

SOCIAL IMPACT THROUGH DATA

GENDER 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

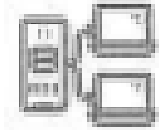
29
STATE AND
UNION TERRITORIES

65K
VILLAGES

50M
LIVES TOUCHED

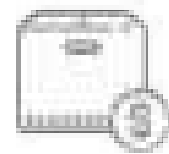


WHAT SETS US APART?



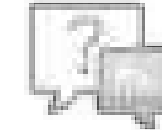
TECHNOLOGY AS AN ENABLER

- 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

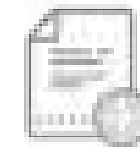
- Leverage network of field teams across the country
- A unique cost advantage of **deploying local teams**
- **Operational costs < 10%**, significantly lower than competitors'



ONE-STOP SOLUTION

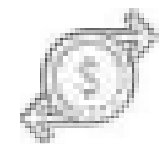
Use our services at different stages of **project life cycle**

- 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



Governments



International financial institutions



Foundations and philanthropists



Not-for-profits and think tanks



Corporate social responsibility



Academic institutes and researchers

Try Pitch



THE WORLD BANK



THE UNIVERSITY OF CHICAGO



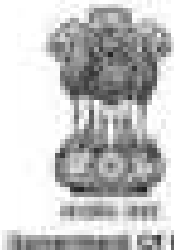
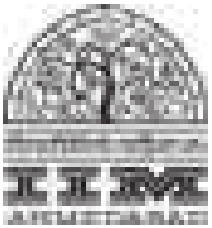
HARVARD UNIVERSITY



Save the Children



WaterAid



OXFAM



MetLife Foundation



World Health Organization



Pathfinder INTERNATIONAL



ISB



Penn

the David & Lucile Packard FOUNDATION



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





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**

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

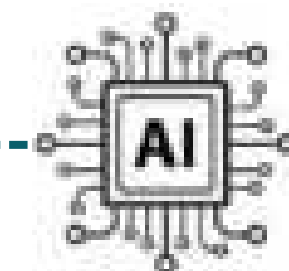
Upgrade your algorithms with our comprehensive data services



Streamline It

Productize It

Expedite It





WHAT WE DO



Quick on ground assessments (Dipsticks)



