



27

States

4

Union Territories

250+

Evaluations

65K

Villages

6.5M+

Data Points Collected



UPDATA | April Newsletter 2024

Dear FIRSTNAME,

Welcome to the April edition of the Outline India Newsletter! This month, we're thrilled to showcase our ongoing and past projects, where we're making a tangible impact across communities of vulnerable populations.

Dive into our featured video on the **Model Code of Conduct**, exploring its significance and effect on fieldwork.

Join us in congratulating Biocon Foundation, **recipient of our April OI Data Conscious Badge** for their outstanding contributions in the sector. Gain valuable insights from **The Economist Impact report** for which we were their India partner.

Join us on this journey of empowerment, transformation and community building.

-Team OI



PROJECTS



Gujarat



Outline India, in collaboration with, **The Bridgespan Group**, carried out a research to understand the **medicine buying behavior and the preferences of those suffering from chronic illnesses**, at pharmacies. The research explored consumer and market behavior concerning awareness about generic medicines, along with a special focus on the customer experience. The study delved into understanding the multiple factors influencing customer choices and satisfaction, especially for those dealing with non-communicable diseases and chronic illnesses. The study was conducted in the Anand and Ahmedabad districts of Gujarat, where qualitative interviews were carried out with urban-dwelling consumers above the age of 45.



Rajasthan & Karnataka



Outline India is collaborating on a project with **AIR** and the study focuses on the relationship between the **medium of instruction and students' success**. It is geared around understanding how **linguistic diversity** in primary classrooms hinders or encourages students' academic growth, and the challenges faced by the schools, students, and community in pursuing multilingual teaching and learning processes.

