



27

States

4

Union Territories

250+

Evaluations

65K

Villages

6.5M+

Data Points Collected

Dear Ankeshita,

Welcome to the March edition of [Outline India's](#) Newsletter!

This time around we feature our dynamic presence at the **EvalFest 2024**, talk about the ongoing progress in the field, updates on training & capacity-building workshops with the enumerators, and share the recipient of this month's **OI Data Conscious Badge**.

Join us on this journey of empowerment and transformation!

Team OI

PROJECTS





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.



Outline India is undertaking a study to comprehend the **well-being of women in the Jaunpur district of Uttar Pradesh**. The study encompasses various aspects, including health, education, marriage, household roles, responsibilities, and relationships, and aims to engage with **around 4000 pairs of co-residing Mothers-in-Law and Daughters-in-Law** across **60-80 villages**. The primary objective is to offer valuable insights to the government for improving the provision of public goods and services for women within the community.

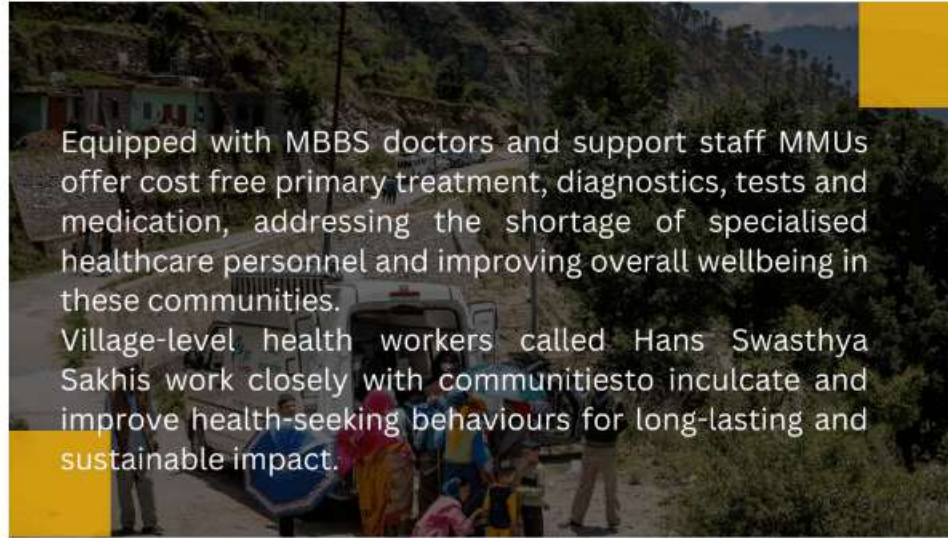
OI BADGE OF IMPACT



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.**

THE  DATA CONSCIOUS
RECEIVER OF THE MONTH





Equipped with MBBS doctors and support staff MMUs offer cost free primary treatment, diagnostics, tests and medication, addressing the shortage of specialised healthcare personnel and improving overall wellbeing in these communities. Village-level health workers called Hans Swasthya Sakhis work closely with communities to inculcate and improve health-seeking behaviours for long-lasting and sustainable impact.

[Know more](#)

PAST
RECEIVERS



REPORTS

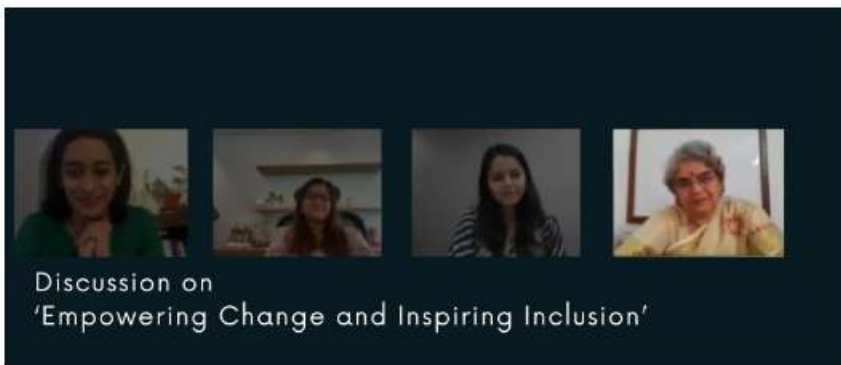


Outline India was the India partner for The Economist Impact over a study that highlighted strides towards equitable healthcare access worldwide. The report out now - [Health Inclusivity Index](#) - focused on health inclusivity in 8 countries across the globe to understand the inclusivity and accessibility of healthcare facilities for vulnerable populations including women and people with disability.

Click below to read the full report.

