



27 States  
&  
4 Union Territories

85K+  
Villages

10M+  
Data Sets Collected

350+  
Evaluations

## SOCIAL IMPACT THROUGH DATA



## UPDATA | October Newsletter 2024



Dear Ankeshita Caleb,

### Welcome to the November edition of our newsletter!

As the festival season draws in we are super kicked to share that we are commencing backend data collection work for AI companies that need survey, voice based data for impact purposes, one of these will be in the vernacular. If you are a tech firm and looking for a data partner, to build our panel datasets, please write to us.



We are calling in applications for OI data conscious badge. Previous awardees include Ambuja Cement Foundation, Biocon Foundation, VisionSpring, Hans Foundation, HCL Foundation and more.

We are also starting some exciting work in the fintech space and keen on building our our team unit, pls write to me at [prerna@outlineindia.com](mailto:prerna@outlineindia.com) if you are keen.

### Wishing you a very happy and prosperous Diwali!

Prerna Mukharya  
Founder, Outline India

## REPORTS



Building Climate Resilience and Prosperity:  
Six Bold Bets for Smallholder Farmers and Farm Workers



**Climate change** disproportionately impacts vulnerable communities, particularly those who have contributed the least to global emissions. In India, recurring heat waves, droughts, erratic rainfall, and floods have severely affected farmers and agricultural laborers. This report amplifies their voices, highlighting their traditional knowledge and insights, often overlooked in decision-making.

[Read More](#)

## PROJECTS



**KP Singh Foundation  
(DLF Group)**

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)**, conducted a needs assessment study in Khandera Girirajpur village,


located in Gautam Buddha Nagar district, Western Uttar Pradesh.

The study focuses on assessing the village's public infrastructure, education access, healthcare, gender norms, self-help groups(SHG), livelihood opportunities, and women's safety and empowerment. It also assesses youth career aspirations and the need for sports and recreational facilities. The research includes an exhaustive door-to-door quantitative survey and qualitative interviews with women, youth, village elders, ASHA workers, and educators. The findings will guide the KPSF's strategic development plan for the village.



  
The Bridgespan Group

 medkart  
pharmacy

 Location : Gujarat

Outline India, in collaboration with **The Bridgespan Group**, researched the medicine buying behavior of individuals with chronic illnesses at pharmacies. The study examined consumer awareness of generic medicines and focused on customer experience. It explored factors influencing choices and satisfaction for those with non-communicable diseases, conducting qualitative interviews with urban consumers over 45 in Anand and Ahmedabad, Gujarat.

BLOGS



AI-DRIVEN SURVEYS:  
HOW AUTOMATION IS  
CHANGING DATA COLLECTION

#THEFUTUREISAI

[Read More](#)



---

OI FOR AI



UPGRADE YOUR ALGORITHMS WITH OUR COMPREHENSIVE DATA SERVICES 🚀  
UNLOCK THE POWER OF GRASSROOTS INSIGHTS FOR YOUR AI MODELS WITH  
OUTLINE INDIA!

#AIFORGOOD

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.

Our expertise lies in collecting, collating, and delivering solid grassroots data that can enhance your algorithms and eliminate biases. Whether you require regular data streams or diverse datasets, Outline India is your go-to ally.

[Know More](#)

---

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.**



# THE O/I DATA CONSCIOUS RECEIVER



BY



[Know More](#)

## PAST RECEIVERS



## CAUTIONARY TALES



Outline India's research team was tasked with assessing the economic impact of government schemes in a farming community in Bihar. The research was meticulously planned, and the team was prepared to visit multiple villages

over a 10-day period to interview farmers.

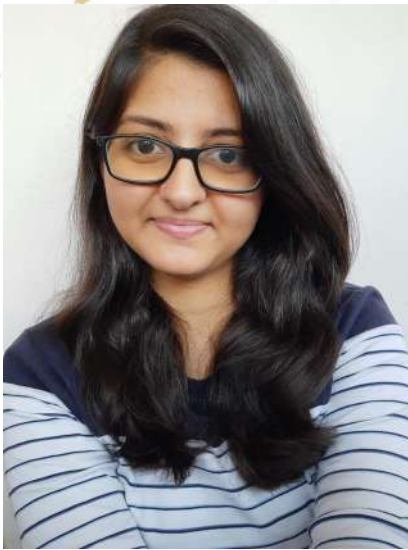
Read More

## EMPLOYEE SPOTLIGHT



### 🎉 Celebrating 4 Years at Outline India 🎉

#### 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*

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](#)