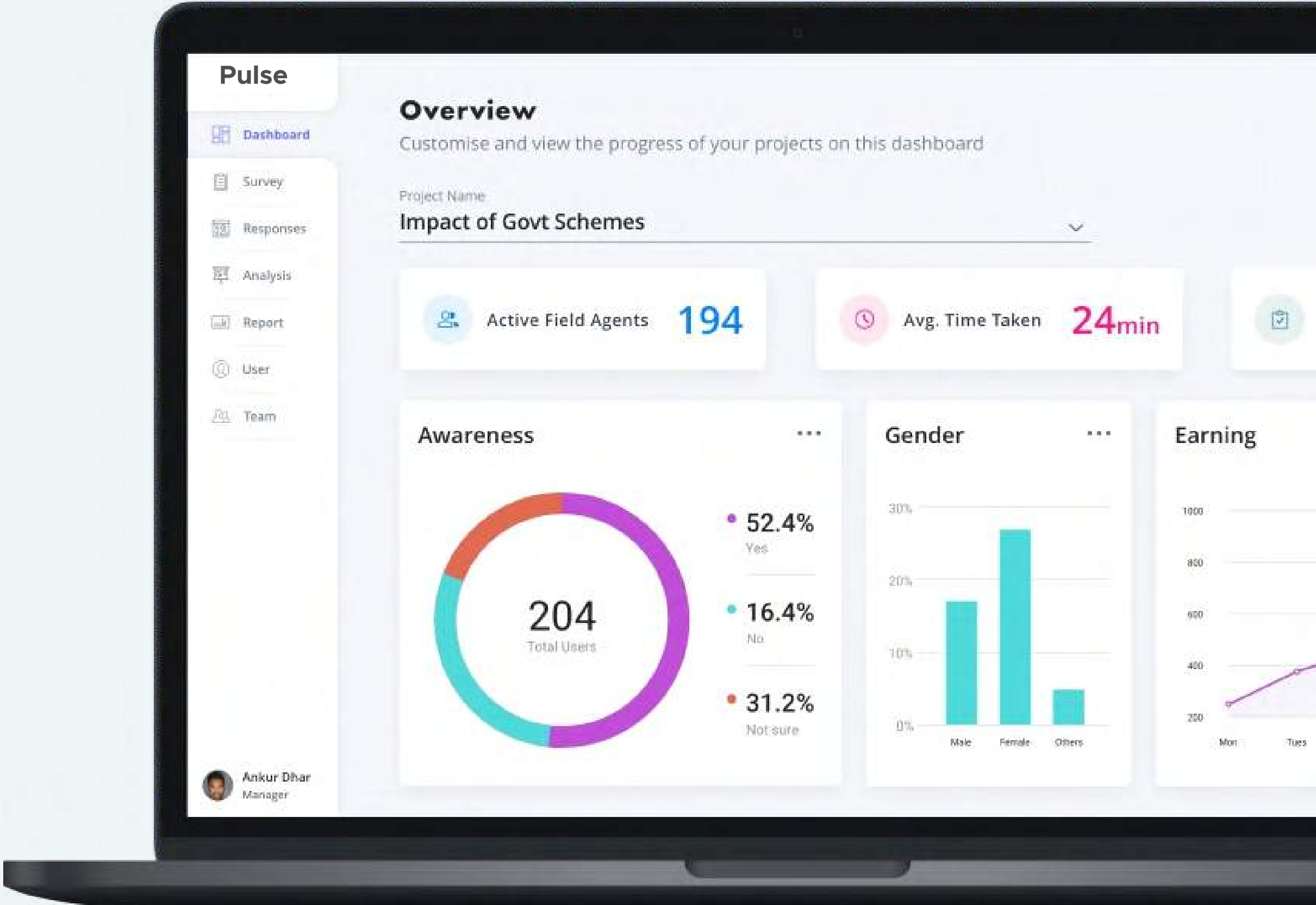
Make Activities Accountable



Evaluate Progress

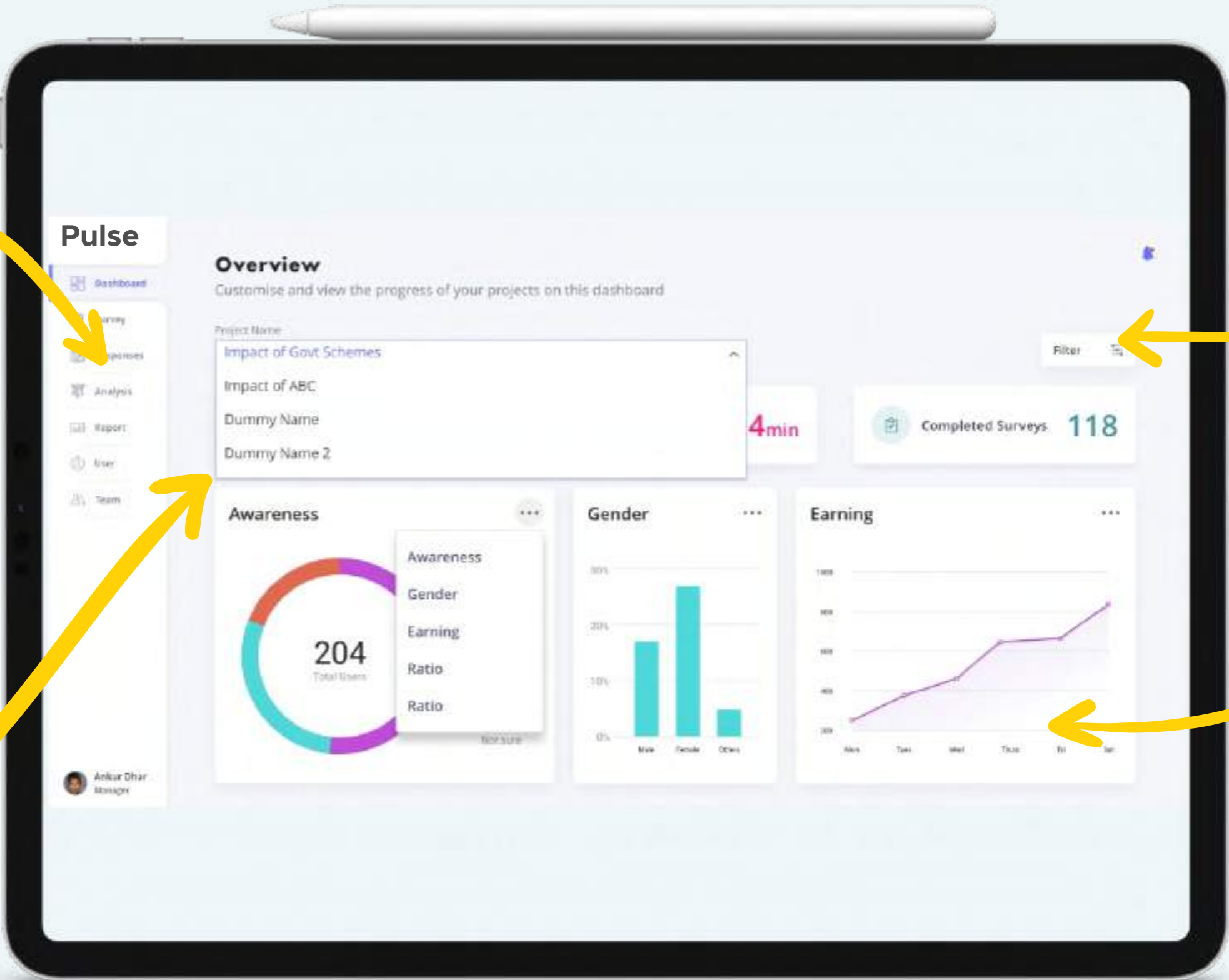


Validate Work



Product Overview

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



