

OUTLINE  
India



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

27

States

4

Union Territories

300+

Evaluations

80K+

Villages

6.5M+

Stakeholders Engaged

## UPDATA | July Newsletter 2024

Hi Ankeshita Caleb,

Welcome to the July edition of the Outline India newsletter!

This month, we share exciting updates on our recent projects, OI Shorts segment on the **rainy conditions in Delhi NCR**, OI on Field section highlights our latest fieldwork, showcasing our commitment to **ground-level research**, Our Footsteps Across India, reflecting our reach and engagement with **diverse communities**.

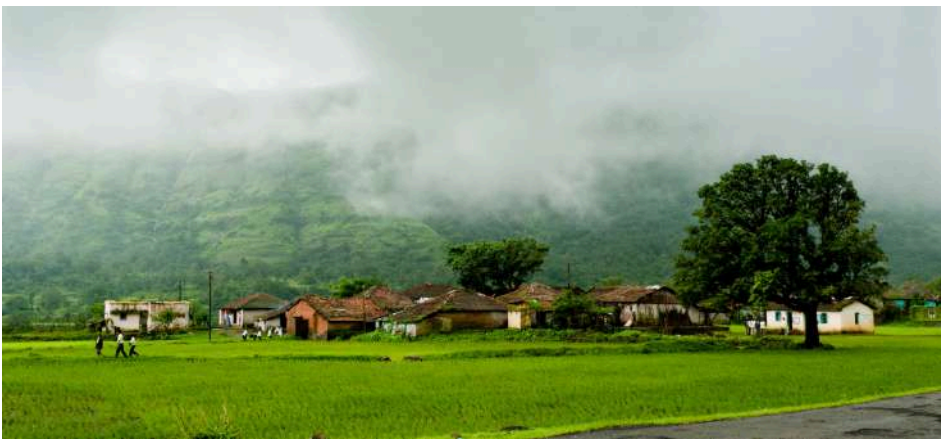
Lastly, we proudly announce the recipient of our **July OI Data Conscious Badge**.

-Team OI

### PROJECTS



# Holistic Development Study: Assessing Community Needs & Empowering Rural Development



## KP Singh Foundation

Location : Uttar Pradesh

Outline India, in collaboration with **KP Singh Foundation** – a philanthropic foundation set up by **Mr KP Singh (Chairman Emeritus of DLF Group)**, is conducting a needs assessment study in Khandera Girirajpur village, located in Gautam Buddha Nagar district, Western Uttar Pradesh. The study focuses on assessing Khandera's public and social infrastructure and will form the basis for KPSF's development plan for the village. The study will also assess **education access, healthcare facilities, gender norms, self-help groups (SHGs), livelihood opportunities, and women's safety & empowerment** within the village context. Additionally, the study aims to understand career aspirations of youth and evaluate the need of sports and recreational facilities for youth. As part of this study, an exhaustive door-to-door Quantitative survey is being conducted, along with Qualitative interviews with women, village youth, and key informants such as **village elders, ASHA/healthcare workers, and school teachers/principals**.

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



  
The Bridgespan Group

Location : 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.

# Investigating Caregiving: Roles, Responsibilities, and Evolving Aspirations



Location : Bihar, Jharkhand,  
Madhya Pradesh and  
Rajasthan

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.

## 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

HCLFoundation



## Samuday by HCLFoundation

HCLFoundation delivers the corporate social responsibility agenda of HCLTech in India through its flagship programmes and special initiatives. It is a not-for-profit organisation that strives to contribute towards national and international development goals, bringing about lasting positive impact in the lives of people, through long-term sustainable programmes.

**Samuday**, a flagship programme of HCLFoundation, is an outcome of the organisation's commitment to uplift rural India. **Established in 2015, Samuday** intends to develop a sustainable, scalable, and replicable model – a source code for economic and social development of rural areas in partnership with state governments, local communities, NGOs, knowledge institutions and allied partners. This is being done through optimal interventions across **Agriculture, Education, Health, Environment, Livelihood, and WASH (Water, Sanitation & Hygiene)** in selected villages.

