



POSITION ANNOUNCEMENT

Program Manager

Job Title	Marketing Accelerator for Aggregator Enterprises
Location	New Delhi
Nature of Contract & Duration	August 2026 to March 2027 (with scope for extension)
Application Deadline	5th August 2026

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.

About the Role:

Jhini Learning and Dhriiti have partnered with GAME (Global Alliance for Mass Entrepreneurship) to co-create and implement the Marketing Accelerator for Aggregator Enterprises (MAAE) and to build a long-term institutional support framework for aggregator enterprises, positively influence their growth and create a community of aggregator enterprises in India.

The Marketing Accelerator for Aggregator Enterprises (MAAE) is envisaged as a pilot initiative under the Women's Economic Empowerment Program implemented by GAME and supported by BMGF. E Commerce platforms and their ability to strengthen economic opportunities for women entrepreneurs along with their unique positioning to drive gender transformation along the value chain provides the landscape in which this pilot initiative is designed. The cause and possible solution framework that allows women entrepreneurs to benefit economically and socially from the presence of such private market players is what the pilot aims to explore.

The project is being designed at a complex intersection of a multitude of issues.

On one hand, there is a substantial rise in a new category of enterprises which establish a very important connect between small producers (in most cases rural and semi urban women) and the national and global markets. From the traditional middlemen, these enterprises have evolved to assume a more value adding role. Also, they operate in a much more transparent and accountable organizational structure. These enterprises, however, have limited support to help them tackle the business growth challenges unique to an

aggregator enterprise. More importantly their potential to become a driver of change for thousands of women producers in their supply chain is completely unrecognized and untapped. The need to equip these Aggregator Enterprises to transform from passive generators of employment to active vehicles of social and economic empowerment is yet not fully recognized.

On the other hand, the world today is driving technology as much as it is driven by it. Digital tools are improving efficiency, productivity, quality, connectivity in various facets of life, certainly in business. However, strangely, both the Aggregator Enterprises and the women producers in their supply chain are yet to benefit from this digital revolution. Barring the top few Aggregator Enterprises (AEs) who have the skills & resources, most AEs working with a sizeable number of women producers have not been able to leverage the Platform Economy. With initial hiccups and roadblocks, limited guidance, absence of structured support programs, many AEs have dismissed the Platform Economy as something that will not work for businesses of their size and nature. This has not just thwarted the growth of their business and revenue but shrunk the opportunities for the large women producer base that these AEs source from. This women producer base has remained limited in their income potential and also digital access in terms of digi-payments, familiarity with ecommerce platforms, online retail, online customer behavior which affects their own visualization of their product & nano-business and ultimately of themselves.

MAAE is designed with the hypothesis that marketing acceleration support to AEs with a focus on Platform Economy will bring in business growth from a new market segment in the short run, build their confidence to leverage technology for market expansion, create wealth which will get transferred down the value chain. This opportunity to engage with AEs will build a platform to incorporate gender transformative practices in the AE supply chain, design more women centric sourcing & business processes and ultimately create an economically prosperous and social just world for all.

POSITION 1: Program Manager

No. of Vacancies: 1

Key Responsibilities includes:

- **Project coordination & implementation**
 - Generate work plans and key implementation strategies
 - Along with the project team, ensure effective implementation of project activities as per plan
 - Review progress along with team and ensure timely and efficient reporting internally
 - Ensure tracking system is in place for effective project closure and project documentation/communication is properly done

- **Strategic Partnerships and Communication**
 - Identify & create strategic partnerships with relevant organizations, bodies, and individuals.
 - Seek and incorporate synergies with similar initiatives at an organization level.
- **Budget & Finance**
 - Develop operational budget for the project
 - Raise advance requisitions and manage project funds
 - Ensure project expenses are recorded and maintained as per required formats and reported to the HO accounts team on a timely basis

Required Qualifications:

- **Education:**
 - Master's in Social Sciences/Economics/Business Management from a reputed university/institute
- **Experience:**
 - 3-4 years' experience in leading projects in the field of enterprise incubation and acceleration preferably in tier 2&3 cities
 - Demonstrated experience of working in women-based initiatives and gender intentional models
 - Additional experience of working on digital market access, platform economy models would be preferred
- **Language Requirements:**
 - Fluency in English and Hindi is required. Additional working knowledge in any of the regional languages will be preferred.

Required Competencies:

Core Competencies

- **Communication:**
 - Facilitates and encourages open communication.

- Demonstrates strong ability and skills to communicate with the public.
- **Planning & Organizing**
 - Develops clear goals in line with agreed strategies, identifies priorities, foresees risks, and takes actions accordingly.
- **Teamwork**
 - Demonstrates the ability to work in a multicultural, multi-ethnic environment and can maintain effective working relations with people of different cultural backgrounds.
- **Accountability**
 - Takes ownership of all responsibilities and delivers outputs in accordance with agreed time, cost and quality standards.
- **Corporate Competencies:**
 - Demonstrates integrity by modelling the values and ethical standards stood by the organizations
 - Promotes the vision, mission, and strategic goals of the organizations
 - Facilitates and encourages open communication and strives for effective communication.
 - Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability and maintains effective working relations with people of different national and cultural backgrounds.
 - Treats all people fairly without favoritism.

Functional Competencies

- **Technical Expertise:**
 - Sound experience in project coordination and management and in-depth knowledge of Results Based Management.
 - Proven track record of thematic knowledge and practical experience of implementing projects of similar nature in similar capacities
 - Sound experience in working with multi locational, multicultural teams with extensive use of technology
 - Strong knowledge and experience on entrepreneurship promotion, enterprise incubation and new developments in these areas

- **Knowledge Management and Learning**
 - Demonstrated experience of leading by example and sharing knowledge across the team
 - Believes in empathy and democracy while working with the team; creates opportunities for individual growth of team members
 - Actively works towards continuing personal learning and development in one or more practice areas, acts on learning plan and applies newly acquired skills
- **Development and Operational Effectiveness**
 - Demonstrates excellent written and oral communication skills. Communicates sensitively, effectively, and creatively across different constituencies.
 - Ability to review a variety of data, identify and adjust discrepancies, identify, and resolve operational problems.
 - Uses Information Technology effectively as a tool and resource

Remuneration: Rs. 7.20 – 8.40 Lacs per annum

Recruitment interviews are being done on a rolling basis. Please apply at the earliest. Last date for application is 5th August 2026

To Apply:

Please fill out this form to apply for the position. Upload your updated resume and provide a short cover letter describing your relevant experience.

[Application Link](#)

Instructions:

- Upload your latest resume.
- In the cover letter, briefly describe your experience related to this role.

Deadline: 05 August 2026 is the deadline for application submission, Only shortlisted candidates will be contacted through email.