Surveys: Qualitative and Quantitative



Indicator identification



Dashboard Creation



Actionable insights from the ground



Monitoring frameworks



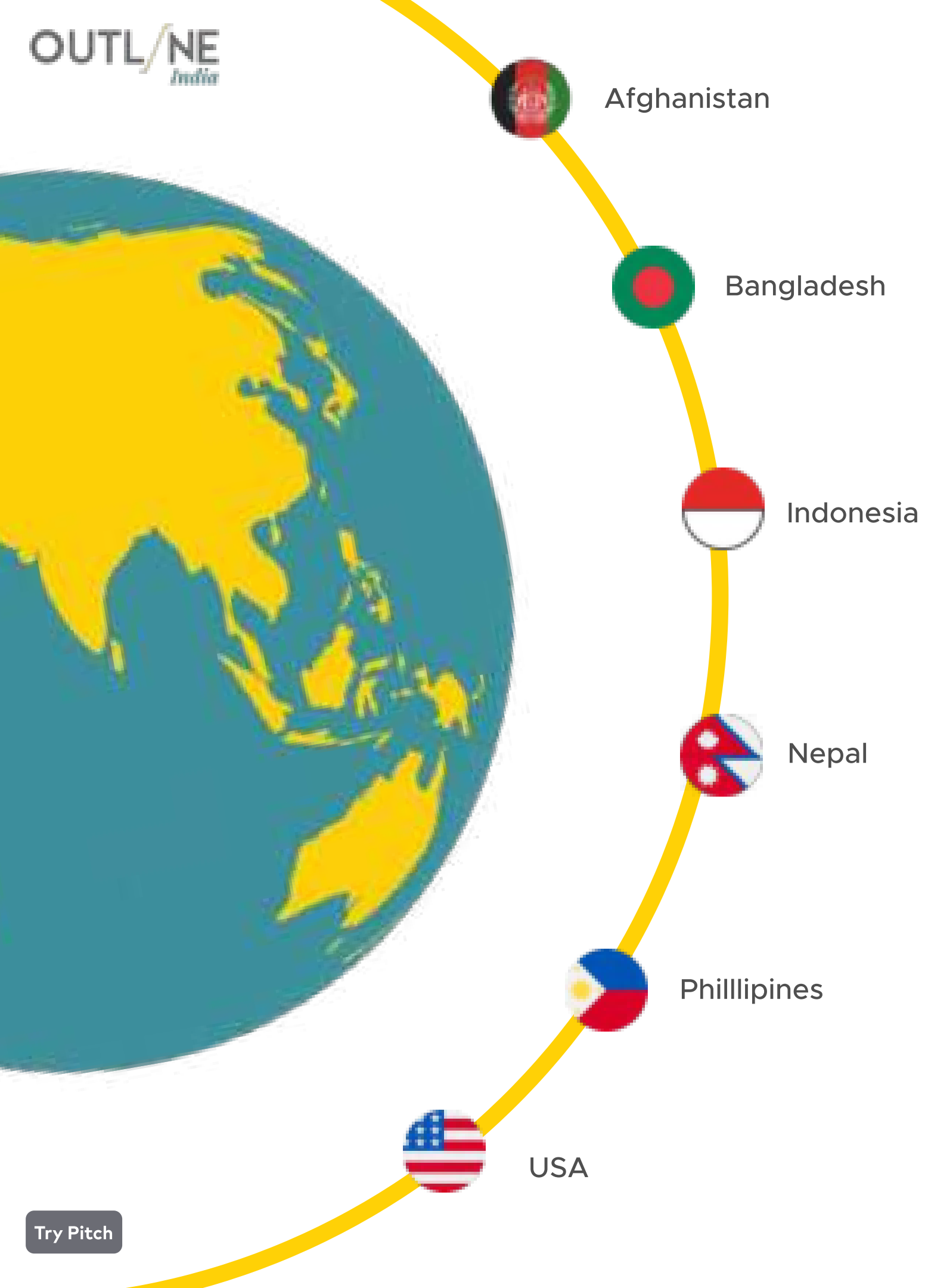
Remote data collection



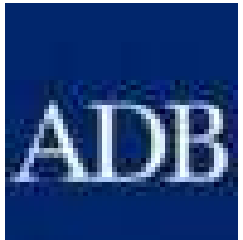
Campaign evaluations



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

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

ACCOLADES



Work in GENDER



Evaluation to gauge the accessibility of education for the girl child

Mixed-Method Research

Activity-based Testing



Location Rajasthan, Bohar



Funding Agency USAID



Client Fluent Research



Status Completed



Try Pitch



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.

Integrated use of digital connectivity and data to improve woman and child health

Impact Evaluation

-  **Location** Rajasthan and Haryana
-  **Funding Agency** Indian School of Business
-  **Client** Indian School of Business
-  **Status** Completed



Try Pitch



Project Details

Objective

Outline India collaborated with the Indian School of Business (ISB) to evaluate the impact of Karma Healthcare Telemedicine Clinics on children, adolescents, women, and its healthcare nurses in Rajasthan and Haryana.

Project Description

As ISB's research partner for the study, Outline India undertook data collection with children, adolescents, and women, to gauge their **knowledge on health issues** such as malnutrition, anaemia, UTI/RTI/STI, highlighting the **accessibility and availability of the services** across the case and control villages. We also interviewed the nurses to deepen our understanding of the **serviceability and impact** of Karma Healthcare Telemedicine Clinics.

Evaluation Of An Adolescent Sexual And Reproductive Health Program In Bihar

Community Mapping

RCT

Behavioural Change Communications

**Location** Bihar**Funding Agency** David and Lucile Packard Foundation**Client** Mathematica Policy Research**Status** Completed

Try Pitch



Project Details

Objective

The plot of the Sashakt Program targets the SRH needs of unmarried and married Mahadalit adolescents (15-19 years old) in 6 blocks across 3 districts of Bihar.

Project Description

The evaluation sought to improve knowledge and attitudes towards healthy timing and spacing of pregnancy, demand for contraceptive services for both married and unmarried adolescents, improve access to contraceptive and maternal health services among married Mahadalit adolescents and strengthen government capacity to deliver and sustain **quality SRH services and behavior change programmes for Mahadalit adolescents**. The program supported the government's rollout of the Rashtriya Kishor Swasthya Karyakram (RKSK) program by providing **technical assistance and program monitoring support** to block and district officials.

