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UPDATA

OUTLINE
India

February 2025

NEWSLETTER

“ In God we trust, but everyone else must bring data. ”

— N. R. Narayana Murthy
(Co-founder of Infosys)

27
States & 4 UTs

560+
Evaluations

10M+
Stakeholders

90K +
Villages



Hi Ankeshita Caleb,

Welcome to Outline India's February 2025 Newsletter!

In this version of the newsletter, we take the opportunity to highlight the work done with academics, PIs across some universities in India and across the globe.

We are also excited to share our recent collaboration with **Ariadne Labs at Harvard T.H. Chan School of Public Health**. Our qualitative research on the **Manyata program**, which focuses on quality improvement in private maternity facilities in India, has been published in **BMJ!**

Outline was set up with the intention of trying to solve the first mile problem in the development sector- to be the ears and eyes on the ground for anyone looking to create impact, social value or launch/scale social interventions. Let's dive in!



-Team OI



WORK IN ACADEMICS



Networks and Global Health: Women's Social Networks, Reproductive Health, and Well-being in Developing Countries

Clients



Uttar Pradesh

PIs

Prof. S Anukriti - World Bank

Prof. Catalina Herrera - Illinois

Prof. Mahesh Karra - Boston University

Prof. Dr. Praveen Kumar - Jamia Milia Islamia

Project Details

Outline India is collaborating on a study with **The World Bank, Boston University, and Jamia Millia Islamia University** to understand issues that **women** face concerning marriage, relationships in the **household, health, and well being**. The study aims to interact with 900 pairs of **Mothers-in-Law and Daughters-in-Law** who are co-residing across 60-80 villages of the **Jaunpur District of Uttar Pradesh**

The study aims to:

- Understand the state of women’s well-being in the areas of **health, education, marriage, household roles and responsibilities, and relationships** with children and other household members.
- Inform the government on how to improve the delivery of public goods and services in the community for women.
- Examine the household-level change in health, demographic, and socioeconomic condition over time.
- Assess how the position of women within households has changed during the COVID-19 pandemic.

Countering Misinformation in India through Prebunking

Clients

PIs

Link



University of Cambridge -
Prof. Sander van der Linden
Prof. Jon Roozenbeek
Trisha Harjani
Sushmeena Parihar

<https://lnkd.in/gRPf2gg2>

Project Details

We did a super fun field experiment for the Cambridge University social design Lab for Prof [Sander van der Linden](#) on the spread of fake news and misinformation. For example- how likely am I to share a video that says- the world will end tomorrow?

The survey included showing youtube videos that indulged in different influencing techniques such as- spoofing, manipulation and scapegoating to figure whether people can distinguish false / true statements. This research is based on what we call "technique based inoculation" i.e. can my brain spot tricks that maybe used by others to mislead me.

By learning about these tricks, am I less likely to fall for them? Such methods are often used by scammers or advertisers in marketing for instance.

Leveraging Social Media for COVID-19 Crisis Response in India

Clients



PIs

Prof. Probal Mojumder - IIM-U
Prof. Samadrita Bhattacharyya - IIM-U

Project Details

Outline India undertook this study to understand whether SOS tweets successfully captured the attention of authorities and volunteers, enabling tangible offline access to critical healthcare resources during India's second wave of COVID-19.

This project examined Twitter's role during India's second wave of COVID-19 (April–August 2021), where SOS tweets were used to mobilize resources amidst an overwhelmed healthcare system. Outline India conducted

telephonic surveys with 1,549 individuals in English and Hindi to assess whether these tweets translated into tangible offline help. The findings provide insights for policymakers on leveraging social media in future crises.

Traditional Institutions in Modern Times: Dowries as Pensions When Sons Migrate

Clients



Delhi-NCR, Haryana

PIs

Prof. Corinne Low - Wharton University
 Prof. Alessandra Voena - Stanford University
 Prof. Natalie Bau - UCLA

Link

<https://lnkd.in/gFtZ9ZKT>

Project Details

Outline India undertook this study to understand the relationship between education and marriage investments amongst urban males.

For this study Outline India was involved in **descriptive data collection** on education and dowry trends across 5 different educational groups among male, married migrants. The intent was to do an attitudinal and behavioural analysis of the respondents towards **wedding investments based on the investment in their education**.

Additionally, the study also aimed to gauge property rights associated with the gifts exchanged during a marriage.

As the data collection partner, Outline India was responsible for developing the survey tool along with the client, piloting the survey tool, coding and translating the tools, recruiting and training field workers, data collection, data cleaning and management.

Work environment, job satisfaction and motivation of community health workers (ASHAs)

Clients

PIs



Prof. Sarang Deo - ISB
 Prof. Leena Kinger Hans - ISB

Project Details

Outline India undertook this study to understand the **work environment, job satisfaction and motivation of community health workers in Bihar, India.**

The objective of this exploratory survey-based study was to identify the specific characteristics of the task and work environment (e.g. job complexity, performance feedback, supervisor support) that are correlated with job satisfaction and motivation of ASHAs.

The survey was conducted with 200 ASHAs in the Samastipur district of Bihar and the survey tools were also pre-tested with a sample of 30 ASHAs.

