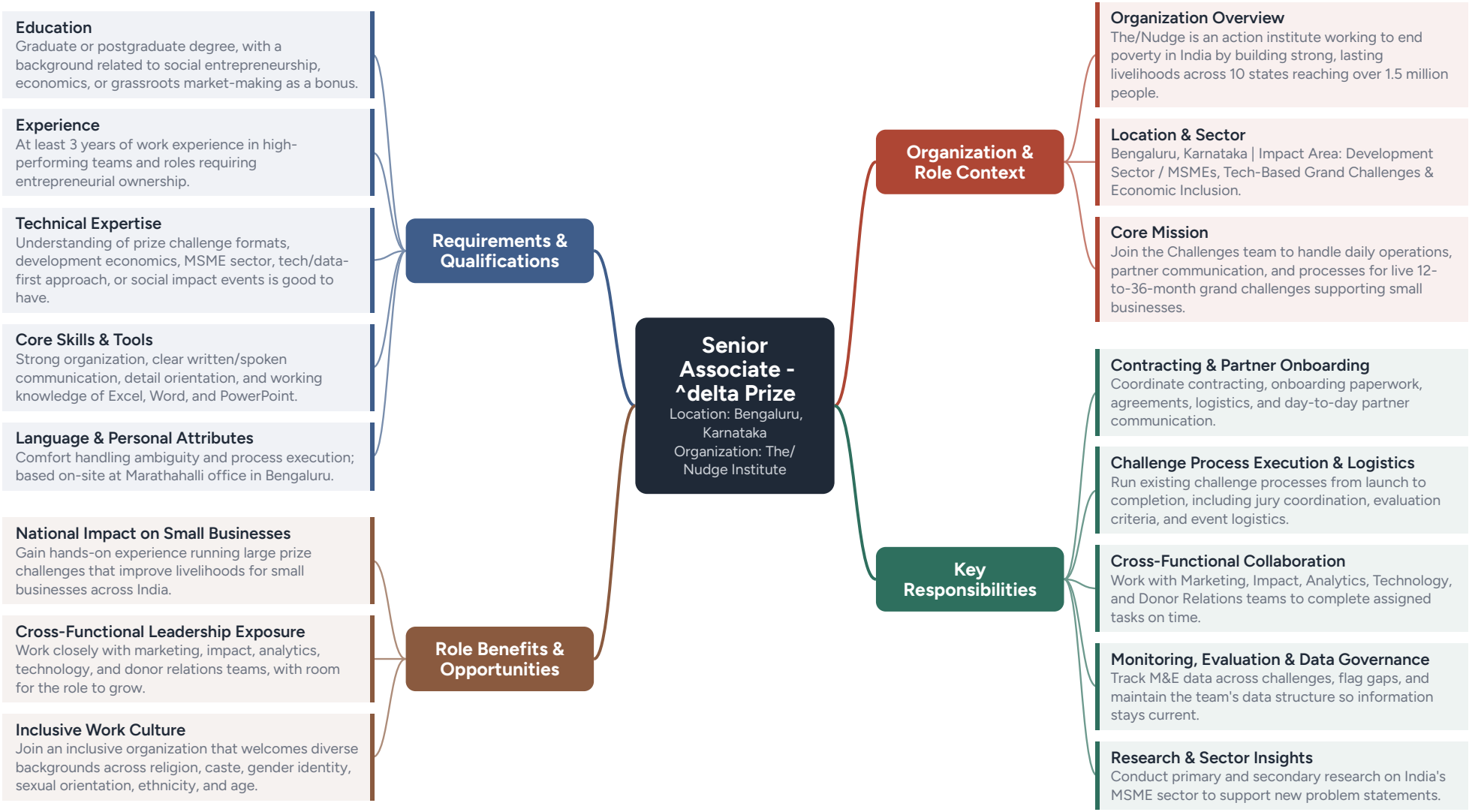
The/Nudge

Senior Associate - Prize, Livelihood Ecosystem in Bengaluru | The/Nudge

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

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Skills this role needs

Programme Execution	Stakeholder Engagement	Cross-functional Collaboration	Monitoring & Evaluation Tracking	Research and Documentation

Job description

The/Nudge

The/Nudge is an action institute working to end poverty in India by building strong, lasting livelihoods. It works with women, farmers, tribal communities and young people on rural development, farming, skills training and economic inclusion, together with more than 15 central and state governments. Its work spans 10 states and already reaches over 1.5 million people, with a goal of serving 25 million Indians. Through its incubator, accelerator and grand challenges, it has backed more than 200 social entrepreneurs. This role sits within the^delta Prize, The/Nudge's platform that runs tech-based competitions to bring talent, money and public attention to India's hardest development problems, and works with its vertical focused on MSMEs (micro, small and medium enterprises).