[Full Report](#)

WOMEN'S TRIUMPH: CELEBRATING
ACHIEVEMENTS



**SPRINGER
NATURE**

Embracing inclusivity through exciting and inspiring activities with Springer Nature! ✨

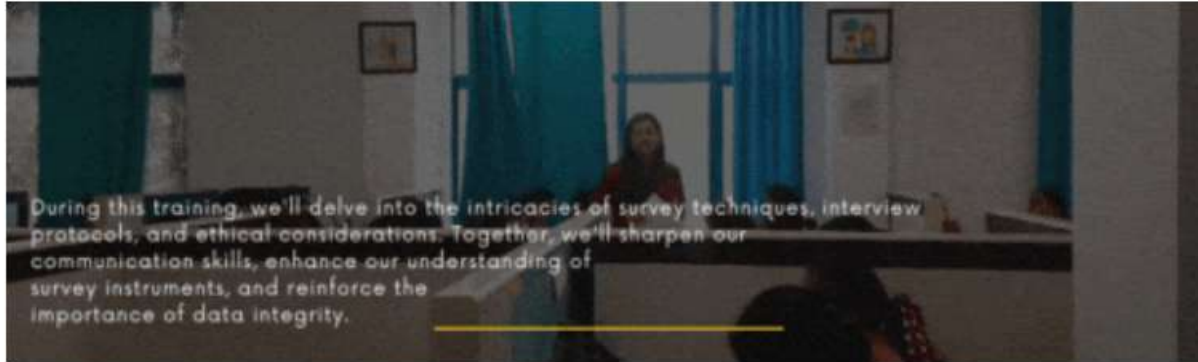
This **#InternationalWomensDay** was truly remarkable since Outline India joined a very interesting and inspiring panel to talk about the remarkable contributions of women across various fields with Springer Nature. The discussion delved into successful initiatives, policy changes, and collaborative efforts that empower women to become catalysts for positive change in their communities..

[Know more](#)

FIELD TRAINING



10 days of extensive field training in office



To execute any study, OI makes sure to conduct **comprehensive training sessions** to receive accurate and reliable surveys from the grassroots. Our team breaks down the tool and conducts mock sessions with the enumerators to equip them with ways to handle sensitive surveys and best practices for managing a difficult situation. With each study, OI training and capacity-building workshops enable them to not only perfect the 'art of taking surveys' but also instill confidence - especially among women which is wonderful to witness.

[Know more](#)

OI ON FIELD



We help our partners scale or modify their social programs based on our data-backed insights. So, going forward we thought why not delve into detail on what, why, and how we do things that impact social development programs at large? As the first step, we will be highlighting OI's capabilities in our newsletter every month - this march we talk about Village Level Mapping.

OI Capability - 01

Village level mapping - helps us to better understand distances, cluster divides, landmarks (**temples, govt offices, community centers**), to ensure no lane/area or community is missed. Be it require a household listing exercise. This means that we must visit each household, speak to everyone, and get basic demographic details in or engaging with the community people using participatory techniques like focus group discussions.

Know more

THE ECOI EVENT



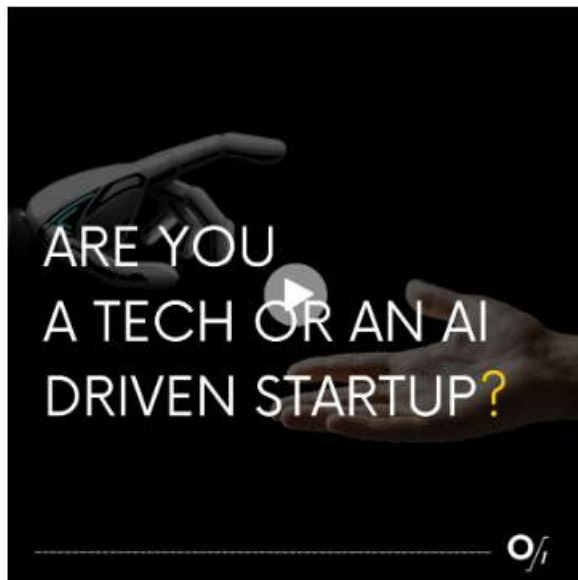
Outline India was one of the **key partners at EvalFest 2024**, the prestigious global event dedicated to evaluation excellence. As an organization working in the **M&E space**, this partnership underscores our commitment to driving impactful change through rigorous evaluation practices. We engaged in insightful discussions, talked about new trends, and collaborated with esteemed peers and experts in the field.

[Know more](#)

AI FOR



Upgrade your algorithms with our comprehensive data services 🚀💡
Unlock the power of grassroots insights for your AI models with Outline India!



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](#)

DONATION DRIVE AT OI



DONATION DRIVE AT OI



Outline India recently organized a **drive** with the help of our team who generously **donated winter and summer clothes** for the underprivileged. These were distributed to the construction workers and their families of young kids and women working on a plot near our Gurugram office and a shelter in the same area.

JOIN US



JOIN US



**WE
ARE
HIRING**

Apply

WALK-IN

CANDIDATES FROM DELHI- NCR ARE REQUESTED TO APPLY

- Project Manager, social development sector, Exp- 5-7 years
- Founder's Office Problem Solver, social development sector, Exp- 3-5 years
- Operations/ HR Manager, social development sector, Exp- 3-5 years
- Social Media Video Content Creator, Exp- 0-1 years

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

Interested in being highlighted in our newsletter?
Email partnerships@outlineindia.com for considerations and questions.

Checkout our [Instagram](#) & [YouTube channel](#) for latest updates



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