CREA's 'It's My Body' Project on Gender

Process Documentation

Qualitative Research

	Location	Uttar Pradesh and Jharkhand
	Funding Agency	Creating Resources for Empowerment in Action (CREA)
	Client	Creating Resources for Empowerment in Action (CREA)
	Status	Completed



Try Pitch



Project Details

Objective

Outline India partnered with CREA to study the implementation process of the Action Project in Uttar Pradesh and Jharkhand.

Project Description

CREA implemented a **process documentation of the ‘Action Project’** in Uttar Pradesh and Jharkhand. As CREA’s survey partner, Outline India visited 5 partner organizations across UP and Jharkhand to understand the implementation process and interview young women.


The aim was to understand the conversations these young girls have about the issues in the community and how they strategize to address the issues.

Process documentation involved interactions with girls trained under the program, trainers as well as other relevant staff of the partner organizations. This was a **qualitative exercise** aimed to develop a comprehensive report with case studies.

Beyond Safety: Understanding Open Defecation Programs through a Feminist Evaluation Approach

Feminist Analysis Secondary Research

 **Location** India

 **Funding Agency** Institute of Social Studies Trust

 **Client** Institute of Social Studies Trust

 **Status** Completed



Try Pitch



Project Details

Objective

Outline India conducted feminist analysis on the dominant discourse of women’s safety being linked to OD in sanitation programming.

Project Description

OI published an article describing how women are targeted in the current policy and programmatic environment around OD, critically engage with existing evaluations of programs on OD, and explored how a **feminist evaluation approach** can be utilized for informing better programming and evaluations. The paper critically assessed the **policy** and programmatic environment around **Open Defecation Elimination (ODE)**, particularly with regards to women, while indicating limits of predominant evaluations and measurement strategies. It also focused on evaluations of ODE programming, qualitative studies, and OI’s field experience in the space of **water and sanitation**.

Documentation of the application of design research to examine women’s SRH and create prototypes for potential interventions in Bihar

Human Centred Design

Qualitative Research



Location Bihar



Funding Agency John Snow Inc.



Client John Snow Inc.



Status Completed



Try Pitch



Project Details

Objective

Outline India collaborated with John Snow Inc. to conduct design research to understand women’s knowledge related to sexual and reproductive health.

Project Description

Outline India collaborated with John Snow Inc. for observing design research activities held in Samastipur, Bihar. This study was conducted to understand **women’s knowledge** and **potential sources of knowledge acquisition** in relation to sexual and reproductive health. During this study, different design research methods were documented.

In-depth interviews with design researchers were carried out pre and post data collection to understand the objectives and outcomes of the fieldwork being carried out.

Networks and Global Health: Experimental Evidence of Women's Social Networks, Reproductive Health, and Well-Being in Developing Countries

Impact Evaluation



Location Uttar Pradesh



Funding Agency The World Bank, Boston University and Jamia Millia Islamia University



Client The World Bank, Boston University and Jamia Millia Islamia University



Status Ongoing



THE WORLD BANK



Global Development Policy Center



Project Details

Objective

The present study aims to understand some of the issues that **women face concerning marriage, relationships in the household, health, and well-being.**

Project Description

The study aims to interact with 900 pairs of **MIL and DIL** who are co residing accross 60-80 villages of the **Jaunpur District of Uttar Pradesh**

- To understand the state of women's well-being in the areas of health, education, marriage, household roles and responsibilities, and relationships with children and other household members.
- To inform the government on how to improve the delivery of public goods and services in the community for women.
- To examine the household-level change in health, demographic, and socioeconomic condition over time.
- To assess how the position of women within households has changed during the COVID-19 pandemic.

Comparing differences in child health outcomes by religious affiliation

In Depth Interviews

Infrastructural Gaps



Location Kerala



Funding Agency International Growth Centre



Client Brandeis University



Status Completed



IGC International Growth Centre

Try Pitch



Project Details

Objective

Outline India supported a World Bank initiative to establish and administer public- private partnerships (PPPs) between the health departments of Uttar Pradesh and Karnataka and private health service providers.


