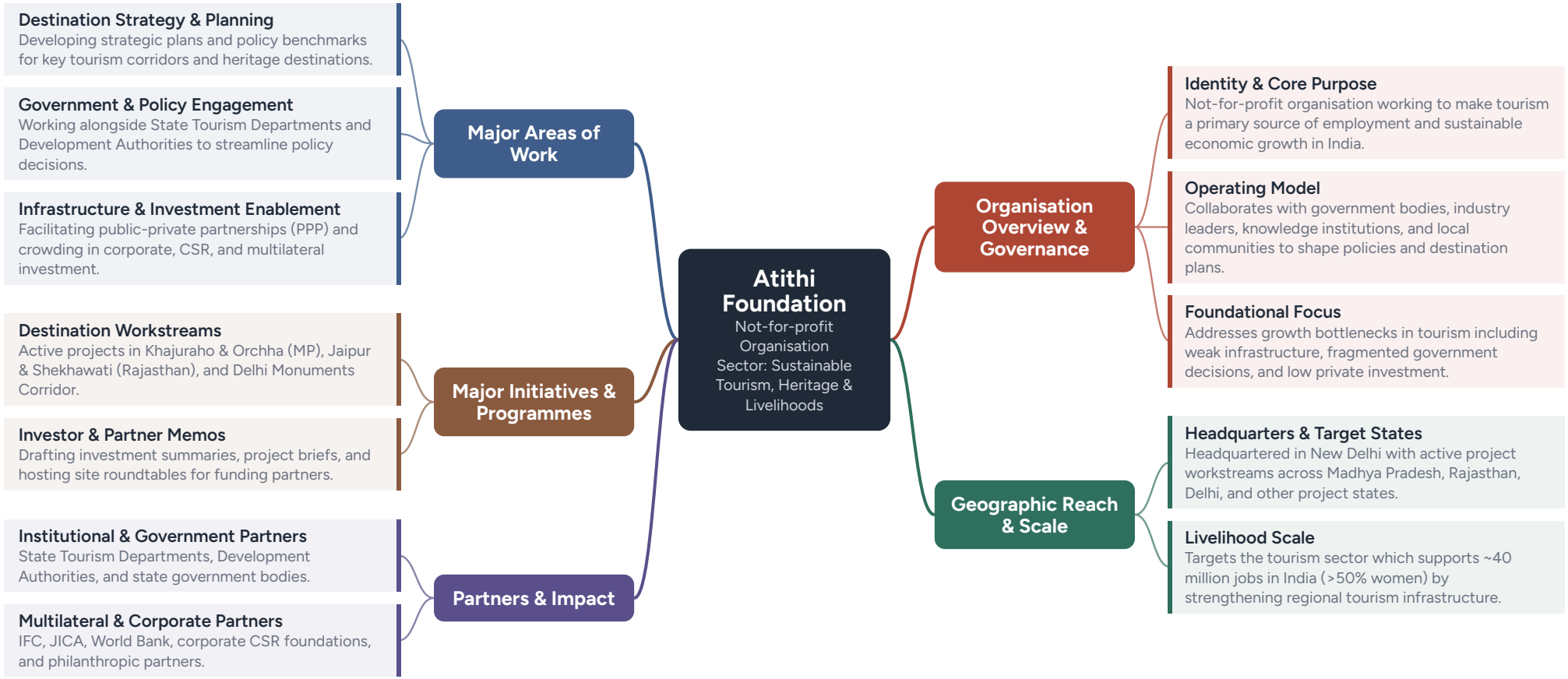
Atithi Foundation

Program Associate in New Delhi | Atithi Foundation

New Delhi, Delhi · full-time · entry level · Competitive

Application Assist →

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Skills this role needs

Research and analysis	Financial modelling	Government stakeholder engagement	Programme management	Policy and briefing writing

Job description

Atithi Foundation

Atithi Foundation is a not-for-profit organisation working to make tourism a strong source of jobs and growth in India. It works with government bodies, industry leaders, knowledge institutions and local communities to shape policies and plans that create livelihoods, protect heritage and bring more visitors to the country. Tourism already supports nearly 40 million jobs in India, and more than half of the people working in it are women, yet most places with tourism potential still lack good places to stay, transport links and on-site facilities. The foundation works on the problems that hold this back, such as weak infrastructure, decisions split across many government departments, and too little private investment in tourism sites.

Role

This is an early-career role for someone who is curious, takes ownership and wants to do real work on a hard problem. Based in New Delhi with travel to project states, the Program Associate will work across Atithi Foundation's programmes, supporting destination strategy, government engagement, research, investor outreach and programme management. The role starts broad and grows toward whatever the person does best. They will work closely with senior leaders, own real pieces of work from day one, and report to the Senior Programme Managers.

