
78th Independence Day

NEWSLETTER

27
States & 4 UTs

350+
Evaluations

6.5M+
Stakeholders

80K+
Villages



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

Hi Ankeshita Caleb,

It's been an intense summer, with the elections and rising temperatures.

That makes for survey work additionally hard. The code of conduct also puts limitations on ground level data collection work.

With a stable yet coalition government on our side, Outline prepares to head back to the field, with gusto. We are looking at Tamil Nadu, Karnataka, Telangana and Uttar Pradesh to execute field work, in the short term. We will also be back in Jharkhand and hopefully Odisha around festival time.

Four months shy of the end of 2024, it does feel as if there is much to be achieved, implemented and

figured out. We see social enterprises building AI agents to make proposal work easier or to facilitate building of survey tools. We see organizations using AI tools to analyze data, at pace, saving on brain space and time. At the other end, we are also collaborating more with impact funds and philanthropic organisations as they seek to track or grow their portfolio companies- which have *social good* at their epicentre. In a way, we are seeing a corporatization of the social sector whilst keeping the ethics of people-first at the forefront.

This is a wonderful time to be working in the policy space, the delta (Change) of our actions is visible real-time; this is real people whose lives we are able to affect and hopefully impact in a positive way.

Best,



Perna Mukharya
Founder, Outline India

PROJECTS



KP Singh Foundation

Location : Uttar Pradesh

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

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.



**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.

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.**

RECEIVER OF THE MONTH



[Know more](#)

PAST OI DATA BADGE RECEIVERS



OI SHORTS



Hardik - Researcher Intern at Outline India

Data is the R in CSR.

All CSR initiatives — regardless of scale or approach — can be bettered only through the use of good quality data and knowledge of how to use it. At Outline India, we've built an ecosystem that does the heavylifting for you, so come learn from us the importance of Data in CSR!

[Watch](#)

OI ON FIELD





Glimpse from our recent field visit in Uttar Pradesh

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!

CAUTIONARY TALES



Interacting with Women in Ghoonghat

The Beauty of a Veiled Face

The search for truth takes Outline India's researchers to places far away geographically, socially, and emotionally. This search, albeit unconventional, is rarely unconditional. In one such search for data on women's participation in ward meetings and gram panchayats in rural Rajasthan, our researchers encountered an unexpected roadblock.

Or shall I say, face-block. During interviews with the women,.....

[Read more](#)

BLOGS



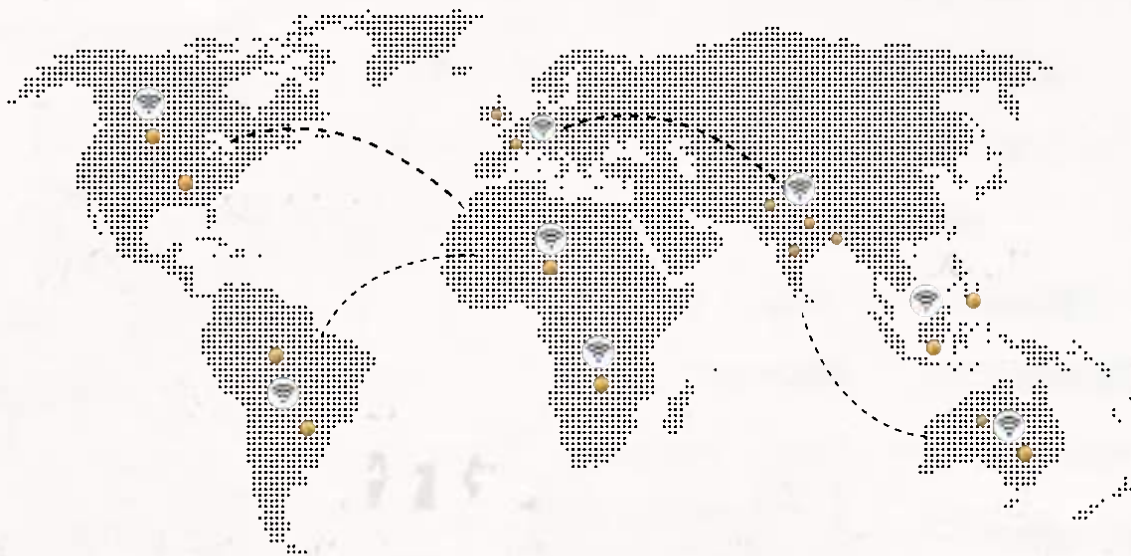
The Statistical Legacy of Independence: How India Built a Data-Driven Nation



How data shaped India's journey to growth post-independence

[Read](#)

OUR GLOBAL PRESENCE



AUGUST
2024

WE ARE
HIRING

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CANDIDATES FROM DELHI- NCR ARE REQUESTED TO APPLY

- **STATA Quantitative Resarcher**
Experience for Research Associate: 2 years and upwards
Experience for Manager: 4 years and upwards
Experience for Senior Manager: 6 years and upwards
- **Project Manager - Monitoring and Evaluation**
Experience: 3-7 years in social research sector
- **Senior HR and Operations Associate-**

Experience - 3-5 years in social research sector

- **Tamil Qualitative Researcher**

Experience - 2-5 years in Social Sector and monitoring and evaluation
Proficient in Tamil

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

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HAPPY INDEPENDENCE DAY



OUTLINE
India

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