Project Description

Informed by in-depth interviews in urban and rural Kerala, with low and high caste Hindu, Muslim, and Protestant households, as well as religious leaders, the study examined the **relationship between religion and the high rate of undernourishment among children**. It also sheds light on **women's autonomy** and their **control over household finances**, as well as their **preference for a male child**.


This contributed to findings of the rate of stunting and wasting in children, addressing the concern that economic growth cannot be sustained without accompanying improvements in the health sector of young children.

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.

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.

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 is also being 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.

Expert Panel in Gender

Dr. Sukriti Chauhan



- Public Health
- Advocacy
- Communications
- Human Rights

Experience: 10+ years

Former director, Global Health Strategies | INLAKS scholar - LLM
Warwick University | Ph.D JNU

As an expert on public health and human rights, Sukriti has worked with the highest offices in India, including the **Honourable President** and **Prime Minister**. She specializes in HIV/AIDS, sexual reproductive health, cervical cancer prevention, and maternal and child health. Sukriti has worked closely with state governments and CSOs in responding to the issue of trafficking in UP, Bihar, Rajasthan, and Odisha.



Deepa Das



- Girls Education
- Capacity building
- Early Childhood Care and Education

Experience: 30+ years

Consultant to UNICEF, UNFPA | Committee member and Evaluator of multiple govt. and state schemes

As a veteran educationist, Deepa has worked with the government and international organizations like **UNICEF** in implementing educational programs in some of the most remote parts of India. She's currently supporting PricewaterhouseCoopers Pvt. Ltd as a Subject Matter Expert to the **Tripura Education Project**.



