**Impact Creator Job Description:**

**About the company**

Doorastha is a start-up company that is working to create an impact on the livelihood generation for rural entrepreneurs by providing energy access in an easy and seamless manner through solar powered micro-grids. This is done through a unique business model, built on the backbone of a futuristic technology solution that includes custom built hardware, firmware and software platform.

Doorastha is promoted by a team of highly experienced technocrats, based in Delhi and incubated at the Electropreneur Park, which is a government of India backed incubation center that aims to create home grown solutions and drive independence in the ESDM (Electronic System Design and Manufacturing) sector. The company operates micro grids in the remote villages of the country.

**Summary of the Role**

Doorastha is looking for a young, dynamic professionals who would lead social impact through energy access programs for livelihood generation. The candidate would be required to identify opportunities, scope and create programs that would help drive the usage of solar powered electricity, as well as measure and report on the impact that this creates in the rural enterprises being served.

In addition, the candidate would be required to explore and tap CSR opportunities that could be leveraged for accelerating the impact creation. For this, the candidate would need to partner with the CSR heads of companies to build programs from assignment of capital assignment to utilization, and work with the implementation functions within Doorastha to deliver on them.

The ideal candidate is a role model that fires up the ambition among the rural entrepreneurs to grow, and helps them achieve their dreams. Internally, s/he is a change agent that helps drive everyone towards the satisfaction of having contributed to enhancing livelihoods.

**Responsibilities**

- Identify impact generation opportunities in the rural commercial markets of the country
- Evolve strategies and tactical plans to drive the usage of micro-grid powered electricity for productive usage.
- Channel CSR funds from companies investing in CSRs to accelerate the impact
- Partner with the promoters to solicit and get investments from impact funds.
- Enforce adherence to legal guidelines and social responsibility in-house policies to maintain the company's legal standing and business ethics.
● Build and maintain a deep understanding of the renewable energy market, value chain, the rural consumer and competition.

Requirements

1. Degree in Social Welfare, with a knack for creating positive impact in the communities
2. Understanding of the Corporate Social Responsibilities (CSR) laws, models and practices in India
3. Good marketing and presentation skills
4. Outgoing personality, should enjoy interacting with partners and customers
5. Basic understanding of technology – aspects of web portals, usage of electronic devices like smartphones and smart metering