



## PROGRAM ASSOCIATE /ASST. MANAGER – MICROENTERPRISES

### ADIVASI INNOVATION HUB (AIH) @ ACCORD

**LOCATION:** Gudalur, Nilgiris District, Tamil Nadu

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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 products.

#### **KEY RESPONSIBILITIES @ URUMALA & ADIVASI INNOVATION HUB**

**Production** - Create production timelines- for B2B orders and general production. Coordinate with BDM on production updates and make sure orders are completed and delivered on time. Work on market feedback and make appropriate changes in products

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

**Sustainable sourcing** - Explore new/ alternate raw materials and techniques for better results

**Customer service** - Communicate with clients regarding their orders and status

**Marketing** - Assist in Go to market activities, develop the brand and represent the microenterprises in different events and platforms

**Quality Control**- Work with the team and the designer to implement quality control processes. Ensure the youth at the micro enterprise improve quality and pace of production.

**Setting up systems** - Ensure that systems are in place to support effective implementation processes and documentation, and that staff understands this system and follows it accordingly

**Training** - Identify training needs and training resources and manage the training program

***Recent College Graduates (Associate) will be mentored by a senior designer and senior professionals to implement the above role***

#### **DESIRED CANDIDATE PROFILE: A passion for design and a social heart**

- Passion for social impact and keen to work with Adivasi communities
- Excellent verbal and written communication skills
- Conversant in Office productivity applications
- Fluency in English and Tamil or Malayalam
- Prior experience at Apparel, FPOs, or Microenterprises for Asst. Manager position

**EDUCATION**

Graduate/ Masters in Design, Fashion, Rural management, social entrepreneurship OR any equivalent degree or 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.



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