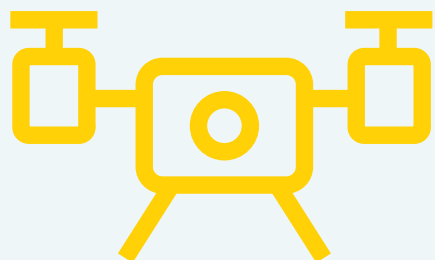
Innovations

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



Innovations

Pulse

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



Conduct Internal Monitoring



Make Activities Accountable



Evaluate Progress

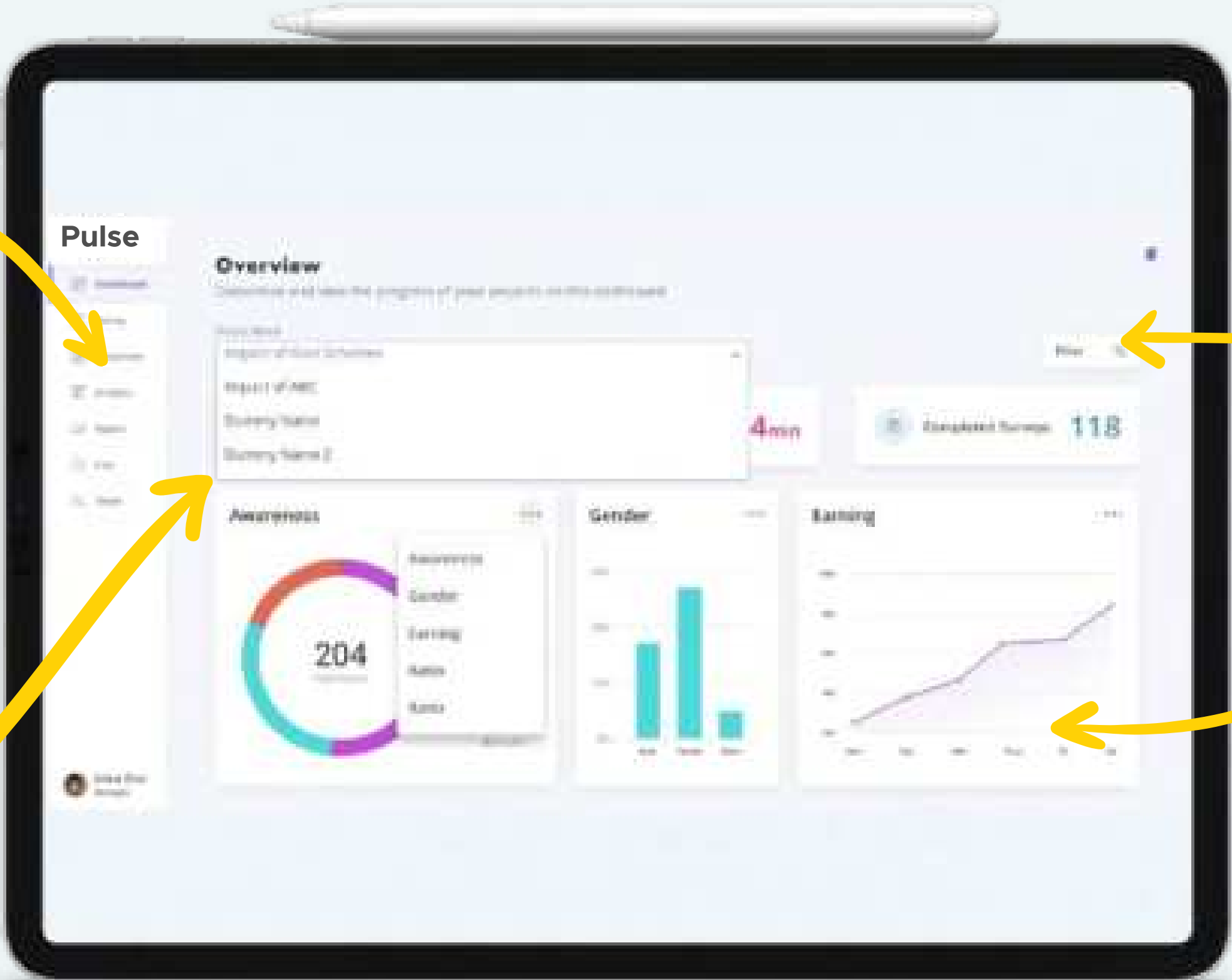


Validate Work



Product Overview

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



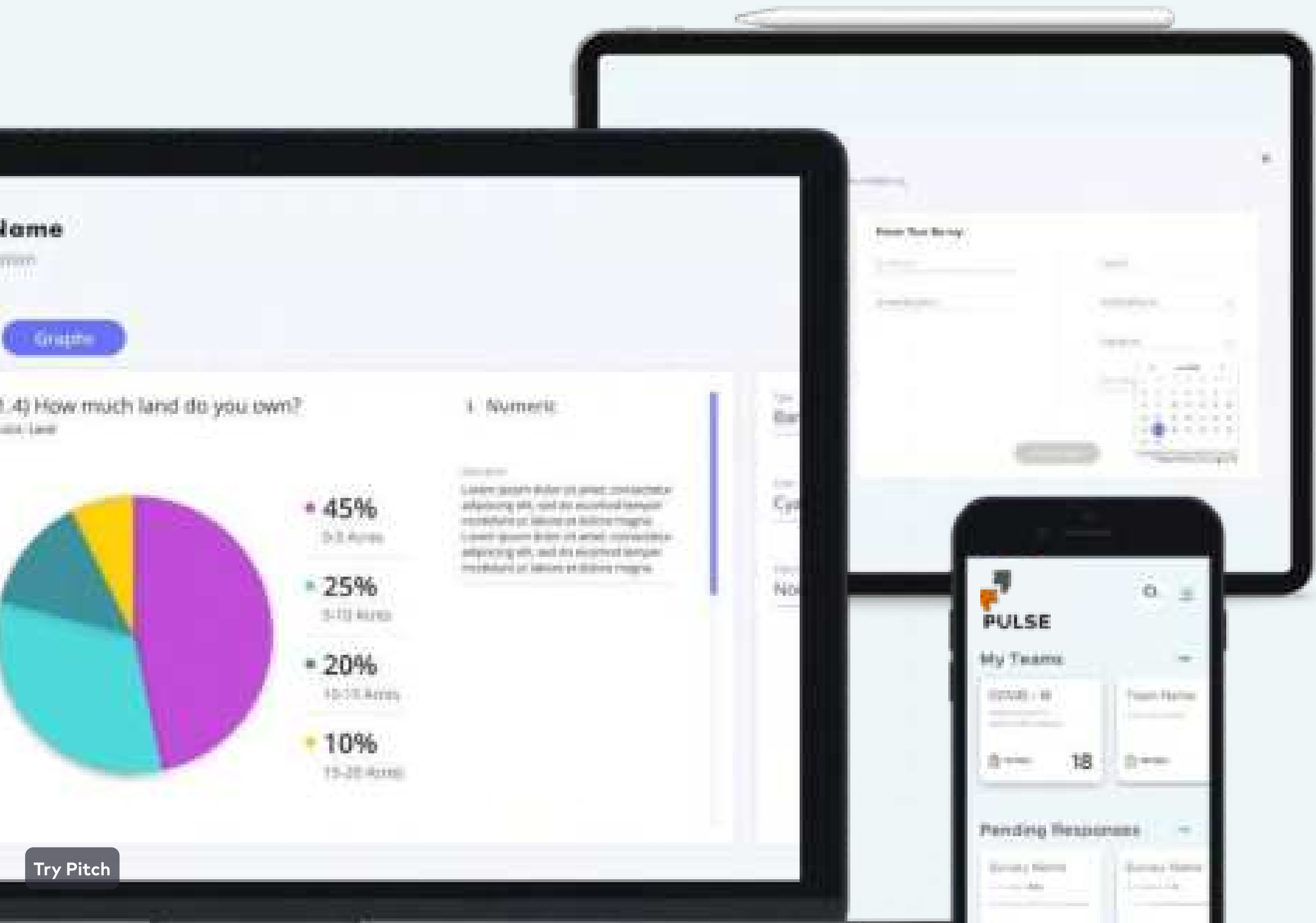
The platform will help gauge an organization's own impact and troubleshoot problem areas.