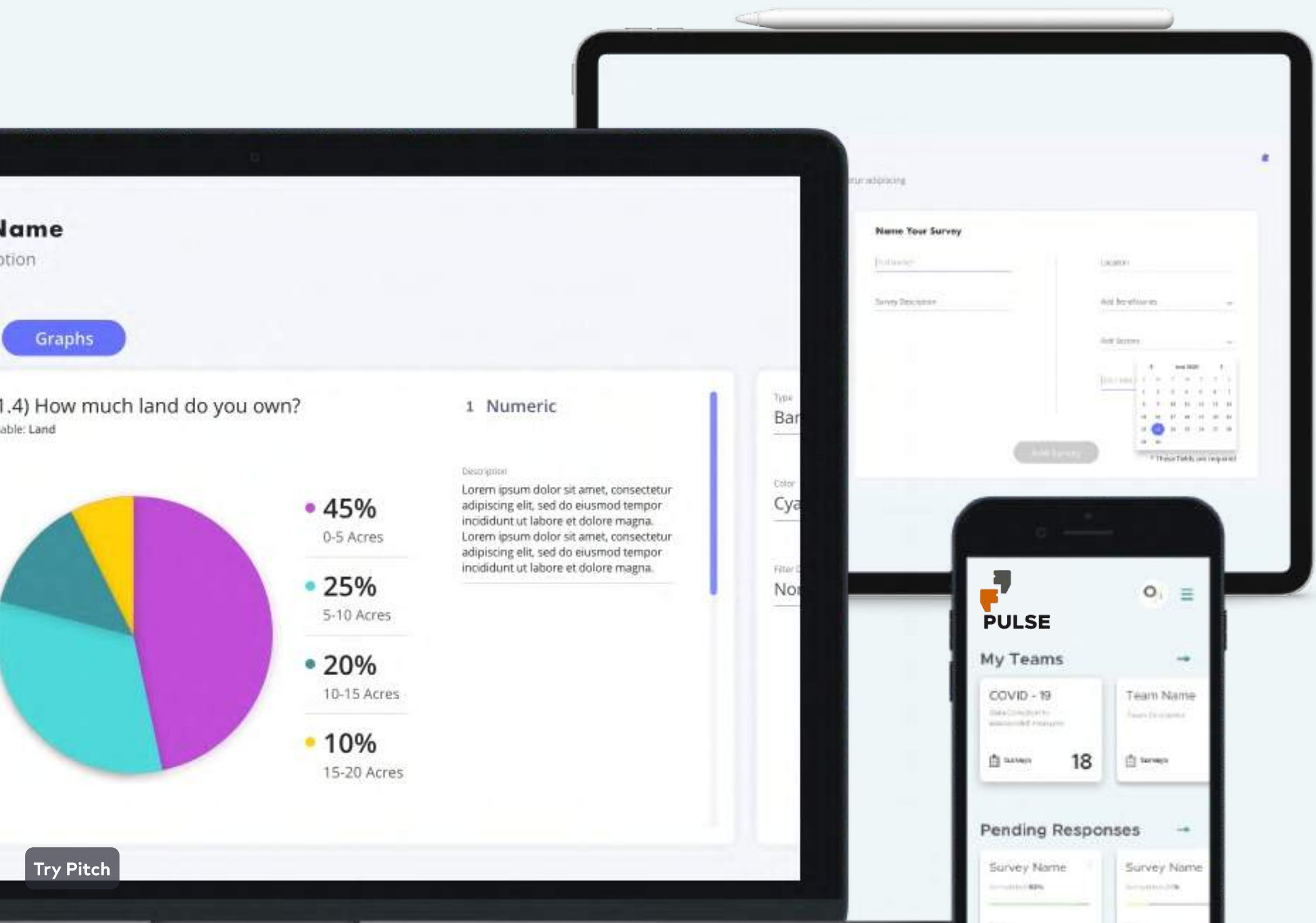
The platform will help gauge an organization's own impact and troubleshoot problem areas.

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

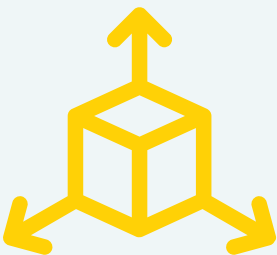
Visually track and display metrics

