



Job Title: Hub Coordinator – Delhi Hub - Digital Readiness & Brand Acceleration Initiative

Location: Delhi

Duration: July 2025 – Mar 2026 (with potential for extension)

Organization: Jhini Learning LLP , a learning initiative of Dhriiti

Reporting to: Delhi Hub Lead / Program Manager

Application Deadline: 5th July 2025

About the organization:

Formed in 2022, **Jhini Learning LLP** is a learning solutions provider based in New Delhi. "Jhini", which means fine or thin, signifies the fine line between acquiring knowledge and learning. The founders and consultants bring in 40 years of learning experiences across sectors to provide learning solutions for government, corporate as well as development organizations.

Jhini Learning LLP offers products, programs and experiences that help entities *build solutions to bridge the learning gaps* in their projects/programmes, organizations, communities and sectors/industry.

- a. Jhini provides sustainable learning solutions that enable individuals and communities

- to improve their quality of life.
- b. It works to facilitate an ecosystem that recognizes the need to nurture learning practices, and subsequently adopt, adapt or create systems to ensure they thrive.
 - c. Jhini creates learning-based structures, curriculum and programs for governments, corporates, and development organizations to build scalable models across sectors

Jhini Learning LLP is powered and inspired by **Dhriiti – The Courage Within**, which was founded in 2004, and is an Indian non-profit registered under the Societies Registration Act, 1860. It works to build a resilient world capable of coping, adapting, and bouncing back from various vulnerabilities using the tools of enterprise and entrepreneurship.

Project Summary:

This initiative aims to support 200+ small and women-led aggregator brands across India to build digital and market readiness. The **Delhi Hub** will anchor the identification and acceleration of 100 brands from Delhi NCR and surrounding states (Rajasthan, Uttarakhand, Himachal Pradesh, Uttar Pradesh, etc.). Through a structured funnel model, the project will deliver capacity building, digital onboarding (e.g., Amazon Saheli/Karigar), and intensive mentorship for high-performing brands.

Role Summary:

The **Project Coordinator – Delhi Hub** will lead coordination, implementation, and monitoring of activities across Delhi NCR and neighbouring states. This includes supporting the rollout of training sessions, coordinating digital onboarding processes, engaging ecosystem partners, and maintaining consistent reporting to ensure the successful execution of the program.

Key Responsibilities:

Regional Program Implementation

- Coordinate all activities related to the mobilization, assessment, training, and onboarding of 100 brands from North India.
- Ensure timely and high-quality delivery of the Digital Brand Readiness Curriculum through a blend of offline and online formats.
- Manage communication with trainers, facilitators, and mentors to ensure brand support is continuous and customized.

Monitoring & Support of Brand Pipeline

- Track brand progress using tools such as the readiness matrix and funnel assessments.
- Identify and assist brands ready for digital onboarding and e-commerce integration.

- Provide additional support or shift brands to lower-touch interventions as needed based on engagement and milestones.

Stakeholder Engagement

- Build relationships with community organizations, women entrepreneur networks, and producer collectives across the region.
- Coordinate with Amazon Saheli/Karigar teams and other digital platform partners for onboarding support.
- Support the planning and delivery of events, mentoring sessions, and local showcases.

Reporting & Documentation

- Maintain up-to-date records and data for brand assessments, training sessions, and onboarding milestones.
- Prepare monthly reports, dashboards, and case studies highlighting regional progress and success stories.
- Collaborate with the central program team for reviews and documentation of learnings and challenges.

Qualifications:

- Bachelor's or Master's degree in Business Administration, Social Work, Development Studies, or related fields.
- Minimum 3 years of experience in project coordination, enterprise support, or digital literacy/e-commerce projects.
- Strong communication skills in English and Hindi; additional regional language proficiency is a plus.
- Demonstrated ability to manage teams and partners across urban and semi-urban settings.
- Proficiency in MS Office, Google Workspace, and digital project tools.

Key Competencies:

- Organized and proactive in managing timelines and deliverables.
- Experience working with women-led enterprises, cooperatives, or small brands.
- Strong facilitation and stakeholder management abilities.
- Willingness to travel across Delhi NCR and nearby states for field activities.

Remuneration

Range : Rs. 4.20 lacs – 5.40 lacs per annum

To Apply:

Please send your resume and a short cover letter detailing your relevant experience to jobs.jhini@gmail.com with the subject: *Application – Project Coordinator (Delhi Hub – North India Region)* by *5th July 2025*