Study Of Risk Behaviour Assessment With Elected Gram Panchayat Representatives In West Bengal

Clients



 West Bengal

PIs

Prof. Ananish Chaudhuri -
 University of Auckland
 Prof. Vegard Iversen - Greenwich
 University
 Prof. Pushkar Maitra - Monash
 University
 Prof. Francesca Refsum
 Jensenius - University of Oslo

Link

<https://bit.ly/3CZ8ALZ>

Project Details

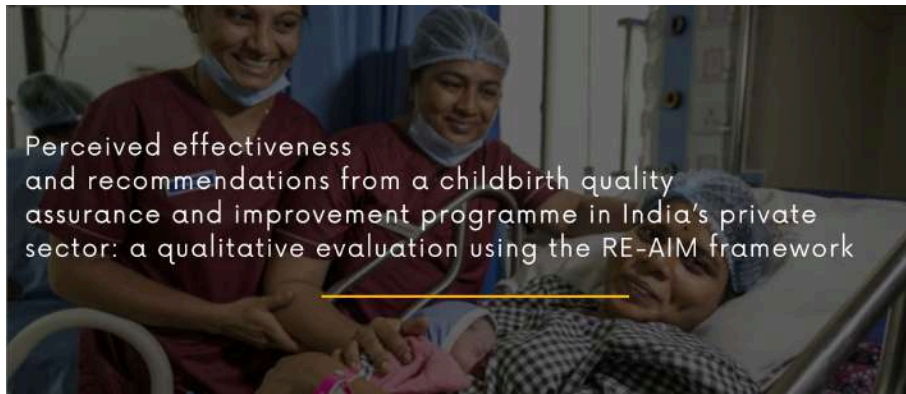
Outline India conducted a study in collaboration with professors from the University of Auckland, Monash University, Greenwich University and University of Oslo. wherein the goal was to understand who decides to enter political office and what the differences are in terms of individual qualities between those who enter politics and ordinary citizens.

As the partner for data collection, Outline India conducted in-depth interviews with elected representatives across 30 Gram Panchayats in the district of North 24 Parganas in West Bengal. The study helped in understanding the role of local elected representatives in the process of development in India.

7.



REPORTS



Perceived effectiveness and recommendations from a childbirth quality assurance and improvement programme in India's private sector: a qualitative evaluation using the RE-AIM framework



We partnered with the [Ariadne Labs](#) at [Harvard T.H. Chan School of Public Health](#) last year and the research paper is out!

This qualitative evaluation of the Manyata program-focused on quality improvement program for private maternity facilities in India, found that facilities were motivated to join due to FOGSI's credible leadership and desire for staff training, with participants valuing the program for improving clinical competency and standardising care processes.

We did our qual research work, coding on Nvivo and had the chance to work alongside some wonderful PIs at Harvard- [Lauren Spigel, MPH](#) [Lauren Bobanski](#) and [Megan Marx Delaney](#).

The paper is here: <https://lnkd.in/gWMFIFM8>

7.



CONFERENCE



eTrade for Women Masterclass: Unplugged with Entrepreneurs, hosted by UNCTAD



As part of our ongoing efforts to drive meaningful impact, our founder, Perna Mukharya, represented Outline India at Day 3 of the #eTradeForWomen Masterclass. The session focused on strategy and leadership, featuring insights from Perna Mukharya (Founder, Outline India), Perna Bhatiya (COO, Even Cargo), and Dr. Shuchin Bajaj (Founder & Director, Ujala Cygnus) on growth strategies, resilience, and navigating market challenges. A leadership session by Aditi Prasad (Founder, Human Design with Love) inspired women digital entrepreneurs to pursue impactful roles. Supported by the Australian Department of Foreign Affairs and Trade, the Masterclass highlights our commitment to entrepreneurship, innovation, and women’s empowerment globally.

Driving Development: Insights from ISI Delhi’s 19th Annual Conference



The Outline India team had the privilege of visiting the 19th Annual Conference on Economic Growth and Development at ISI, New Delhi. The event brought together researchers from across the globe, with over 100 papers presented and insightful discussions held on topics ranging from education and health to political economy and gender equality.

We were especially inspired by talks from renowned speakers like Robin Burgess, Karthik Muralidharan, and Raghuram Rajan, who shared valuable insights on India’s development challenges and opportunities.

7.



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.**

Know more

RECEIVER OF THE MONTH



Know more

PAST RECEIVERS



Reward your CSR initiatives with the OI Data Conscious Badge, recognizing your commitment to ethical data collection and privacy in the social impact space. Write to us at partnerships@outlineindia.com



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

7.



WE'RE HIRING!

WALK-IN DRIVE

M&E - 10-12 yrs in primary research

Sr. Quantitative Researcher - 8-10 yrs in primary research

Assistant Manager - Partnerships - 5 - 6 years of experience

Business Development Manager - 6-8 yrs in social dev sector

Project Manager - 4-7 yrs in primary research social dev sector

CANDIDATES FROM DELHI- NCR ARE REQUESTED TO APPLY

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

Apply

7.



Our Global Presence



Interested in being highlighted in our newsletter?

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



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