



### **Job Title: Program Manager – Digital Readiness & Brand Acceleration Initiative**

**Location:** Delhi (with travel to North East and other regions as needed)

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

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

**Reporting to:** Senior Leadership

**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 build a resilient ecosystem of 200+ small and women-led aggregator brands through two regional hubs (Delhi and Jorhat). The program delivers a structured, tiered support model—from digital readiness training and platform onboarding (example: Amazon Saheli/Karigar) to intensive business acceleration for high-potential brands—through curriculum-driven capacity building, strategic mentorship, and ecosystem partnerships.

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### **Role Summary:**

The **Program Manager** will provide strategic leadership and operational oversight across the Delhi and Jorhat Hubs. This includes managing teams, guiding implementation partners, ensuring progress across project milestones, and overseeing reporting, communications, and risk mitigation. The role will require an understanding of entrepreneurship, women-led enterprises, digital readiness, and market linkage approaches.

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### **Key Responsibilities:**

#### **1. Strategic Planning & Execution**

- Lead the overall implementation of the program across both regional hubs in alignment with project objectives and timelines.
- Translate the project vision into actionable workplans, budgets, and partner engagement strategies.
- Adapt and iterate program strategy based on periodic assessments and field learnings.

#### **2. Team Management & Capacity Building**

- Supervise Hub Leads, Coordinators, and implementation staff in both Delhi and Jorhat.

- Facilitate regular team meetings, planning sessions, and cross-hub learning exchanges.
- Support onboarding and capacity building of hub teams, trainers, and mentors.

### **3. Monitoring, Evaluation & Reporting**

- Establish and manage systems for tracking brand progress through the funnel (mobilization → onboarding → acceleration).
- Guide teams on the use of assessment tools, readiness matrices, and impact tracking formats.
- Compile and submit narrative and data-driven reports for internal review and external stakeholders.

### **4. Stakeholder & Ecosystem Engagement**

- Build and manage relationships with community partners, government agencies, private sector allies, and digital platforms (e.g., Amazon).
- Represent the program at forums, learning exchanges, and ecosystem events.
- Drive institutional partnerships that support digital onboarding, brand visibility, and mentorship.

### **5. Risk Management & Quality Assurance**

- Monitor risks related to brand mobilization, regional execution, and digital adoption; implement mitigation strategies.
- Ensure quality and consistency in curriculum delivery, partner engagement, and communications.
- Uphold accountability systems for finance, data integrity, and field activities.

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### **Qualifications:**

- Master's degree in Social Entrepreneurship, Business Administration, Development Studies, or related fields.
  - 6–8 years of experience in leading multi-state projects or enterprise development programs.
  - Proven track record in managing teams, stakeholder relations, and program operations.
  - Experience working with small/women-led businesses, cooperatives, or digital market platforms is highly desirable.
  - Strong command of English; fluency in Hindi (Assamese or other regional languages a plus).
  - Proficiency in project management software, MS Office, and cloud-based reporting tools.
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**Key Competencies:**

- Strategic thinker with strong execution orientation.
  - Excellent leadership, team-building, and communication skills.
  - Familiarity with digital literacy, e-commerce, and rural entrepreneurship contexts.
  - Ability to travel regularly and work across cultures and geographies.
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**Remuneration:**

Range: Rs. 12.00- 14.00 lakhs per annum

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**To Apply:**

Interested candidates should email their resume and a statement of purpose (max 500 words) to [jobs.jhini@gmail.com](mailto:jobs.jhini@gmail.com) with the subject line: *Application – Program Manager by 5<sup>th</sup> July 2025*

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