



27
States & 4 UTs

300+
Evaluations

6.5M+
Stakeholders

80K +
Villages

UPDATA | May Newsletter 2024

Hi Ankeshita,

Welcome to the May edition of Outline India's newsletter!

As we transition into the warmer months, we are excited to showcase our ongoing projects and provide you with a glimpse into our **on-ground data collection** efforts across diverse regions. We bring you OI Shorts, highlighting intriguing insights around our data collection processes, along with how we **overcame challenges** faced by our teams in the field.

Additionally, we are thrilled to announce the **latest recipient of our Data Conscious Badge**, celebrating individuals and organizations committed to data-driven impact.

-Team OI



Hear **Yashika Khattar** talk about **how weather affects fieldwork**: From scorching heat to sudden rain and strong winds, researchers face challenges but stay resilient 🤔 🌧️

Despite the weather's obstacles, we press on, armed with water bottles, umbrellas, medical kits, and other necessary equipment like our resilience, and determination to gather the data we need.

Whatever the weather throws our way, we're prepared to conquer it in the pursuit of knowledge 🌀

Watch

Things to bear in mind while heading for Data Collection



Join **Amana Raof** from Outline India as she **reveals the secrets to seamless data collection**. From essential packing tips to crucial reminders, discover the art of preparation for a successful research and data collection expedition!

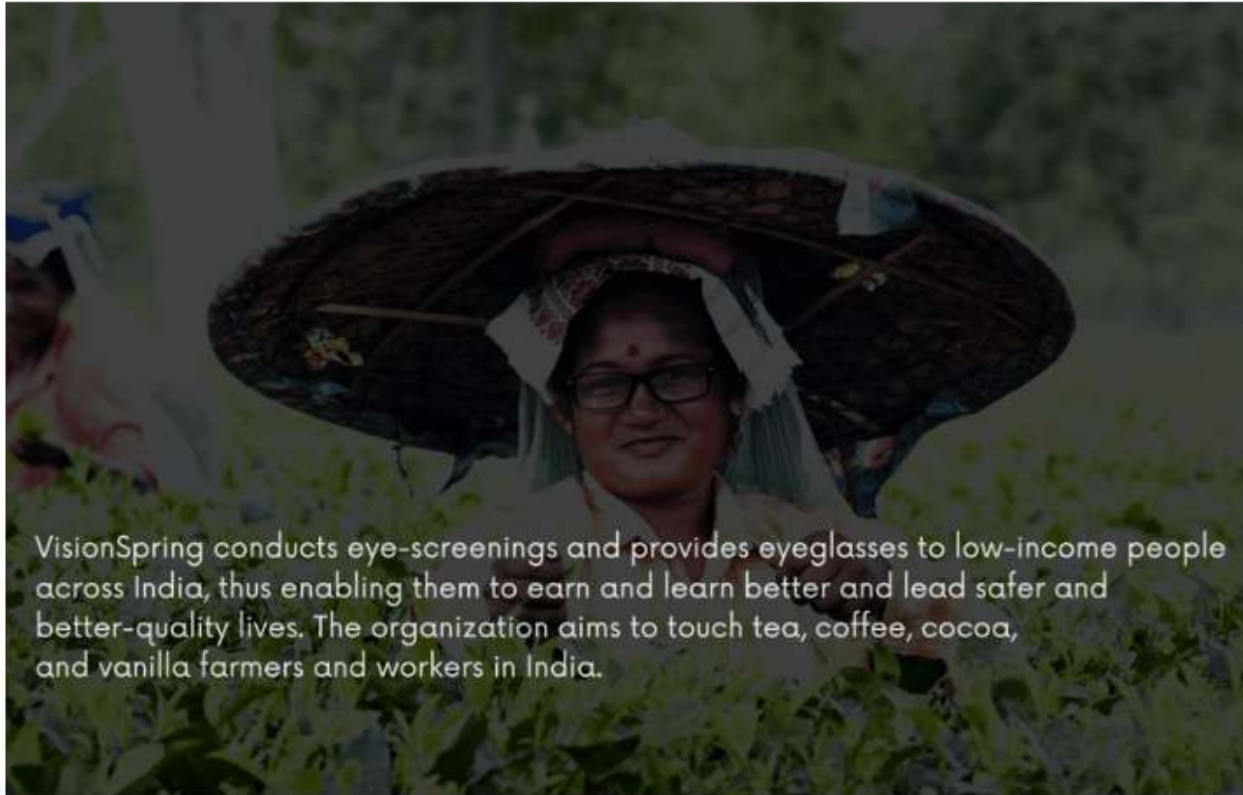
Watch

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



VisionSpring conducts eye-screenings and provides eyeglasses to low-income people across India, thus enabling them to earn and learn better and lead safer and better-quality lives. The organization aims to touch tea, coffee, cocoa, and vanilla farmers and workers in India.

