ASSET India (Adharshila for Sustainable Socio-Economic Transformation & Welfare)

Communications Assistant in Nellore | ASSET&W

Nellore, Andhra Pradesh · contract · entry level · Competitive · Closes 15 Nov 2026

Application Assist →

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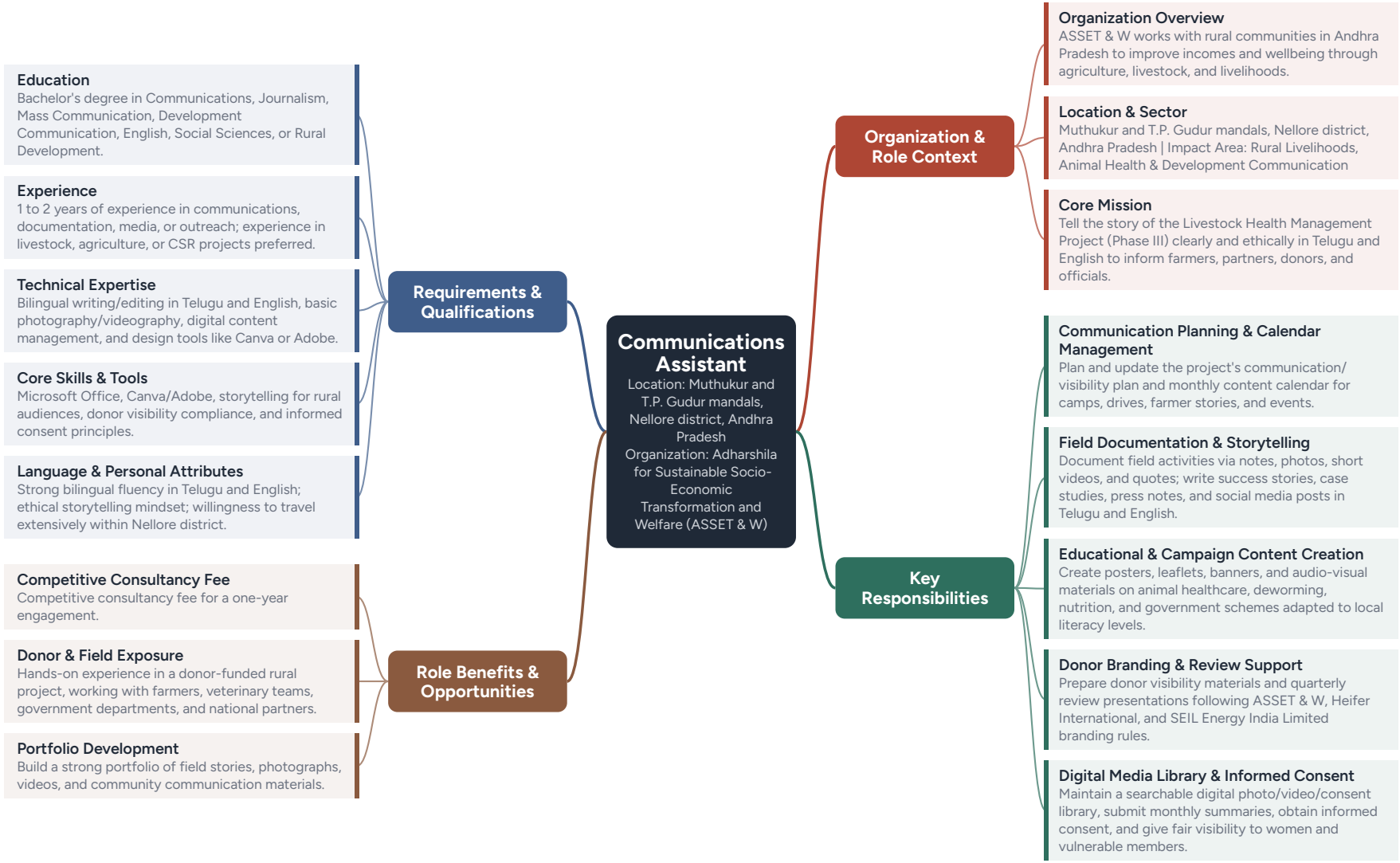

Skills this role needs

Content writing in Telugu and English	Photography and videography	Development communication	Design in Canva / Adobe	Documentation and knowledge management

Job description

ASSET&W

ASSET&W (Adharshila for Sustainable Socio-Economic Transformation and Welfare) works with rural communities in Andhra Pradesh to improve their incomes and wellbeing. Its work focuses on agriculture, livestock and livelihoods, helping farming families build a steadier and safer future. The organisation works closely with farmers, government departments and partners so that support reaches people where they live. This role sits within ASSET&W's Livestock Health Management Project (Phase III), which runs veterinary camps, deworming drives and farmer awareness activities in Muthukur and T.P. Gudur mandals with Heifer International and the CSR initiative of SEIL Energy India Limited.