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

Our Team

Prerna Mukharya

Founder

Research | Data
Analysis



Sukanya Dutta

Associate Vice
President

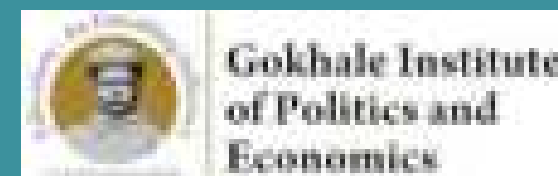
Research | Business
Development | Client
liaising



Sukriti Sharma

Sr. Project Manager

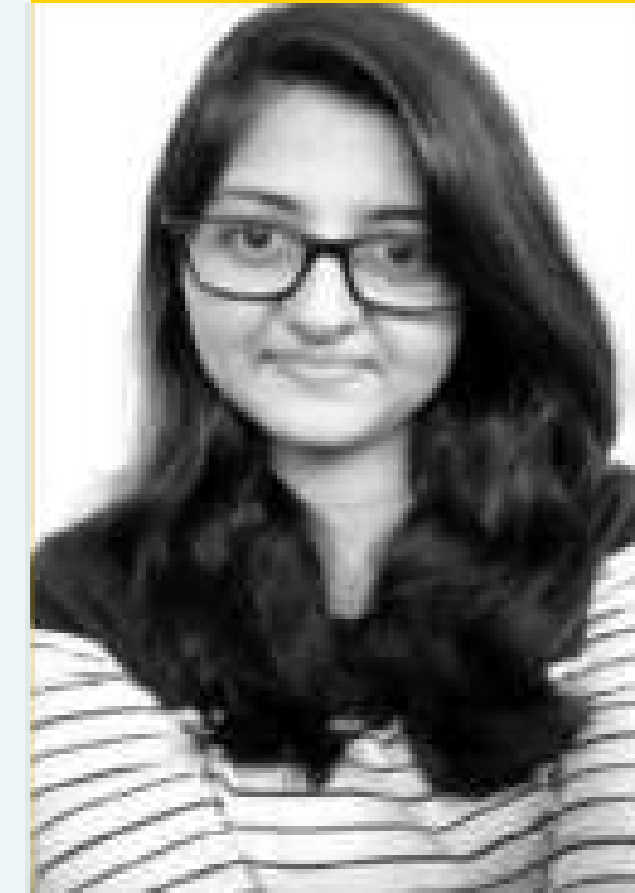
Quantitative Research |
Data Analysis | Report
writing