Monitor project status in real time

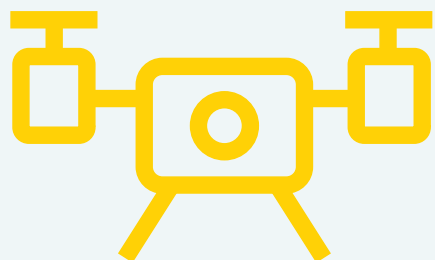
Innovations

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

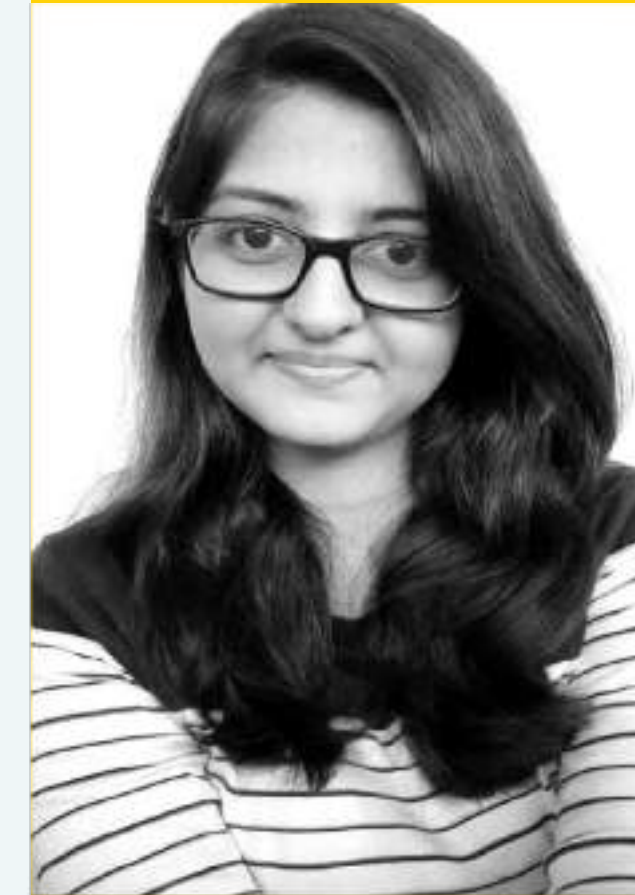
Quantitative Research |
Data Analysis | Report
writing