Role

The Communications Assistant will tell the story of the project in a way farmers, partners, donors and government officials can understand and trust. You will spend time in the field documenting veterinary camps and awareness activities, turning technical animal-health advice into simple Telugu and English materials, and keeping a well-organised record of photos, videos and stories. You will make sure every person shown in the project's communication is represented with dignity and has given consent. This is a one-year consultant role based in Muthukur and T.P. Gudur mandals of Nellore district.

Responsibilities

- Plan and update the project's communication and visibility plan and a monthly content calendar for camps, drives, farmer stories and events.
- Attend field activities and document them through notes, photographs, short videos and quotes from farmers and partners.
- Write success stories, case studies, captions, press notes, newsletters and social media posts in Telugu and English, checking facts with technical staff and the MELS Assistant.
- Create posters, leaflets, banners and audio-visual materials on animal healthcare, deworming, nutrition, biosecurity and government livestock schemes, adapted to local language and literacy levels.
- Support publicity for veterinary camps and deworming drives through community channels, and collect farmer feedback on how useful the materials are.
- Prepare donor visibility materials and quarterly review presentations, following ASSET&W, Heifer International and SEIL Energy India Limited branding rules and getting approvals before anything is shared.
- Maintain a searchable digital library of approved photos, videos, stories and consent records, and submit monthly summaries of communication work.
- Obtain informed consent before collecting or sharing any personal photos or stories, and give fair, respectful visibility to women and vulnerable community members.

Requirements

- A bachelor's degree in Communications, Journalism, Mass Communication, Development Communication, English, Social Sciences, Rural Development or a related field.
- At least 1 to 2 years of experience in communications, documentation, media, community outreach or development projects, with experience in livestock, agriculture, rural livelihoods, public health or CSR projects preferred.
- Strong writing and editing skills in both Telugu and English.
- Ability to produce clear stories, captions, briefs, presentations and social media content, including materials for rural audiences.
- Basic photography, videography and digital content management skills, along with Microsoft Office and design tools such as Canva or Adobe.

- Understanding of informed consent, donor visibility and ethical storytelling, and some experience working with local media or government teams is a plus.
- Willingness to travel often within the project area in Nellore district.

Benefits

- Hands-on experience running communication for a donor-funded rural livelihoods project.
- Work closely with farmers, veterinary teams, government departments and national partners.
- Build a strong portfolio of field stories, photographs, videos and community materials.
- Competitive consultancy fee for a one-year engagement.

Apply

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About the organisation

ASSET India (Adharshila for Sustainable Socio-Economic Transformation & Welfare)

Rural Livelihoods and Women's Empowerment

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About ASSET India (Adharshila for Sustainable Socio-Economic Transformation & Welfare)

Adharshila for Sustainable Socio-Economic Transformation & Welfare (ASSET & W) is a not-for-profit organisation in India that works on women's empowerment and inclusive rural development. Its mission is to end hunger and poverty while caring for the earth. ASSET & W has a licensing agreement with Heifer International to adopt and implement the Values-Based Holistic Community Development (VBHCD) model, and works in line with Heifer's principles. Its approach centres on building financial resilience in rural communities through livestock, farming and household nutrition interventions. It also aims to help communities build strong social capital and works in partnership with like-minded organisations on sustainable livelihoods and community resilience.

Major Areas of Work

- Rural livelihoods: Livestock-based and farm-based income activities that help rural households move out of poverty and vulnerability.
- Women's empowerment: Building women's income, skills and leadership roles within their communities, including as trainers and community resource persons.
- Food and nutrition security: Household-level food production through kitchen gardens and backyard poultry to reduce hunger.
- Sustainable agriculture: Integrated farming systems and natural farming practices that protect soil and the environment.
- Community institutions: Strengthening social capital so communities can sustain their own development.

Major Initiatives and Programmes

- Values-Based Holistic Community Development (VBHCD): Heifer International's community development model, which ASSET & W implements under a licensing agreement.
- Livestock Based Sustainable Livelihood projects: Projects that use livestock rearing as a route to steady household income for rural families.
- JOHAR Project, Jharkhand: A livelihoods project in Jharkhand that includes breeder villages and trained Pashu Sakhis (community animal health workers), some of whom have introduced practices such as Azolla cultivation.
- Backyard poultry and kitchen gardens: Small-scale household interventions that improve nutrition and add to family income.
- Integrated Farming Systems and natural farming: Support for farmers to combine crops, livestock and natural inputs, with the aim of turning farmers into agripreneurs.

ASSET & W works in Sikkim, Jharkhand, Bihar, Rajasthan, Uttar Pradesh and Delhi NCR.

Leadership

- Kavita Nathan, Director
- Suryamani Roul, Director

ASSET & W suits people who want to work directly with rural communities on livelihoods, livestock, agriculture and women's empowerment. Its work across several states gives exposure to field implementation, community mobilisation and training of local women as resource persons. Working within the Heifer International model offers experience with a structured, values-based approach to community development. It is a good fit for those with a background in agriculture, animal husbandry, rural development or gender, and for anyone who prefers hands-on programme work over desk roles.

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