

NEWSLETTER



27
States & 4 UTs

300+
Evaluations

6.5M+
Stakeholders

80K +
Villages



Data Collection | Impact Assessment | Monitoring & Evaluation | Voice, Image & Text based surveys for AI

Hi Ankeshita Caleb,

Welcome to the June edition of the Outline India Newsletter! This month, we highlight the insightful Session 2 of our DPDP Act workshop, share our researcher's field experience, and present cautionary tales from our recent field experience. We also highlight the recipients of the OI Data Badge and feature an employee spotlight. Stay updated on our ongoing projects that drive meaningful social impact.

-Team OI

PROJECTS





The Bridgespan Group



Location : Gujarat

Understand the medicine buying behavior and the preferences of those suffering from chronic illnesses

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. During the study qualitative interviews were carried out with urban-dwelling consumers above the age of 45.

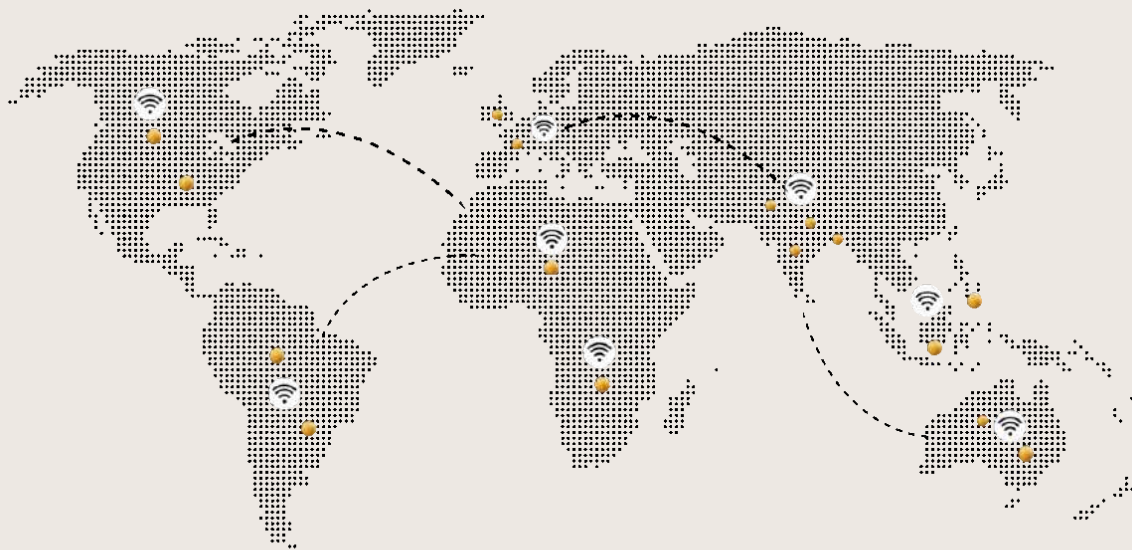


Location : Bihar, Jharkhand, Madhya Pradesh and Rajasthan

Investigating Caregiving: Roles, Responsibilities, and Evolving Aspirations

The project investigates caregiving roles within **households, exploring division of responsibilities, personal experiences, traditional gender roles, and evolving aspirations**. It examines how individuals perceive their roles as parents and caregivers for children and the elderly. Through interviews and group discussions, it captures caregivers' experiences and community-level patterns. Participants include parents aged **20-30** and **40-50** from rural and urban areas providing insights into caregiving across locations, genders, and age groups.

OUR GLOBAL PRESENCE





DPDP ACT SESSION 2

Outline India recently held a second workshop with the [PSA Legal Counselors](#) on the Digital Personal Data Protection Act, 2023. The interactive session included a Q&A, where Outline India gained valuable insights on data privacy and the importance of consent. Participants learned about compliance requirements and key considerations for protecting personal data in the digital age.

OI DATA CONSCIOUS BADGE



[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.**

DATA BADGE RECEIVERS



January 2024



February 2024



March 2024



April 2024



May 2024

CAUTIONARY TALES



Charging devices at a nearby shop

The Tech Trouble

Equipped with state-of-the-art tablets, our team arrived at a village in **Uttar Pradesh**, ready for efficient digital data collection.

However, they soon discovered a critical problem: there was **no electricity to charge the devices** in the village houses. The tablets became practically useless after the batteries were running out.

Realizing the severity of the situation, the researchers had to find a nearby shop, which was around **5 kilometers away**.....

[Read more](#)

OI SHORTS



Bhawna Verma - Researcher at Outline India

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!

Capturing Stories, Insights, and Impact from Our Latest Field Experience. Hear what our Researcher has to say about her first field visit for Data collection.

[Watch](#)

EMPLOYEE SPOTLIGHT



Swati Pandey - Associate Manager



Swati is an Associate Manager at Outline India and has been a steadfast member of the team. Her attention to detail with numbers, streamlining project execution, and being a main point of coordination between field teams, researchers, and clients have been integral to projects for the **World Bank, ADB, and WRI**.

"Swati has always been there to help guide us with the way forward and efficient execution towards project milestones. Her patience has helped many field members to better understand the nature and scope of the required groundwork." - Satish, Bihar

INTERNSHIP INSIGHTS



Preet Singh Gusai - Research Intern



Public Policy Design and Management - [Indian School of Public Policy](#)

Avantika Thyagarajan - Research Intern



Psychology and Sociology - [Brandeis University](#)

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WALK-IN DRIVE

CANDIDATES FROM DELHI- NCR ARE REQUESTED TO APPLY

- Project Manager- 3 to 7 years of experience from consulting firms (Ideal candidate should have B.tech degree from IIT)
- Sr. Partnerships and Communications Associate- 3 to 5 years of experience
- Social Media Content Creator- Fresher to 2 years of experience
- Tamil Consultant - 2 to 3 years of experience

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

Interested in being highlighted in our newsletter?

Email contact@outlineindia.com for considerations and questions..

HAPPY PRIDE MONTH



OUTLINE
India

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