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.

Read



Innovation in Education Sector & State of Skills
in Asia and the Pacific



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



Impact Assessment on Cotton Farming



Outline India undertook a study aiming to **compare outcomes** across organic cotton farmers, better cotton farmers, and conventional cotton farmers in Madhya Pradesh.

This study aims to provide insights into the **potential effects of voluntary certification cotton production** on farmers' well being. To achieve this goal, different aspects of **education, health, and socioeconomic outcomes were measured**. Outline India was also responsible to design and implement a study with a sample of **4,500 households**, in addition, we conducted in-depth quantitative research to examine perceptions among cotton farmers.

Click below to read the full report.

Read



WaterAid along with UNICEF had undertaken a **Rapid Assessment** in **10 states** and **30 districts** of India to understand the **impact of COVID-19** on basic **WASH services**, which includes access to **drinking water, access to toilets, and hygiene practices**. Outline India developed a comprehensive report thorough in-depth **quantitative analysis** of the data collected by visualizing the key indicators at state and district levels.

Click below to read the full report.

Read

CAUTIONARY TALES —



"Data Privacy pe sabka hai adhikar"

As a data collection organization working in the development space for over a decade, there are **"trends or evolutions" we witness over the years.**

From women remaining inside the house during surveys, to them **sitting beside the male members** in the courtyard as **equal participants** - good changes are hard to come by but they are surely on their way.

What (pleasantly) surprised our field team was the sense of awareness the respondents had during our field work in 2023.....

Read more

PROJECTS



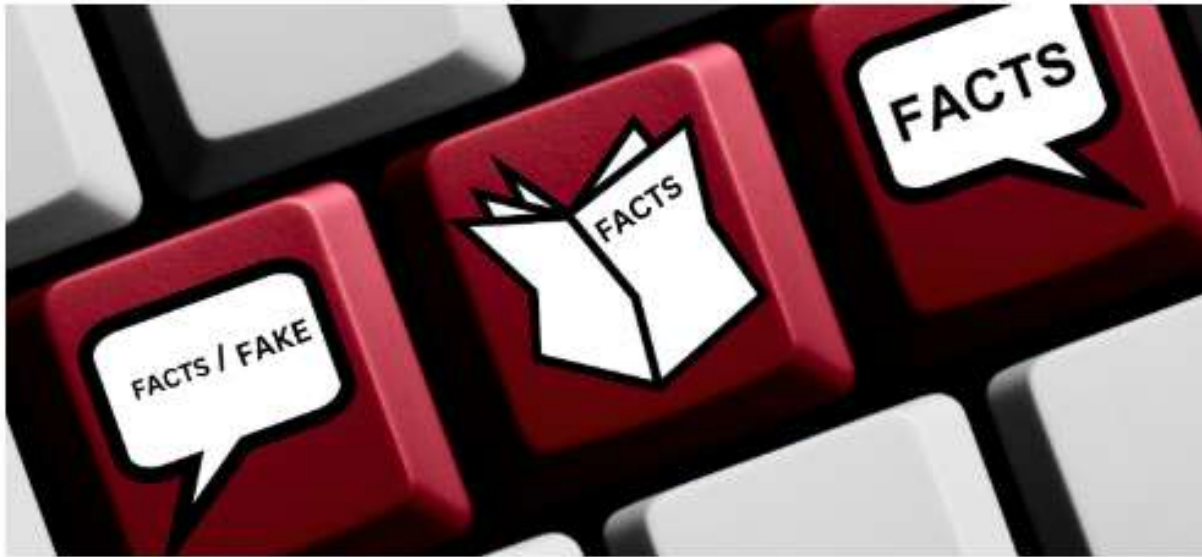
Understand the medicine buying behavior and the preferences of those suffering from chronic illnesses ———



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.

Bringing an Equity Lens to Climate Investments in India



Client name withheld for data privacy concerns

Location : Uttar Pradesh & Kerala

Outline India partnered with an ivy-league university to test **five short treatment videos and one control video** to inoculate people against being misinformed by misleading argumentation used in common online propaganda such as harmful conspiracy theories. The primary objective of testing these inoculation videos was to **pre-empt prevalent online manipulation and scamming techniques** in India. The total sample of the project was around **6000**.

