

# RURALSHORES FELLOWS





## Overview

Founded in 2008, RuralShores Business Services is a social enterprise that seeks to create employment in villages all over India through establishment of Rural BPO centres. The objective of this initiative is to prevent the migration of rural youth to cities and promote economic and social inclusion.

Each rural BPO centre employs nearly 200 rural youth from surrounding villages. Rural Shores adopts a robust business model with emphasis on sustainability, scalability and security (information), while delivering quality and cost advantages to the clients.

Currently, we have 17 centres already operational in 10 states of India i.e. Punjab, Madhya Pradesh, Rajasthan, Uttar Pradesh, Gujarat, Karnataka, Andhra Pradesh, Chhattisgarh, Maharashtra and Tamil Nadu where approximately 2000 rural youth are carrying out processing work and call centre services for Government/PSUs, Financial, Telecom, FMCG and other companies.

Though each Rural BPO centre would be carried out on commercial principles providing cost arbitrage and quality deliverables to clients, this initiative is intended to bring immense benefits to the society, country and Corporates/Government Departments.

### *RuralShores Skills Academy*

RuralShores Skills Academy (RSA) is a subsidiary of RuralShores Business. RSA sets up training centres in rural areas to train and skill youth to be employable in the Knowledge Economy. In addition to setting up centres, RSA has a model of training rural youth in the countryside for fulfilling needs of organizations that are looking at building a reach in the rural areas.

For example, if a corporate or a bank requires talent on the ground to promote their products and services in the rural areas – RSA will identify, train and make available to the organization.

## The rural challenge & an opportunity to make a difference

According to the World Bank, by 2020, more than 700 million people are estimated to be of working age in India, out of which 500 million would require some sort of vocational/skills training. 50 to 70 million jobs are to be created in the next five years that would require capacity building in basic expertise. RuralShores aims to play a part in grappling with this challenge by creating a sustainable and skilled rural workforce.



RuralShores considers this as an opportunity to make an impact on the large unemployment situation in rural India by taking advantage of this massive potential human capital.

By doing so, there are multiple benefits that we provide to the village ecosystem. Apart from providing direct jobs to 200 villagers, there is a hidden indirect benefit. Each employment roughly translates into

5 indirect jobs being created.

Nearly 45% of our employees at centre level are women. This contributes to greater independence for women in the rural society. This is also a potential game changer because of its positive social impact on the community, especially in addressing social ills such as early marriages and pregnancies.

The other indirect benefit from our RS centre is the dissemination of information through our community outreach programmes as well as through word of mouth. This spread of information benefits the village ecosystem while helping grow our knowledge economy.

The economic benefit of a RuralShores centre cannot be underestimated. Money that flows into the village raises the standard of living in the community as it attracts investment from other sectors such as retail and telecom while simultaneously providing a boost to the local economy. The local multiplier effect, which is the greater local economic return generated by the overall investment into an RS centre, is 2.85 and is considered to be extremely good.

Our recruitment of villagers into the services-sector also breaks the traditional nutrition based poverty trap and gives employment to those who might have otherwise been excluded from the world of work and gainful livelihood.

## The Fellowship

The objective of the fellowship is to provide enthusiastic students and young professionals a challenging and unique opportunity to work in rural areas. Fellows will be the change makers in village communities across the country.



The RuralShores Fellows will be responsible for training, skilling and integrating rural youth into the workforce. In addition, Fellows will learn how to transition processes, interact with clients and be responsible for managing people. Fellows will need to spend a significant portion of their time in one of our rural centres to understand it and immerse themselves in a rural environment. There will be an intensive initial training, which will be supplemented

throughout the fellowship by skill building exercises and business leader interactions.



Apart from day to day work, each Fellow will be given a specific project that they will need to submit by the end of the year. This project will involve fellows to be creative and work on a specific exercise that will positively impact the RuralShores centre

and the surrounding community as well. The management board will evaluate these projects at the end of the year.

## Fellowship Benefits

- + Introduction to a career in social venture management
- + Experiential Rural based BPO and fieldwork
- + Immersion to understand contextual realities in rural areas
- + Build leadership & entrepreneurship skills
- + Unique ability to work in skilling and training semi literate adults and youth
- + Practical experience for perusal of higher studies in relevant fields (public policy, impact investing, rural management, etc.)
- + Ability to positively impact lives within a community
- + Building skills for concept and solution selling

## Duration

The RuralShores Fellowship is mandatory for one year. The second year is optional and will involve field-based work, mentoring new fellows, transition or pre sales solutioning support.

## Location

First 1-2 months in our office in Delhi. The remaining 10 months will be spent in one of our rural centres across the country. Second year fellows will get to travel across multiple centres and regional offices.

