

Field(s): Microfinance, Development
Name: Project Dharma - Gajam India Private Limited
Location: New Delhi, India
Name of Position: Intern - Product Portfolio and Social Impact

Brief Description of Organization:

Project Dharma is a social enterprise, which aims to serve the needs of rural households at the Bottom of the Pyramid (BOP) by creating a rural retail network providing customized products and services sold at a socially affordable price point. Dharma also aims to provide micro-finance/credit solutions for rural entrepreneurs and consumers. Currently, the company has about 400 village-level entrepreneurs (VLEs) in 15 districts in Maharashtra, 5 districts in Bihar, 3 districts in Uttar Pradesh and is currently launching its operations in Karnataka. The company works with Pratham (India's largest NGO). Products currently offered include solar lighting, smokeless cook-stoves, water purifiers and nutritional drinks, mostly manufactured by large MNCs.

Information specific to the internship:

Intern - Product Portfolio and Social Impact

Primary Responsibilities

The outcome will be a social impact assessment and product selection framework which will be standardized across the organization. The intern will assist in short listing of potential new social impact products as well as handling creating a framework for product selection, pilot, launch and impact assessment. In addition to the product work, the intern will be asked to develop an overall impact assessment framework on the social mission of the company.

Schedule:

Preferred start date June 1, 2012 for duration of 6-8 weeks.

Stipend:

Stipend of 7,000-10,000 rupees per month.

Additional Information:

Interns can be provided with support to find accommodation in Delhi, support to find suitable language classes, and introduction to a network of international interns working in Delhi through AIESEC. Dharma will provide an opportunity to own and develop a framework that will be used to audit and then track on an ongoing basis the social impact of a functioning social enterprise that has been funded by the Shell Foundation. Intern will have the opportunity to understand the intricacies and details of how a rural distribution initiative operates and the possibility to spend time on the ground, interacting with consumers at the Bottom of the Pyramid and learn from local sales teams who actually create value at the bottom of the pyramid every day. Additionally, intern will interact with Social Enterprise leadership team, experienced professionals who have 10+ years exposure to rural business models and motivated rural entrepreneurs.

Apply through:

Gaurav Mehta (gmehta@dharmainet.in)

Deepti Gupta (dgupta@dharmainet.in)

Website:

www.dharma.net.in