[Know more](#)

## PAST RECEIVERS



## REPORTS



## Geospatial Technologies In India



Outline India served as the partner for **FICCI for Geospatial Technologies in India**. Outline India's work was conducted in rural parts of India which are either unavailable on Google Maps or lack geo-spatial details. Due to limited or unavailable data on Google Maps and connectivity issues, their work faced challenges. To address this, we **utilized drones to create geo-referenced aerial and 3D maps**. These advanced maps aided **social science**

**research and government programs.** Additionally, integrating this data into Google's database enhanced understanding of the landscape and infrastructure.

Read



Asian Development Bank and LinkedIn prepared a joint report on the **state of skills in Asia**, focusing largely on digital skills for new technology occupations. Outline India undertook a **multi-country research** across **India, Indonesia, Bangladesh, the Philippines, and the USA**. The survey assisted in gaining a better understanding of **how traditional and degree/certificate-based qualifications are being supplemented** or replaced by new online, non-degree credentials.

Click below to read the full report.

Read



Outline India conducted a systematic review of project related data and reports to **identify, analyse and synthesize impact** and **outcome of the organization**. By consolidating information and analysis of 50 project interventions undertaken by the organization from 2013-14 to 2015-16, this report **documents its overall achievements in India** and **long term impacts of interventions** in the period of 2014-16. By collating the successes and failures, replicability and sustainability, the report provides a **strong evidence base** for the organization's future programs, partnerships and advocacy, and also serves as an internal learning document.

For full report please contact us at [contact@outlineindia.com](mailto:contact@outlineindia.com)



Gather around for an eye-opening glimpse into the lives of **"Dilli ke Auto Valle"**, as you watch their stories, we witness firsthand the impact of **climate change**, the summer slump and the soaring CNG prices, leaving them to wonder, "How can we work?" and their hopes for **better governance** and attention to these issues.

So, hop on board as we traverse the bumpy roads with Dilli ke Auto Valle during the rainy season and explore from the angle of **good policy governance requirements**.

You can now subscribe to our YouTube channel







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!**

## EMPLOYEE SPOTLIGHT



### Ankita Sachdeva

Research Manager and Recruitment Lead



Ankita is a seasoned Research Manager and Recruitment Lead at Outline India, with over 8 years of experience in the social development sector. She excels in managing research projects, mentoring diverse teams, and fostering innovation. Ankita collaborates with industry partners, academic institutions, and internal departments to align research goals and maximize impact. Additionally, she leads end-to-end recruitment and HR Operations efforts for Outline India.

## OUR FOOTSTEPS



Over the past few months, Outline India has embarked on an extensive data collection journey across diverse regions of India, including **Andhra Pradesh, Madhya Pradesh, Assam, Kerala, Rajasthan, Uttar Pradesh, Maharashtra, Delhi NCR, Bihar, Gujarat, Jharkhand and Haryana**. Our dedicated field teams have worked tirelessly to gather valuable insights and data.

As we look ahead, we are excited for our next destinations in the vibrant states of Uttar Pradesh, Madhya Pradesh and more. Stay tuned as we continue to bridge the gap between information and impact in these unique and dynamic communities.



Reach out to us if you -

- 1- You have extensive experience working in the field and managing data collection exercises - **Field Manager, Project Manager, and Field Coordinator applications are welcome!**
- 2- Would like to partner with us in one or more states on the data collection facet
- 3- Speak the local language and would like to work as a project consultant
- 4- Understand how to build research designs and have a good understanding of monitoring and evaluation

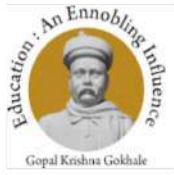
Please send your queries at - [contract@outlineindia.com](mailto:contract@outlineindia.com)

## JOIN US



This year we have hired from: \_\_\_\_\_





Gokhale Institute of  
Politics and Economics



TISS (Habitat School) Mumbai,  
TISS (Development Studies) Mumbai  
TISS Hyderabad