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

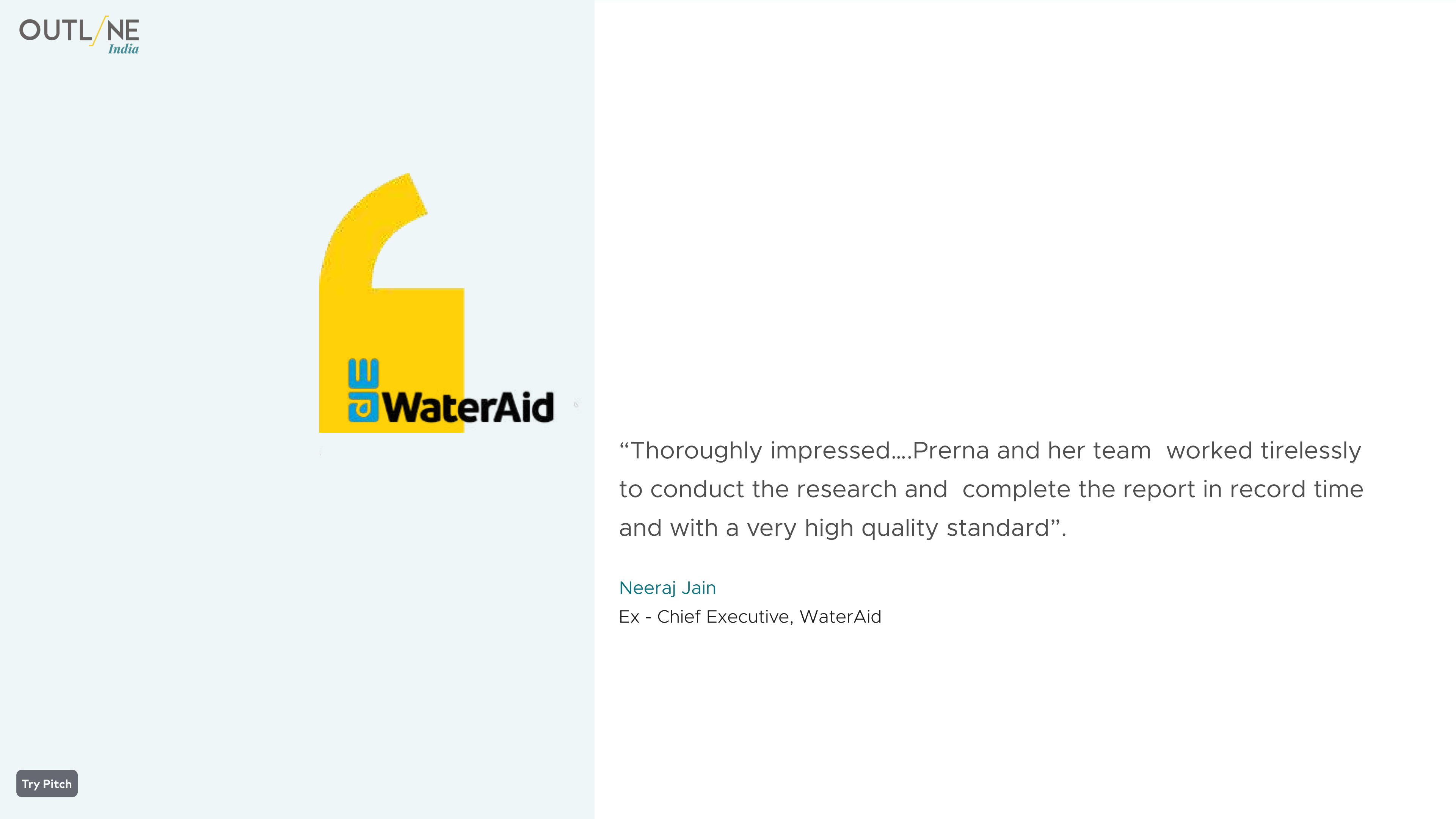
Research Associate

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

