



**Job Title: Hub Coordinator – Jorhat Hub (North East Region)**

**Location:** Jorhat, Assam

**Duration:** 9 months (with potential for extension)

**Organization:** Jhini Learning LLP , a learning initiative of Dhriiti

**Reporting to:** North East Hub Lead / Program Manager

**Application Deadline:** 5<sup>th</sup> July 2025

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**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.

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### **Project Summary:**

This initiative aims to empower 200+ small and women-led aggregator brands across India by enhancing their digital and market readiness through a regional hub-based acceleration model. The Jorhat Hub will serve as the central coordination point for engaging 100+ brands across all 8 North Eastern states. The project includes curriculum-based training, digital onboarding (e.g., Amazon Saheli/Karigar), and in-depth business support for high-potential brands.

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### **Role Summary:**

The **Project Coordinator – Jorhat Hub** will be responsible for leading and managing the North East region's program implementation. The role involves coordinating field activities, supporting capacity building, tracking progress of brands through the funnel, engaging partners, and ensuring smooth delivery of training, digital onboarding, and business acceleration components.

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### **Key Responsibilities:**

#### **Regional Coordination & Implementation**

- Coordinate all field-level activities in the North East under the guidance of the Hub Lead.
- Support the mobilization and onboarding of 100 aggregator brands from across the 8 states.
- Oversee the delivery of offline and online training sessions using the Digital Brand Readiness Curriculum.
- Ensure effective communication and support to field facilitators and implementation partners across remote locations.

#### **Brand Monitoring & Funnel Progression**

- Track brand progress using readiness checklists and assessment tools.
- Identify brands ready for digital onboarding and support their transition.

- Flag brands requiring low-touch engagement and design appropriate support tracks in coordination with the central team.

### **Stakeholder Engagement**

- Build relationships with local NGOs, SHGs, cooperatives, and ecosystem partners for brand mobilization and support.
- Liaise with mentors, trainers, and digital marketing consultants to ensure smooth delivery of interventions.
- Coordinate logistics and participation for brand showcases, mentor sessions, and capacity-building events.

### **Reporting & Documentation**

- Maintain detailed records and trackers of all hub activities, training attendance, brand milestones, and assessment results.
- Contribute to monthly dashboards, narrative reports, and partner updates from the Jorhat Hub.
- Support collection of impact stories, testimonials, and learnings from brand journeys.

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### **Qualifications:**

- Bachelor's or Master's degree in Rural Management, Development Studies, Entrepreneurship, or related fields.
- Minimum 3 years of experience in project coordination, community engagement, or enterprise development, preferably in the North East.
- Strong understanding of the local cultural and economic landscape of the North Eastern region.
- Excellent communication skills in English and Assamese; knowledge of additional regional languages is a plus.
- Proficiency in MS Office, Google Workspace, and ability to manage digital workflows.

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### **Key Competencies:**

- Field coordination and multi-stakeholder engagement.
- Adaptability to rural and semi-urban enterprise contexts.
- Strong organizational skills and attention to detail.
- Ability to travel frequently across North Eastern states.

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### **Remuneration**

Range : Rs. 2.40 - 3.00 lacs per annum

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**To Apply:**

Please send your resume and a short cover letter detailing your relevant experience to [jobs.jhini@gmail.com](mailto:jobs.jhini@gmail.com) with the subject: *Application – Hub Coordinator (Jorhat Hub – North East Region)* by **5<sup>th</sup> July 2025**