WORKSHOPS



Outline India recently had an enlightening session with [PSA Legal Counsellors](#) team on the **Digital Personal Data Protection Act, 2023**. This interactive workshop provided valuable insights into data privacy and consent considerations. We gained a comprehensive understanding of compliance requirements and key considerations for safeguarding personal data in the digital era. This knowledge will guide our approach moving forward, ensuring that we prioritize data protection and ethical data management practices in our work.

FROM THE
FIELD —



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!

JOIN US



WALK-IN DRIVE

CANDIDATES FROM DELHI- NCR ARE REQUESTED TO APPLY

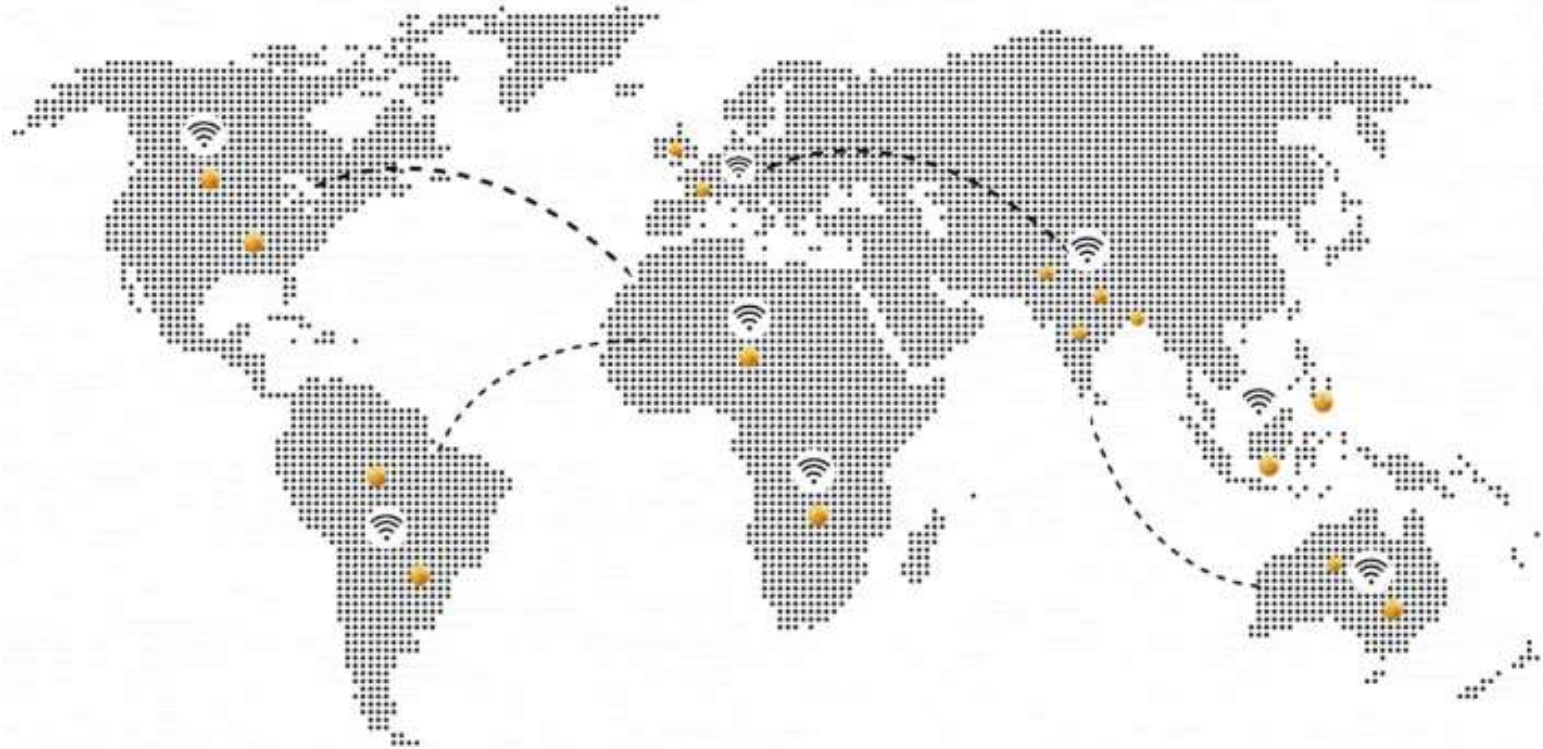
- Quantitative Researcher- 3 to 4 years exp.
- Proposal writer- 3 to 4 years exp.
- Qualitative Researcher- 3 to 4 years exp.
- Project Manager- 4 to 6 years exp.
- Communications & Partnerships Associate - 3 to 4 years exp.

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



[Apply](#)

Our Global Presence



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



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