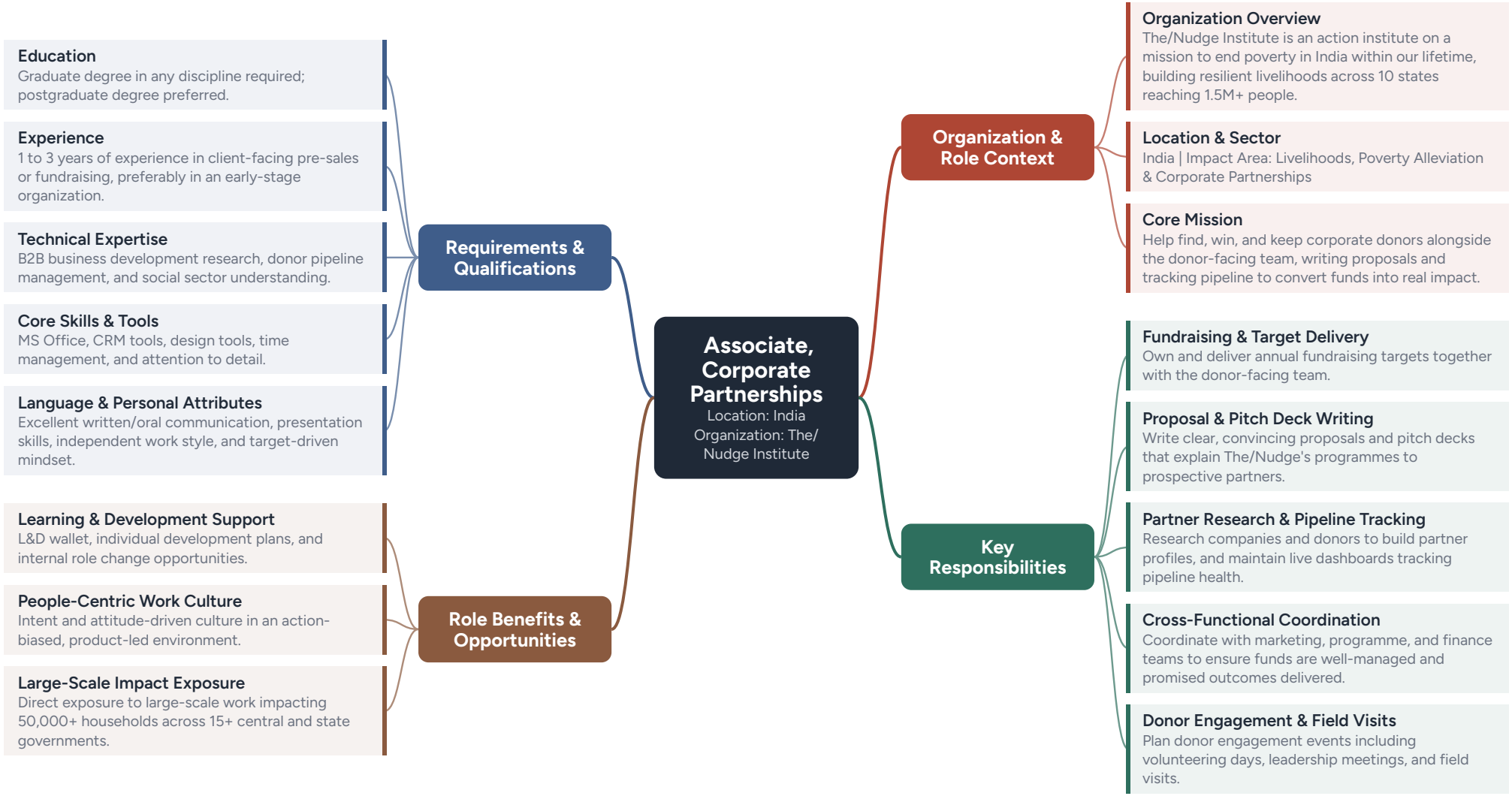
The/Nudge

Associate - Corporate Partnerships in Bengaluru | The/Nudge

Bengaluru, Karnataka · full-time · entry level · Competitive

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Skills this role needs

Corporate fundraising	Proposal and pitch deck writing	Donor research	CRM and pipeline dashboards	Stakeholder management

Job description

The/Nudge Institute

The/Nudge is an action institute building resilient livelihoods to alleviate poverty. It works with women, farmers, tribals, and youth across rural development, agriculture, skilling, and economic inclusion, partnering with 15+ central and state governments. Its economic inclusion work spans 10 states and reaches over 1.5 million people, with a goal of serving 25 million Indians. Through its incubator, accelerator, and grand challenges, it has supported over 200 social entrepreneurs, including Forbes 30 Under 30 honorees and Earthshot Prize winners. The/Nudge is backed by 130+ philanthropists, 40+ corporates, and 15+ foundations, and is working towards a poverty-free India within our lifetime.

Role

As Associate, Corporate Partnerships, you will help The/Nudge find, win and keep corporate donors. You will work alongside the donor-facing team to research partners, write strong proposals and track the fundraising pipeline, so that the money raised turns into real results for the communities The/Nudge serves.

Responsibilities

- Own and deliver annual fundraising targets together with the donor-facing team.
- Write clear, convincing proposals and pitch decks that explain The/Nudge's programmes.
- Research companies and donors to build a strong picture of each potential partner.
- Build and update dashboards that show the health of the donor pipeline.
- Coordinate with the marketing and programme teams so that promised outcomes are delivered well.
- Work with the finance team to make sure funds are used well across programmes.
- Plan donor engagements such as volunteering days, leadership meetings and field visits.