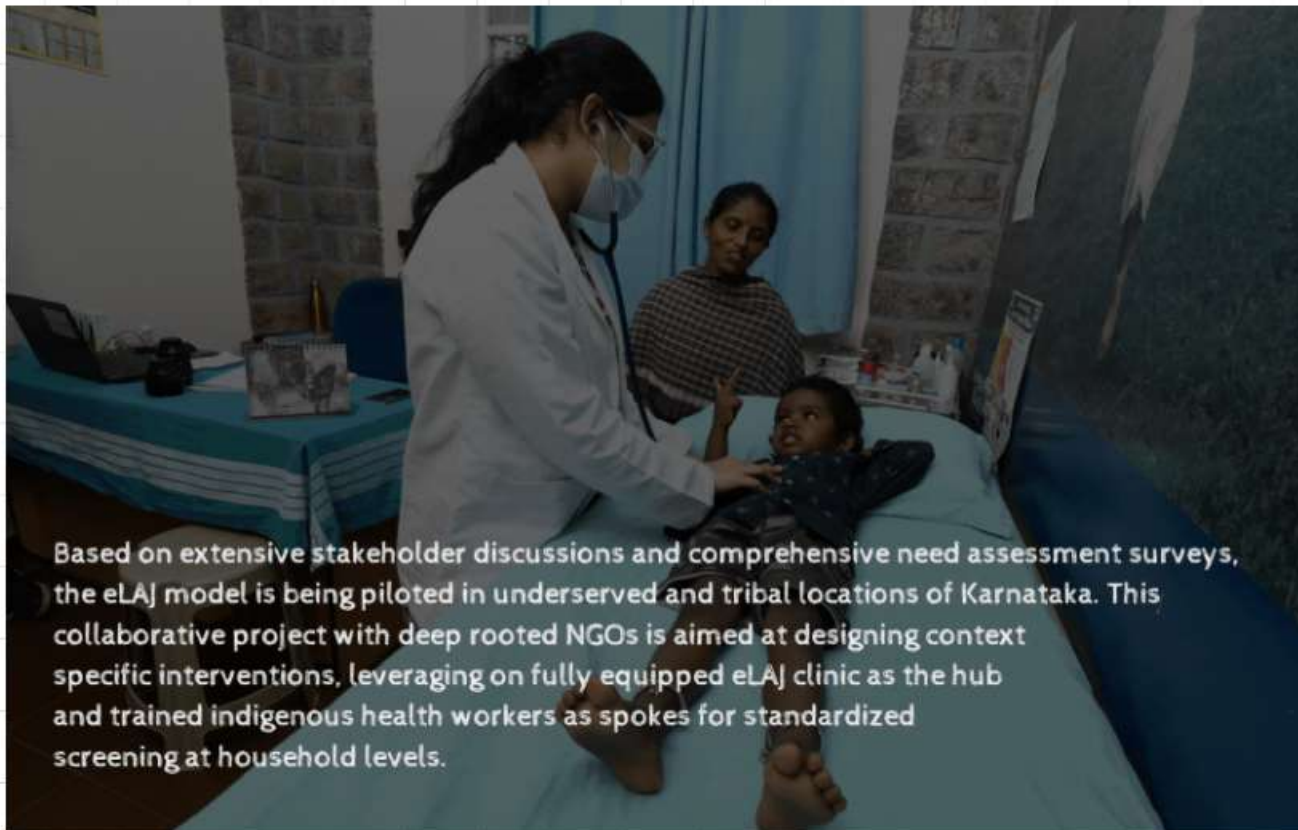
OI BADGE OF IMPACT



OI Data Conscious Badge is an initiative to spotlight and celebrate the most commendable CSR initiatives across the nation. It serves as a mark of **distinction**, highlighting organizations that prioritize **accountability and demonstrate a dedication to ethical and impactful CSR practices**.



RECEIVER OF THE MONTH



KNOW MORE

PAST
RECEIVERS



REPORTS



ECONOMIST
IMPACT

The Road to Health Inclusivity:
from policy to practice



Outline India was the India partner for The Economist Impact over a study that highlighted strides towards equitable healthcare access worldwide. The report out now - **Health Inclusivity Index** - focused on health inclusivity in 8 countries across the globe to understand the inclusivity and accessibility of healthcare facilities for vulnerable populations including women and people with disability.

Click below to read the full report.

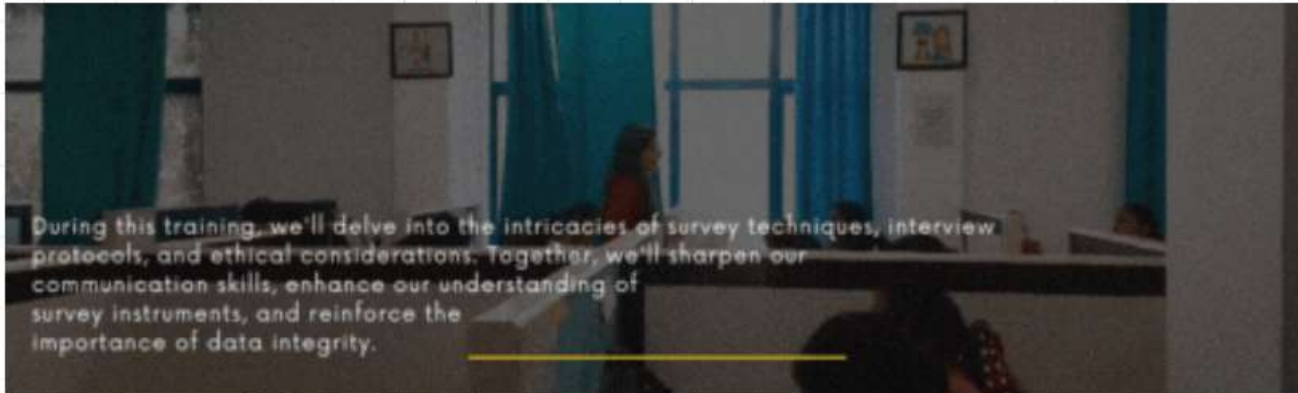


FULL REPORT

FIELD TRAINING



10 days of extensive field training in office



To execute any study, OI makes sure to conduct **comprehensive training sessions** to receive accurate and reliable surveys from the grassroots. Our team breaks down the tool and conducts mock sessions with the enumerators to equip them with ways to handle sensitive surveys and best practices for managing a difficult situation. With each study, OI training and capacity-building workshops enable them to not only perfect the 'art of taking surveys' but also instill confidence - especially among women which is wonderful to witness.

KNOW MORE



WHAT IS MODEL CODE OF CONDUCT?