Role

The Senior Associate joins an established Challenges team and handles the daily work that keeps live grand challenges moving. These challenges put funding behind long-standing problems that hold back small businesses: making it easier to start and run a business, helping MSMEs get found by large buyers, improving product quality, and opening up access to credit. Each challenge can run for 12 to 36 months. This is a hands-on delivery role where priorities shift as the work grows, and it suits someone organised and reliable who learns quickly.

Responsibilities

- Coordinate contracting and onboarding for partners and contestants, including paperwork, agreements and logistics.
- Manage day-to-day communication with partners and help bring new partners on board.
- Run the team's existing processes, such as challenge design, evaluation criteria and jury coordination, from launch to completion.
- Work with the Marketing, Impact, Analytics, Technology and Donor Relations teams to finish assigned tasks on time.
- Track Monitoring & Evaluation data across the challenges and flag any issues or gaps to the team.
- Conduct primary and secondary research on India's MSME sector to support new problem statements.
- Organise logistics and communication for events, gatherings and contestant journeys.
- Maintain the challenges' data structure so information stays current and easy for the team to use.

Requirements

- A graduate or postgraduate degree, with a field related to social entrepreneurship, economics or grassroots market-making being a bonus.
- At least 3 years of work experience in high-performing teams and roles where you took ownership like an entrepreneur.
- Strong organisation and coordination skills, clear written and spoken communication, and close attention to detail.
- Good working knowledge of Excel, Word and PowerPoint.
- Comfort working with internal and external stakeholders, handling ambiguity and changing priorities, and following processes that are already in place.
- Willingness to work from the Marathahalli office in Bengaluru in a fast-paced, start-up style team, and comfort with nonprofit sector salaries.
- Good to have: an understanding of prize challenge formats, interest in development economics and the MSME sector, a tech or data-first approach, and past experience supporting social impact programmes or events.

Benefits

- Hands-on experience running large challenges that aim to improve livelihoods for small businesses across India.
- Work closely with teams across marketing, impact, analytics, technology and donor relations.
- A role that can grow around your experience and interests.
- An inclusive organisation that welcomes people of every religion, caste, gender identity, sexual orientation, ethnicity and age.

Apply

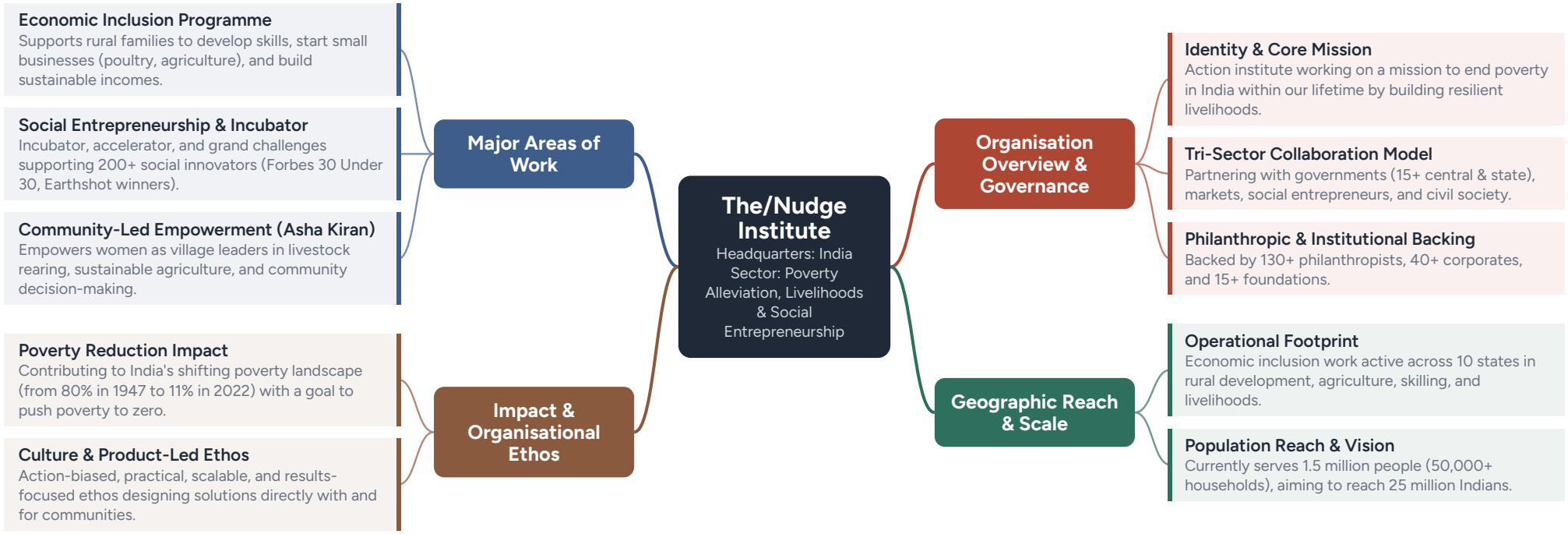
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About the organisation

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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