

## About Meraki

Meraki, a social impact organisation started by alumni of IIM-Bangalore, Harvard and Teach For India, emerged from the myriad stories of parents who have not been to schools themselves and are fighting to put their children on a different life path. We strive to enable low-income families to support the development of their children by creating conducive home-environments. During the course of its journey, Meraki has impacted hundreds of parents through its workshops and home-based activities in under-resourced communities of Delhi.

Together with its beneficiaries, the parents, Meraki is working towards an India free of child neglect. In this pursuit, Meraki has taken giant strides which have been recognised by:

- [Fast Company, New York \(U.S.A\)](#) - Meraki became the first Indian not-for-profit to be declared a winner of the World Changing Ideas Awards in Education (2019)
- [Global Social Venture Competition \(GSVC\), U.C. Berkeley \(U.S.A\)](#) - Meraki was shortlisted to represent India at GSVC, U.C. Berkeley
- [Reading Yatra by USAID and Read Alliance](#) - Meraki was recognised as one of 5 most innovative organisations working on Early Reading, in India, by USAID and Read Alliance.

## Why Parents?

If you had to choose between putting food on your table and spending quality time with your infant, which would you choose? This is the sort of decision many parents working with Meraki face every day. The income earned by a single breadwinner is usually insufficient to cover basic household expenses, thereby forcing both parents to spend crucial time away; time they could otherwise have spent supporting the development of their children. Many parents also express a want of skills to adequately care for their children; they feel incapacitated to fulfil their children's needs. This results in diminished

confidence and increased levels of stress, thereby blunting their ability to create a conducive learning environment at home. Paucity of resources further implies the inability to setup proxies for home care and learning support on the part of the parents. This intensifies the vicious cycle of low-confidence, stress and unfavourable home environments, eventually producing poor early developmental outcomes of children. Read more about the problem [here](#)

## **Product Development (Content) : Roles and Responsibilities**

### *1. Primary and Secondary Research*

- a. Conducting primary research to identify early childhood developmental needs of children in low income communities
- b. Conducting primary research to identify parent skill and practices to aid development of children
- c. Liaising with experts, researchers to identify child development and parent skill baselines

### *2. Aid development of Meraki's core product*

- a. Help build framework that brings aforementioned primary research alive to improve parental skill and child developmental levels
- b. Aid formulation of contextualised modules, including
  1. workshop design
  2. design of one-on-one support visits
  3. activities for children at home
- c. Lead DIY Kit conceptualisation, design and implementation. This kit is a repository of activities given to parents so that they're able to build developmental skills of children
- d. Liaison with operations and design team to build multimedia content used for training parents and community champions
- e. Training operations associates and community champions (Margdarshaks) on the tools and content developed

### *3. Action Research & Feedback*

- a. Help design monitoring and evaluation framework (collecting, analysing data) for the 3 layered intervention
- b. Conducting on-ground research to test the efficacy of built modules including workshops, activities, support visits
- c. Work closely with operations team, Margdarshaks and technology team to seek feedback on the content developed

Apart from this, the candidate will need to represent Meraki's work at various conferences, workshops and in front of (both) internal and external stakeholders.

## **Personal Specifications**

### **Skills**

- Entrepreneurial spirit and 'can-do' attitude
- Problem Solver
- Communication Skills - ability to present ideas clearly and logically

### **Conditions of service**

- The job description outlines and indicates the level of responsibility. It is not a comprehensive or exclusive list and duties may vary from time to time which do not change the general character of the job

### **Compensation**

- Remuneration will be as per Indian non-profit pay scales and will depend upon the candidate's experience level and fit for the role.

## **How do I apply?**

Please fill in the form and we will reach out to you if we find your candidature exciting: [Product Development \(Content\)](#)

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