## WALK-IN DRIVE



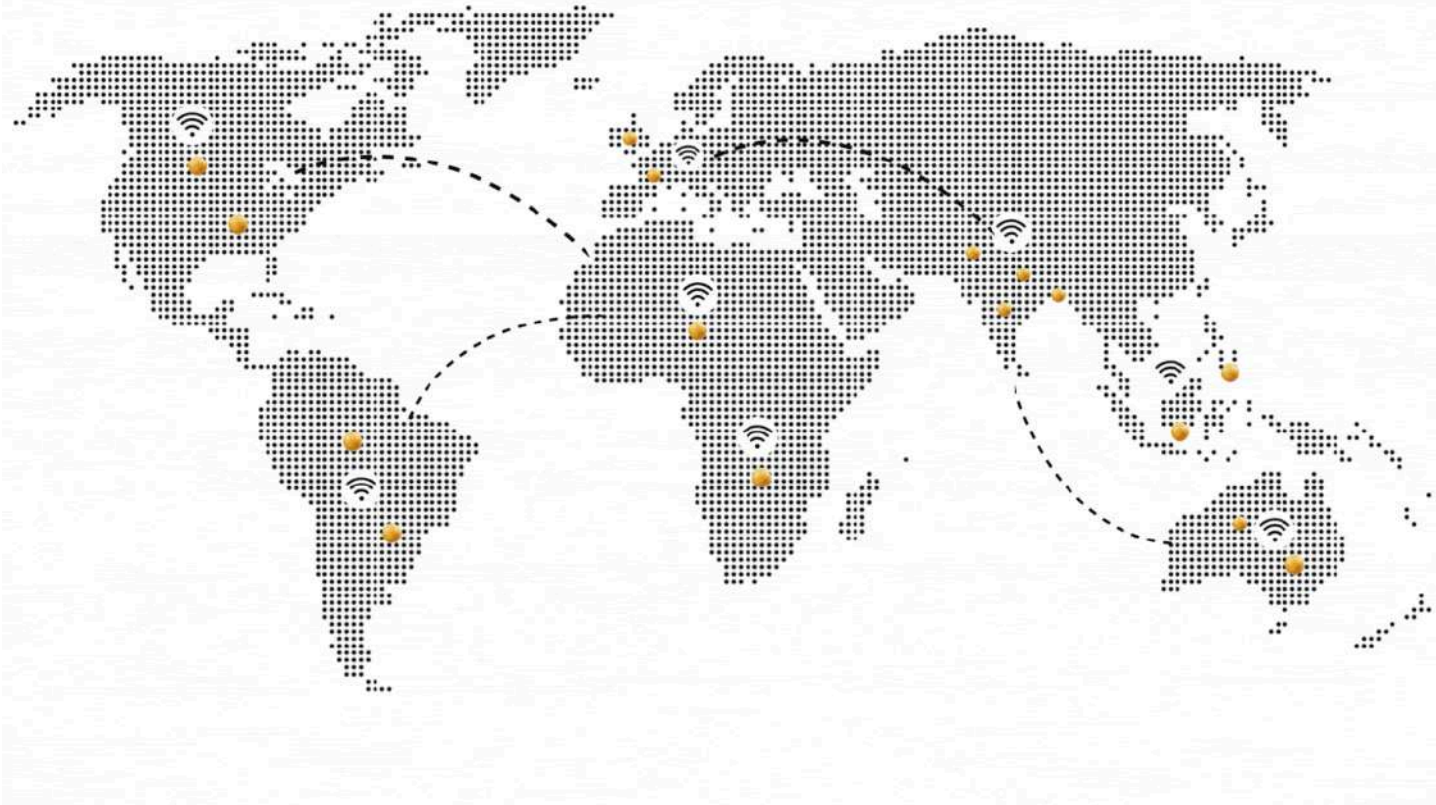
Apply

## CANDIDATES FROM DELHI- NCR ARE REQUESTED TO APPLY

- **Project Manager** Monitoring and Evaluation  
Experience: 3 - 7 years in social research sector
- **STATA Quantitative Researcher** Social Sector
  - i. Experience for Research Associate: 2 years and upwards
  - ii. Experience for Manager: 4 years and upwards
  - iii. Experience for Senior Manager: 6 years and upwards
- **Tamil Qualitative Researcher**  
Experience: Fresher - 3 years  
(Fluent in Tamil Language)

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

## Our Global Presence



Interested in being highlighted in our newsletter?

Email [partnerships@outlineindia.com](mailto:partnerships@outlineindia.com) for considerations and questions..

**OUTLINE**  
India

[4101, First floor, DLF Phase- IV, Sector 43, Gurugram, Haryana 122002](#)

This email was sent to [outreach2@outlineindia.com](mailto:outreach2@outlineindia.com)

You've received it because you've subscribed to our newsletter.

[Unsubscribe](#)

