

**Program Manager : District Entrepreneurship Mission,
Srikakulam, AP**

10+ years of experience – Telugu + Hindi + English

Role Location — Srikakulam

Build a district entrepreneurship mission from the ground up

What would it take to make a district a place where more entrepreneurs start, survive, grow and create jobs, with women at the centre of that growth?

Global Alliance for Mass Entrepreneurship (GAME's) **District Entrepreneurship Mission (DEM)** is working to answer that question by bringing together government, financial institutions, market actors, entrepreneurs, women's collectives, civil-society organisations and implementation partners to build stronger local entrepreneurship ecosystems.

We are looking for a **District Lead to drive the District Entrepreneurship Mission** in Srikakulam who can make this happen on the ground.

This is not a conventional programme management role. It is an opportunity for an **ecosystem builder and entrepreneurial operator** to bring together different actors, identify opportunities, solve problems and create measurable outcomes for entrepreneurs and communities — and, in Srikakulam's case, to do so from the earliest stage of a new district mission.

The opportunity

Srikakulam is the newest of Andhra Pradesh's three DEM districts, following Visakhapatnam and West Godavari. It has been selected for its strong **Food Processing value chain (Palasa cashew processing)** and the **Ponduru Khadi** handloom cluster — both of which employ large numbers of women — as well as its inclusion in the **Visakhapatnam Economic Region (VER)** project and the port/industrial corridor being developed in the region.

As District Lead (Srikakulam District) you will be responsible for translating this ambition into **real outcomes in your district**, building the mission from the ground up and drawing on the lessons already learned from VDEM and WGDEM.

You will have the autonomy to understand the local context, build the right coalition, shape priorities and work with partners to make things happen.

What will you do?

Build the district entrepreneurship ecosystem

- Develop a deep understanding of Srikakulam's entrepreneurs, institutions, sectors, opportunities and constraints, starting with the cashew processing (Palasa) and Ponduru Khadi value chains.
- Bring together government, financial institutions, market actors, industry, entrepreneurs,



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women's collectives and civil-society organisations around a shared agenda.

- Build relationships and coalitions that can drive sustained local action in a district where GAME has no prior presence.
- Help establish a clear district entrepreneurship vision and implementation priorities.

Make women's entrepreneurship central to the agenda

- Develop a strong understanding of women entrepreneurs, women's collectives and the barriers they face — particularly within the cashew and Khadi value chains, where women make up a large share of the workforce.
- Identify opportunities to increase women's participation, enterprise growth and access to digital market platforms, finance and technology.
- Work with partners, including GAME's Women Economic Empowerment (WEE) vertical, to strengthen and scale solutions for women entrepreneurs, including aggregated enterprises and e-commerce-led market access.
- Ensure women's economic empowerment is embedded across the district strategy.

Drive solutions and partnerships across the district's value chains

- Identify and prioritise solutions that can address the district's most important entrepreneurship challenges, particularly across the cashew processing and Ponduru Khadi value chains.
- Manage and influence implementation partners to deliver effectively.
- Work with financial institutions, markets and other ecosystem actors to improve access to finance and market opportunities.
- Test, learn, adapt and scale what works, including lessons transferable from West Godavari's Narsapuram crochet value chain work.

Build government ownership

- Develop trusted relationships with district and state government stakeholders, including DRDA, DIC and MEPMA in Srikakulam.
- Understand government priorities and identify opportunities to align entrepreneurship initiatives with government systems and programmes, including those linked to the VER and the regional industrial corridor.
- Convene stakeholders and influence action without relying on formal authority.
- Represent GAME and DEM credibly with senior government and institutional stakeholders.

Lead district execution

- Own district-level outcomes, milestones and execution for Srikakulam DEM.
- Lead the district's 2 District Coordinators (Women Entrepreneurship and Value Chain).
- Establish strong field routines and ensure timely follow-through.
- Use data and field intelligence to identify problems early and course-correct.



- Ensure resources are focused on the highest-impact opportunities.

Build knowledge and influence

- Track results and translate data and field learning into action.
- Contribute to the DEM playbook and learning agenda, including what a new-district build in Srikakulam teaches for future districts.
- Prepare strong presentations, reports and stakeholder communications.
- Represent DEM at district and state-level forums and convenings.

Who are we looking for?

We are looking for someone who **connects, executes and gets things done**.

You could come from social impact, entrepreneurship, development finance, a foundation or another environment where you have had to work across different stakeholders and turn an idea into action.

You will ideally bring:

- Strong understanding of **women's entrepreneurship, women's collectives and economic empowerment**.
 - Society for Elimination of Rural Poverty (SERP)/DRDA, MEPMA.
 - DIC (District Industries Centre), local banks/NABARD.
 - MSMEs/FPOs/FPCs through incubation/acceleration/Govt scheme programs.
- Prior experience working directly with institutions such as those above is highly advantageous.
- Experience managing and influencing implementation partners.
- Strong programme execution and problem-solving ability.
- Experience engaging with government and senior institutional stakeholders.
- A highly entrepreneurial, field-oriented approach — comfort building something new, with limited existing scaffolding in the district.
- Ability to influence without formal authority.
- Comfort with ambiguity and the ability to work independently.
- Strong outcome orientation — you care about what changes, not just what gets delivered.
- Strong written communication and reporting skills.
- Understanding of the social impact sector and inclusive economic growth.

You should be someone who can walk into a new district ecosystem, understand what is missing, bring the right people together and get them moving.

What makes this role exciting?

- Build a **district entrepreneurship ecosystem from its earliest stage**, rather than



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manage a predefined programme.

- Work closely with senior government and ecosystem leaders.
- Influence opportunities for thousands of entrepreneurs, with women at the centre — particularly across the cashew and Khadi value chains.
- Shape and test solutions that can potentially be scaled, drawing on and feeding into lessons from VDEM and WGDEM.
- Work across government, markets, finance, civil society and entrepreneurs.
- Help build a model of local economic development that can travel beyond individual districts.

Experience & qualifications

- **10+ years of relevant professional experience.**
- Experience in entrepreneurship, women's economic empowerment, ecosystem building, partnerships, development programmes or related fields.
- Government engagement experience strongly preferred.
- Postgraduate qualification preferred, but demonstrated experience and outcomes matter more than credentials.
- **Fluency in Telugu and strong English communication skills are essential.**
- Willingness to travel extensively across Srikakulam district, including Palasa, Ponduru and other rural mandals, and nearby districts as needed.
- Comfort with regular, hands-on field travel to rural mandals and village-level clusters across the district to interface directly with entrepreneurs on a need basis.

Reporting & team

The District Lead will work closely with GAME's Andhra Pradesh leadership and central team and will lead **2 District Coordinators** (Women Entrepreneurship and Value Chain).

The role will also work closely with MEL, communications, subject-matter experts and implementation partners.

Please share your resume at - careers@massentrepreneurship.org



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