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

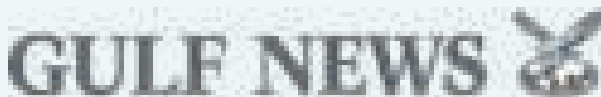


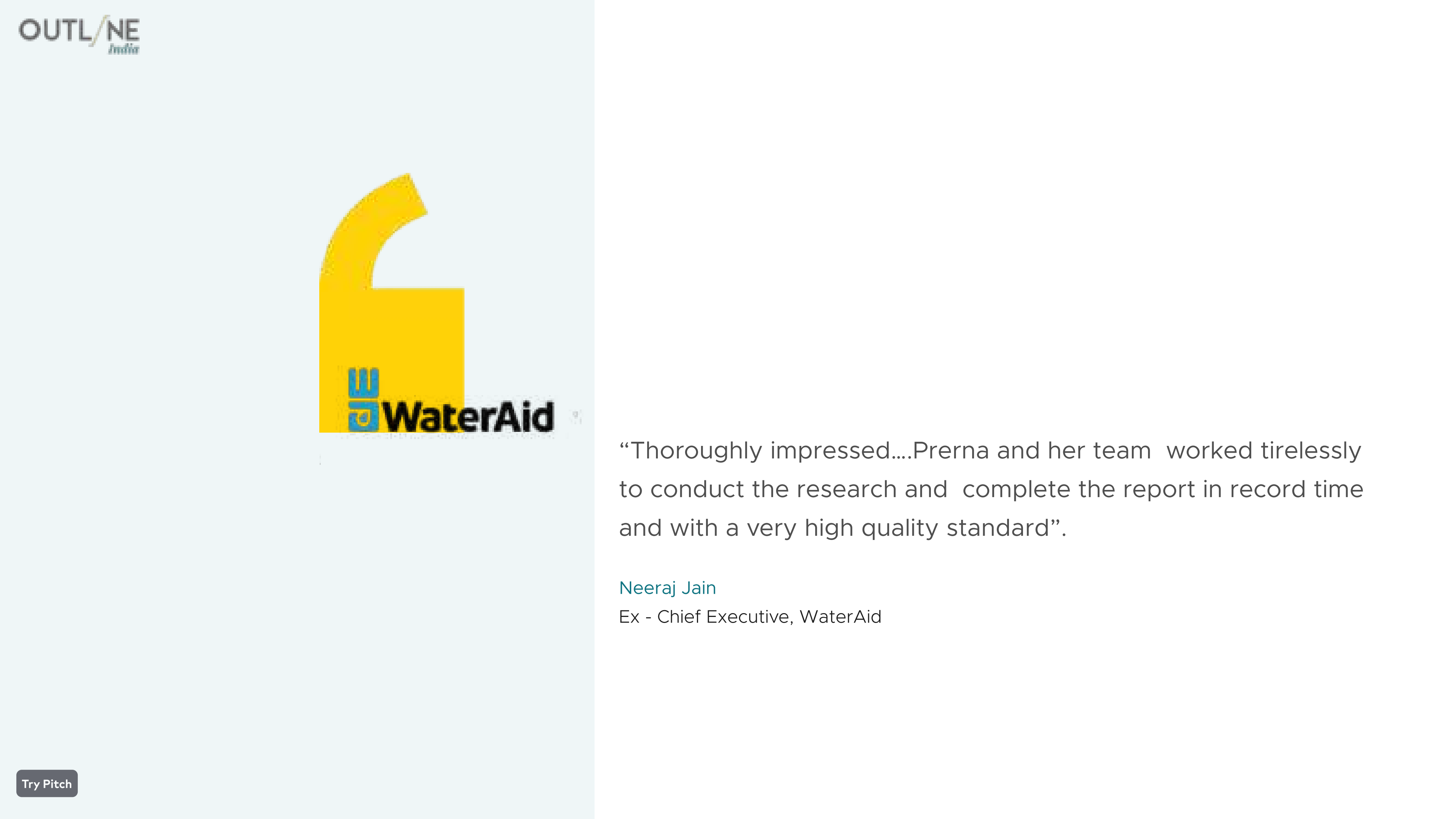
Kunal Gupta

Research Associate

Qualitative Research |
Data collection







“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**