Requirements

- Graduate degree in any discipline; a postgraduate degree is preferred
- 1 to 3 years of experience in client-facing pre-sales or fundraising, preferably at an early-stage organization
- Strong intent to work in the social sector
- Ability to work independently, learn quickly, and manage multiple tasks
- Track record of exceeding expectations and being target-driven
- Strong research and creative orientation, especially in B2B business development
- Excellent time management, creative thinking, and attention to detail
- Excellent written and oral communication, presentation, and stakeholder management skills
- Strong command of MS Office, CRM tools, and design tools

Benefits

- Learning and development support, including an L&D wallet, individual development plans, and internal role change opportunities
- A people-centric, intent and attitude-driven work culture
- Exposure to large-scale impact work across 50,000+ households and 15+ governments
- An action-biased, product-led environment that supports implementing ambitious plans

Apply

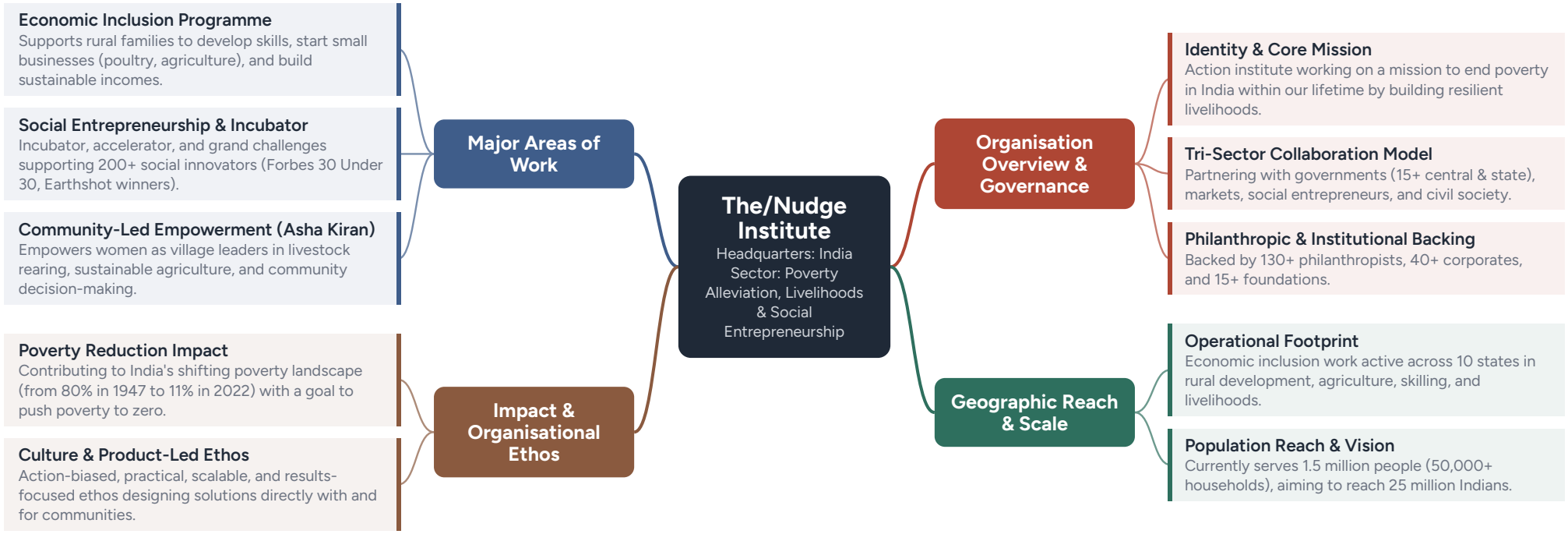
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About the organisation

The/Nudge

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About The/Nudge

The/Nudge Institute

Youtube Video >

The/Nudge Institute is an action institute on a mission to end poverty in India within our lifetime. The organisation believes that a poverty-free India is not just a dream but an achievable goal, provided governments, markets, and civil society work together. Their approach is rooted in collaboration and practical action. The team partners with state governments, social entrepreneurs, and grassroots communities to design and deliver programmes that make a real difference. Their work focuses on three key areas: economic inclusion, social entrepreneurship, and community empowerment.

Through its Economic Inclusion Programme, The/Nudge supports families in rural India to develop new skills, start small businesses, and build sustainable incomes. Women like Anjani and Sarita from Jharkhand have transformed their lives, moving from daily wage labour to running their own poultry and vegetable businesses, and even building new homes for their families. Stories like these are at the heart of The/Nudge's impact. The organisation also plays a key role in nurturing social entrepreneurs. By providing mentorship, resources, and a platform to scale up, The/Nudge helps innovators like Manu and Kritika turn their ideas into solutions that reach thousands of people. The focus is always on what works in the real world—programmes and businesses that are practical, scalable, and truly help people move out of poverty.Images courtesy: The/Nudge website

Community-led initiatives are another pillar of The/Nudge's work. Projects like Asha Kiran empower women to become leaders and decision-makers in their villages, teaching others about livestock rearing and sustainable agriculture. These efforts not only increase incomes but also build confidence and recognition for women in their communities. The/Nudge's impact is reflected in India's changing poverty landscape. In 1947, 80% of Indians lived in poverty. By 2022, that number had dropped to 11%. The/Nudge is determined to help push this number to zero, working alongside partners at every level to make it happen. The organisation's ethos is one of partnership, innovation, and relentless focus on results. The team believes that ending poverty is possible when solutions are designed with, and for, the people they aim to serve. By combining rigorous research, on-the-ground experience, and a collaborative spirit, The/Nudge is helping to create a future where every Indian can live with dignity and opportunity.Know more about the team & the work they do

For anyone passionate about social change, The/Nudge Institute is a place where ideas turn into action, and action leads to lasting impact. The journey towards a poverty-free India is challenging, but with commitment and collaboration, The/Nudge is proving that it is within our collective reach.

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