

BUSINESS DEVELOPMENT MANAGER – MICROENTERPRISES

ADIVASI INNOVATION HUB (AIH) @ ACCORD

LOCATION: BANGALORE

A team of women passionate to drive a change came together in 2021 to start a new enterprise called **URUMALA** in the Gudalur valley of Nilgiris district. The name **URUMALA** is inspired by traditional Paniya clothing which is worn by Paniya women as a belt, during cultural festivals.

Incubated under the '**Adivasi Innovation Hub**' (**AIH**) of ACCORD, Urumala and other micro enterprises incubated by AIH have been supported by partners such as Ecofemme, Indian Yards Foundation, Red Baron and has the guidance of a senior designer to develop a wide range of products.

KEY RESPONSIBILITIES @ URUMALA & ADIVASI INNOVATION HUB

Sales & Marketing – Develop and implement an effective Sales and Marketing strategy for URUMALA and other upcoming microenterprises incubated by Adivasi Innovation Hub. Ensure Sustainable businesses are developed by achieving sales targets. Enable transition from Grant driven to Revenue driven model

Develop institutional partnerships across the country and overseas

Ensure visibility for the brand and represent the microenterprises in different events and platforms

New product portfolio - Keep in touch with latest trends, explore ideas to add new designs and expand the product portfolio

DESIRED CANDIDATE PROFILE: A Social heart and a business mind

- Having experience of at least 5-15 years (*Open to senior folks wanting to transition to the Social sector*)
- Prior experience in Sales and marketing at Apparel, FMCG, FPOs, or Microenterprises
- Consistently achieved Sales targets
- Prior experience as an entrepreneur will be useful
- Passion for social impact
- Excellent verbal and written communication skills
- Conversant in Office productivity applications
- Fluent in English (*Conversant in Hindi, Tamil or Malayalam will be a plus point*)

EDUCATION

Graduate/ Masters in Business / Design / Fashion / Rural management / Social entrepreneurship OR any equivalent qualification

Sample Product portfolio



Pillow covers



Bags



Stoles



Quilts

About us:

[ACCORD](#) is a registered society that has been working with the tribal communities of Gudalur for the past 37 years. The focus and work of ACCORD have always been to ensure self-reliance among the Adivasi community and ensure that they meet and interact with the rest of society on equal terms.

ACCORD's initiatives in the field of health care, education, and livelihoods led to the establishment of Gudalur Adivasi Hospital ([ASHWINI](#)), [Vidyodaya](#) school, [Just Change India Producer Company \(JCIPC\)](#) and Adivasi Innovation Hub.

The vision of Adivasi Innovation Hub, an Incubator is to enable Adivasis to become self-reliant and setup their own microenterprises. The Adivasi Innovation Hub is supported by Social Alpha, Social Venture Partners, Telstra, Industree Foundation & The Funding Network.

Please e-mail your resume with a covering note to opportunities@justchangeindia.com



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