With the [#LokSabhaElections](#) right around the corner, organizations working in the field have a lot to take care of - be it permission seeking, field plans, bookings and more. This becomes trickier with the **Model Code of Conduct** in effect, but what is this exactly and how does it impact field data collection?

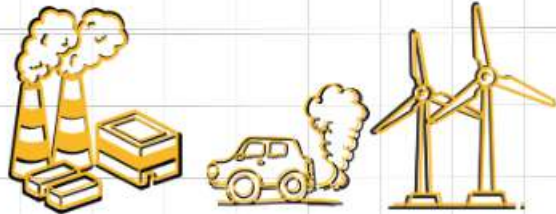
Outline India's [Shreya Sehgal](#) highlights a few things we have to keep in mind. Do listen in!

WATCH





WHAT IS LANDMARK CLIMATE JUDGEMENT?



The recent climate judgment marks a crucial turning point, urging us to act swiftly on **climate change**. Let's recognize the power of policy-making in shaping our environmental future and advocate for stronger regulations, embrace sustainable practices, and drive innovation towards a greener tomorrow.

Outline India's [Ankeshita Caleb](#) highlights a few things about the new landmark climate justice. Do listen in!

WATCH





We help our partners scale or modify their social programs based on our data-backed insights. So, going forward we thought why not delve into detail on what, why, and how we do things that impact social development programs at large? So as the first step, have been highlighting OI's capabilities in our newsletter every month - **This April we talk about Capability 02.**

OI Capability - 02

Expand Collaborative Research

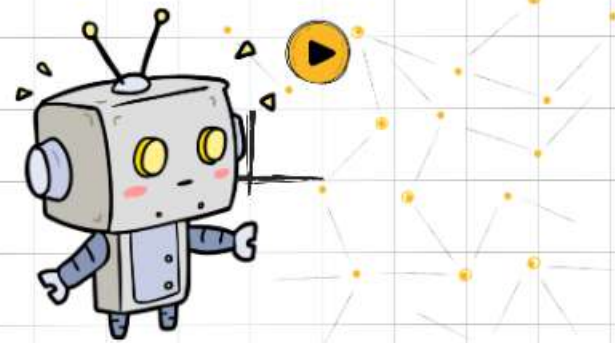
- With academic institutions, industry, and other research organizations to broaden the scope and impact of research.
- Participate in joint research projects or consortiums to tackle complex, multi-disciplinary issues.

KNOW MORE



Upgrade your algorithms with our comprehensive data services 🚀💡
Unlock the power of grassroots insights for your AI models with Outline India!

ARE YOU A TECH OR AN AI DRIVEN STARTUP ?



In 2024, as the development sector strives to make a significant impact, we stand ready to contribute significantly to businesses committed to **#buildforbharat**. Whether you're in agritech, providing solutions for resource-strapped farmers, or venturing into fintech payments solutions to onboard individuals from cash-driven economies, Outline India has you covered.

KNOW MORE



SHREYA SEHGAL

Sr. Partnerships & Communications Associate



A postgraduate from the Asian College of Journalism, she has worked with leading broadcast media, and digital news platforms, and done extensive reporting on gender, elections, and the environment.

She has extensive experience working for initiatives bridging the digital divide and health, micro-level entrepreneurship, and skill development.

A Journalist, Communications Specialist, and Entrepreneur with over five years of industry experience she has worked with civil society organizations and across healthcare tech, and venture capital clients over their PR, Communications, and Partnerships strategies.

Shreya is the go-to SOS for everyone in the office. She is obsessed with gardening, animal welfare, and everything handloom and can fight a war for a good chaat. She also enjoys reading and drinking 20 cups of coffee a day.



JOIN US 



WALK-IN DRIVE

CANDIDATES FROM DELHI- NCR ARE REQUESTED TO APPLY

- Quantitative Researcher- 3 to 4 years exp.
- Proposal writer- 3 to 4 years exp.
- Qualitative Researcher- 3 to 4 years exp.
- Project Manager- 4 to 6 years exp.

Experience in the social development sector and knowledge about M&E is a must!



**WE
ARE
HIRING**

APPLY



Interested in being highlighted in our newsletter?

Email partnerships@outlineindia.com for considerations and questions.

Checkout our **Instagram & YouTube channel** for latest updates



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