

<b>Job Title</b>	:	<b>PROGRAMME OFFICER</b> <i>Female candidates are encouraged to apply</i>
<b>Location</b>	:	Ahmedabad, Gujarat
<b>Experience Required</b>	:	4-5 years in craft-based livelihoods, artisan enterprises, cluster development, market linkages, and entrepreneurship initiatives
<b>Educational Qualification</b>	:	Postgraduate degree in Social Sciences, Rural Development, Development Studies, Design Management, or a relevant discipline
<b>Remuneration</b>	:	As per market standards
<b>Application Deadline</b>	:	May 05, 2026
<b>Expected Date of Joining</b>	:	At the earliest
<b>Apply at</b>	:	<b>careers@fwwbindia.org</b>

### **About FWWB, India**

FWWB India is a pioneering organization committed to fostering financial inclusion and empowering marginalized women across rural India. Through targeted programs in agriculture, entrepreneurship, and climate resilience, FWWB supports livelihood strengthening and inclusive enterprise development. The organization works with community institutions, producer groups, financial institutions, government agencies, and development partners to build resilient and sustainable local economies.

### **Job Overview**

The Program Officer will lead and support implementation of craft-based livelihood and enterprise promotion initiatives with a strong cluster development approach. The role requires hands-on experience in working with artisan clusters, producer collectives, SHGs, and women-led craft enterprises. The officer should be able to strengthen production systems, facilitate market access, support design and product development processes, and converge relevant government and institutional schemes for cluster growth and sustainability.

### **Ideal Candidate Profile**

- He/she has 4-5 years of relevant experience in craft-based cluster development, artisan enterprise promotion, livelihoods, or producer collective strengthening.
- Has worked directly with one or more craft sectors such as embroidery, weaving, handloom, handicrafts, natural fiber, applique, textile crafts, tribal crafts, or related value chains.
- Understands cluster development frameworks and has practical exposure to artisan mapping, value chain analysis, enterprise planning, and collective institution building.
- Has experience in marketing crafts through exhibitions, buyer-seller meets, retail linkages, B2B channels, e-commerce, social commerce, or partnerships with design and market platforms across India.
- Is familiar with relevant schemes for cluster development, artisan support, skilling, and enterprise promotion, and can facilitate convergence with government and ecosystem stakeholders.

## **Key Roles and Responsibilities**

### **1. Programme Implementation and Cluster Development**

- Plan, coordinate, and execute craft-based project activities across artisan clusters, with a focus on women-led livelihoods and enterprise development.
- Support cluster identification, baseline assessments, artisan profiling, and value chain mapping to inform program strategy.
- Facilitate formation and strengthening of producer groups, SHGs, artisan collectives, and cluster level institutions.
- Ensure timely implementation of project milestones, field plans, review mechanisms, and corrective actions across locations.
- Provide continuous field-level handholding to cluster stakeholders to strengthen systems for production, quality, and business growth.

### **2. Capacity Building and Enterprise Development**

- Design and deliver training modules for artisans, cluster leaders, field teams, and enterprise groups on production planning, costing, quality, business skills, and entrepreneurship.
- Coordinate with technical experts, designers, and resource people for product diversification, design inputs, finishing, packaging, and quality improvement.
- Support business planning and growth strategies for individual and collective craft enterprises.
- Track progress of artisans and enterprise groups through practical assessment and follow-up support.

### **3. Market Linkages, Branding, and Sales Promotion**

- Develop and strengthen market linkages for crafts through exhibitions, fairs, institutional sales, retail channels, digital platforms, and partnerships with buyers across India.
- Support market intelligence, buyer engagement, product positioning, and pricing strategies aligned to demand and craft identity.
- Coordinate cataloguing, storytelling, branding, packaging, and presentation of products to improve market readiness.
- Document market trends and buyer feedback to inform product development and cluster strategy.

### **4. Scheme Convergence and Stakeholder Engagement**

- Identify and facilitate access to relevant government schemes and institutional support for cluster development, artisan welfare, credit, infrastructure, skilling, and market promotion.
- Coordinate with government departments, financial institutions, CSR partners, design institutions, producer organizations, and local ecosystem actors.
- Build partnerships that strengthen enterprise support systems, improve market access, and enhance long-term sustainability of the craft clusters.

### 5. Research, Monitoring, Evaluation, and Documentation

- Conduct needs assessments, scoping studies, and periodic reviews to identify opportunities and constraints in production, institution building, and market engagement.
- Maintain strong monitoring systems for cluster level outcomes including artisan participation, income enhancement, enterprise growth, market access, and institutional strengthening.
- Prepare high quality documentation, case studies, progress reports, and learning notes for internal and donor reporting.
- Use evidence from field implementation to refine strategies and strengthen project quality.

### 6. Communication, Coordination, and Representation

- Prepare timely updates, presentations, and funder reports in coordination with the Program Manager.
- Represent FWWB in meetings, workshops, exhibitions, cluster reviews, and ecosystem forums related to livelihoods, handicrafts, and entrepreneurship.
- Coordinate effectively with internal teams including finance, monitoring, communications, and senior management.

### 7. Team and Budget Management

- Support supervision and mentoring of field staff and implementation teams working across project locations.
- Assist in planning and tracking project budgets, expenditures, and resource utilization in line with approved plans and donor requirements.
- Ensure process quality, accountability, and timely delivery of outputs.

### Required Competencies

Technical Competencies	Behavioral Competencies
<ul style="list-style-type: none"> <li>• Strong understanding of craft-based livelihoods, artisan enterprises, and cluster development approaches.</li> <li>• Practical experience in working with artisan groups, SHGs, producer collectives, or cluster institutions.</li> <li>• Exposure to craft marketing, buyer engagement, exhibitions, retail or online channels, and product promotion.</li> <li>• Knowledge of schemes and support systems related to cluster development, handicrafts, skilling, livelihoods, and enterprise promotion.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent communication and relationship management skills.</li> <li>• Strong analytical thinking and problem-solving ability.</li> <li>• Ability to work independently while coordinating across teams and geographies.</li> <li>• Sensitivity to community contexts and commitment to women's economic empowerment.</li> </ul>

- Ability to develop training content and enterprise support plans suited to artisans and cluster level stakeholders.
- Strong skills in documentation, reporting, review, and stakeholder coordination.
- Willingness to travel extensively for field engagement and market related work.
- Proactive, organized, and solution-oriented work style.

#### **Preferred Exposure to Schemes and Ecosystem Platforms**

- Cluster development and livelihoods promotion schemes at central or state level.
- Artisan support, handicrafts or handloom related promotional ecosystems.
- Skilling, entrepreneurship, financial inclusion, credit linkage, and market development initiatives relevant to craft clusters.
- Convergence with CSR, government, institutional buyers, producer organizations, and technical agencies.