Responsibilities

- Research tourism data, destination benchmarks, international case studies and state policies, and turn the findings into clear strategy notes, briefing papers and presentation decks.
- Own analytical questions from start to finish, from framing the problem and gathering data to sharing findings and recommendations.
- Support financial analysis on destination projects by building models, running scenarios and testing assumptions with senior colleagues.
- Prepare teams for meetings with state governments, Tourism Departments and Development Authorities, attend those meetings, and follow through on action items, letters and records.
- Coordinate with partners across several states to track commitments, flag delays and fix problems early, and build working relationships with government officials over time.
- Manage 2-3 destination workstreams at once, such as Khajuraho and Orchha in Madhya Pradesh, Jaipur and Shekhawati in Rajasthan, or the Delhi monuments corridor, by tracking milestones, keeping dashboards up to date and building templates and process guides.
- Prepare one-pagers, information memos and destination briefs for corporate, CSR, philanthropic and multilateral partners such as IFC, JICA and the World Bank, and organise site visits, roundtables and events from start to finish.
- Write policy notes, sector briefs and impact reports, follow changes in tourism, land, infrastructure and heritage policy, and represent the foundation at events as confidence grows.

Requirements

- 1-3 years of work experience from any background, such as consulting, engineering, economics, liberal arts, environment management, social work or public policy, with no need for past work in tourism, infrastructure, government or the development sector.
- Ability to think clearly, structure ideas and explain a complex issue in simple words.
- Clear, well-organised and accurate written work that people actually read and use.
- A habit of owning tasks until they are done well and following up without being asked.
- Comfort working in a young organisation where roles are still being shaped and problems are not neatly defined.

- Based in New Delhi and willing to travel to project states and work with government officials there.
- Exposure to policy, public sector or development work through internships, research, fieldwork or advocacy is useful but not required.
- Experience with data analysis, financial modelling or quantitative research is useful but not required.

Benefits

- Learn quickly by working directly with senior leaders and sitting in on important government meetings.
- Own workstreams and deliverables from day one, with real responsibility for results.
- Help shape destination plans, public-private partnership models and government decisions that affect the incomes of real communities.
- Join a small central team early on, where the work you build shapes the organisation and the right person can grow fast.

Apply

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About the organisation

Atithi Foundation

Delhi · Tourism Policy, Sustainable Tourism & Economic Development

atithi.org.in ↗
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About Atithi Foundation

Atithi Foundation is a not-for-profit organisation working to transform India's tourism sector into a driver of sustainable economic growth, employment generation and heritage conservation. The organisation partners with government bodies, industry leaders, knowledge institutions and local communities to strengthen tourism policy, improve destination management and create long-term opportunities for livelihoods across the country.

Founded on the belief that tourism can become one of India's strongest economic sectors, Atithi Foundation focuses on evidence-based research, policy design and implementation support. Its work combines strategic planning with on-ground execution, helping public institutions and stakeholders develop tourism destinations that are economically vibrant, environmentally sustainable and culturally responsible. The organisation envisions helping India become a $490 billion tourism economy by 2035 while creating inclusive growth and preserving the country's natural and cultural heritage.

Major Areas of Work

- Tourism policy and strategy development
- Destination management and governance
- Sustainable tourism development
- Tourism research and data systems
- Investment facilitation for tourism
- Destination branding and marketing
- Heritage conservation through tourism
- Public-private partnerships in tourism

Major Initiatives & Programmes

- Strategy & Policy Advisory: Supporting central and state governments in developing long-term tourism policies, investment strategies and destination development plans.
- Destination Branding: Positioning Indian tourism destinations for domestic and international markets with a focus on attracting high-value travellers.
- Tourism Data Ecosystem: Building data-driven systems that support policy decisions, monitor tourism performance and enable evidence-based planning.
- Destination Governance: Strengthening destination management through specialised Destination Management Organisations (DMOs) and collaborative governance models.
- Ease of Doing Business: Working with governments to simplify regulations, improve investment processes and encourage responsible tourism investments.
- Research & Knowledge Building: Conducting research, generating policy insights and developing scalable models that strengthen India's tourism ecosystem.

Impact

- Working towards making India a $490 billion tourism economy by 2035.
- Supporting the growth of a sector that currently contributes approximately USD 190 billion to India's GDP.
- Advancing initiatives that have the potential to create around 64 million direct tourism jobs by 2035.
- Promoting sustainable destination development that balances economic growth with environmental conservation.
- Building partnerships between government, industry, research institutions and local communities to strengthen tourism governance nationwide.

Working at Atithi Foundation offers professionals the opportunity to influence tourism policy, destination development and sustainable economic growth at a national scale. Employees collaborate with policymakers, researchers, industry leaders and community stakeholders while contributing to projects that shape the future of India's tourism ecosystem.

The organisation is well suited for professionals interested in public policy, tourism, economic development, sustainability, research, destination management and stakeholder engagement. It provides an environment where strategic thinking, data-driven decision-making and cross-sector collaboration are central to creating long-term impact.

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