



## UPDATA | June Newsletter 2023

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Hi Ankeshita Caleb,

Welcome to the latest edition of our newsletter, where we share updates, insights and stories from the field, highlighting the transformative work happening at Outline India.

We believe in the power of voices from marginalized communities and in this edition we are excited to share stories of grassroots initiatives and individuals whose perseverance and determination have created a lasting impact. Their stories inspire us to work harder towards building inclusive societies.

This month we also launched the pilot episode of our latest series, **Why Should I Care? | #TohHumainKya**, which stives to change the narrative of this lackadaisical phrase and make this indifference count, thus creating a safe space for more difficult conversations to take place unobstructed.

Please feel free to reach out to us with any questions, suggestions, or feedback. We value your input and strive to continuously improve our work.

O I SHORTS



**Climate** is no more an **external variable**, it is never '**experienced**' in a vacuum. The Earth's climate is changing and the global climate is projected to continue to change over this century and beyond. The magnitude of climate change beyond the next few decades will depend primarily on us.

Through this video, OI emphasizes the urgency of addressing climate change as it is important for **individuals, communities, businesses, and governments** to recognize the urgency of **climate action** and work together to mitigate the causes and adapt to the impact of climate change for a **sustainable future**.



Our latest initiative, a series called **Why Should I Care? #TohHumainKya** tries to change the narrative and make this indifference count, thus creating a safe space for more difficult conversations to take place unobstructed.

Watch our pilot episode with [Yash Agarwal, Founder of Proficy](#), delve into the realm of **policy-making** and elaborate on why it's crucial to stay informed and engaged in creating the policies that shape our world. Tune in and empower yourself with knowledge!

Watch

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ARTICLES



THE TIMES OF INDIA

Is your impact audited?

CSR

*"The **social sector** is the underdog in our **meritocracy race**. If the sector does well, the superset of people do well. It means our policies are good, and our government, philanthropists, and CSRs are on the right track. The underdog is the answer to creating a **WIN-WIN** for all."*

Read our humorous piece for **The Times Of India**, on how CSRs rush to get their **impact measured** and stay compliant, toward the end of the year. The closer they are to March, the crazier it gets (imagine getting your 2000 Rupee notes changed on September 28th!)

Read

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## CAUTIONARY TALES —



### 'Purush' vs 'Aadmi'

"Aapke ghar mein kitne **aadmi** rehte hain?"

"Aadmi?"

"Kitne **purush** rehte hain?"

She glared.

Did we make a **mistake**?

**Yes, we did!**

Read

SPEAKER  
SPOTLIGHT



DRIVEN BY DATA: CATALYZING SOCIAL CHANGE



Ten years of collecting data has made me stronger and hopefully a better person.  
My army of a team is such fighters, with so many female figures of stoic empowerment.  
They are relentless and I love them so.

This podcast with the very brilliant [Carnegie India](#) is about how exhilarating this decade has been.  
No one day on the field mission resembles the previous or mirrors the next.

It's unpredictable, it's madness, it's physically draining -the weather can get to you, the walking can get to you, but most of all it's the stories people will share with you, that will AFFECT YOU and stay with you.

I may not remember the evaluation, or the year or the client, but I remember most faces and many words people have said.

- Perna Mukharya ””

FROM THE  
FIELD —



Outline India is less of a survey firm and more about understanding the **needs and wants** of people. Field Visits provide an opportunity to immerse yourself in the actual settings where the research is taking place. Our team interacts with **local communities** and various sectors of the society to gain insights from their perspectives and **collect authentic data** for **social impact**.

**We are your eyes and ears on the ground!**

JOIN US



Be a voice for Social Impact



STATA Researchers : 4-5  
years of experience

Proposal Writer : 4-5  
years of experience

Field Manager : 4-5  
years of experience

Interested candidates can write to us on [hr@outlineindia.com](mailto:hr@outlineindia.com)





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