## Remuneration

An all-inclusive stipend of Rs 12,000 per month will be provided. Higher stipend will be considered for persons with experience as well as for the second year of the fellowship.

## A Year (or Two) in the life of a Fellow

### ➤ Year 1:

- Month 1 Kick Off / Orientation Activities/ Training Location: Delhi
  - Introduction with CEO/ Management Board at Bangalore/ Delhi
  - Initiation - understand organization, current and previous processes, workflow
  - Make an initial visit to a nearby RuralShores Centre
  - Training Sessions – 4 weeks
  - Fellows will learn how to train the trainer as well as field agents
  - Training to be conducted by professionals with vast training expertise and subject matter experts for specific domains
  - Training curriculum will include English language training as well as multiple subjects like operational excellence, service delivery, and organizational skills
  - Different domain training (ex: Insurance, BFSI, Telecom, etc.) based on assessment and inclination will be provided.
  - A mentor will be assigned who will guide the fellow through the year
  - Research paper due on a particular topic assigned by the mentor

- Month 2-3: Skilling Period Location: RS Centre
  - Fellows will be posted to one of our RuralShores Centres across the country
  - They will train the trainers as well as train agents in life skills and work skills
  - Emphasis on work quality, deliverables, timelines and etiquette
  - Must train literate/semi literate youth and adults in language skills
  - Fellows must also research and understand village dynamics and rural workforce
  - Project scope to be defined and timelines, three checkpoints provided
  - Regular interaction with CEO, RS Skills Academy and other industry leaders
  - Training conducted in English, Hindi and Regional Languages
  - Base Location: One of the 17 RuralShores centres across the country
  
- Month 4-5: Process Training/ Process Understanding Location : RS Centre
  - Fellows will be required to train the trainers in two specific business domains
  - Domains based on the operational work at the particular location
  - Fellows will also train agents on specific processes within the domains
  - Process include persistency calling, Insurance, back office in HR Shared services, customer care support in Telecom
  - Fellows will also work within the team to understand the process and challenges
  - Two project checkpoints will be reviewed by service delivery and finance heads
  - Attend relevant seminars pertaining to social ventures/ industry meets.
  
- Month 6-11: Managing Teams/ Project Work Location : RS Centre
  - Manage small teams within the RuralShores centre
  - Assess and drive performance of the team, suggest and implement process & quality improvements
  - Ability to interact with clients on engagement calls
  - Get involved in the local community activities
  - Engage with business leaders once a month
  - Take proactive decisions to build and improve team dynamics
  - Final checkpoint of the project to be reviewed by client servicing head
  - Work with teams in regional offices to provide feedback and key learning
  - Finish Project and submit draft to the evaluation board for suggestions
  
- Month 12: Submit final project proposal/ Explore RS Location : Delhi
  - Submit Final Project proposal after review
  - Evaluate different functions within RS including Transition, Sales, Pre sales, Operations from a regional or head office
  - Visit other RuralShores centres

➤ Year 2: (Optional)

- Work in Sales, Pre Sales solutioning support and pitch to large and small clients
- Get involved in business enabled work including Financial Inclusion process, digitization of government records at a rural level
- Undergo a transition workshop and get involved in transition of a process to a centre
- Train village level trainers who promote FMCG products
- Get involved in regional service delivery of specific telecom processes
- Visit and work in one of the other Rural centres to experience a different process, domain and culture
- Mentor a first year Fellow, providing learning and experiences
- Meet business leaders, social impact funds and public policy experts

## The Application Process

Once you have submitted the CV, Cover Letter and the RS Fellowship Assessment, we will take 2 weeks to assess and then you might be called for a telephonic and personal interview round. Once selected, a RuralShores Fellow is expected to join the organization at the earliest.

### Who we are looking for:

- Students, young professionals between 21-32 years of age
- Should have a passion and commitment to creating positive social change
- Students must have finished or be in the final year of a undergraduate/graduate course
- Excellent written and verbal Communication
- Strong attention to detail
- Proficient in MS Office suite
- Willingness to travel and live in challenging rural conditions

### How to Apply:

If you feel passionate about creating a positive social change, want to understand rural markets and have the willingness to learn and travel, then please send us your CV and Cover letter clearly mentioning your experiences, skills, interests, participation in the community, In addition to this, please answer the following questions in 250 words or less on a separate word document titled – RS Fellowship Assessment.

1. Why do you want to be a RuralShores Fellow and why now?
2. What difference would you like to see after your fellowship?
3. What experience have you had with rural India?
4. What are your future career objectives?

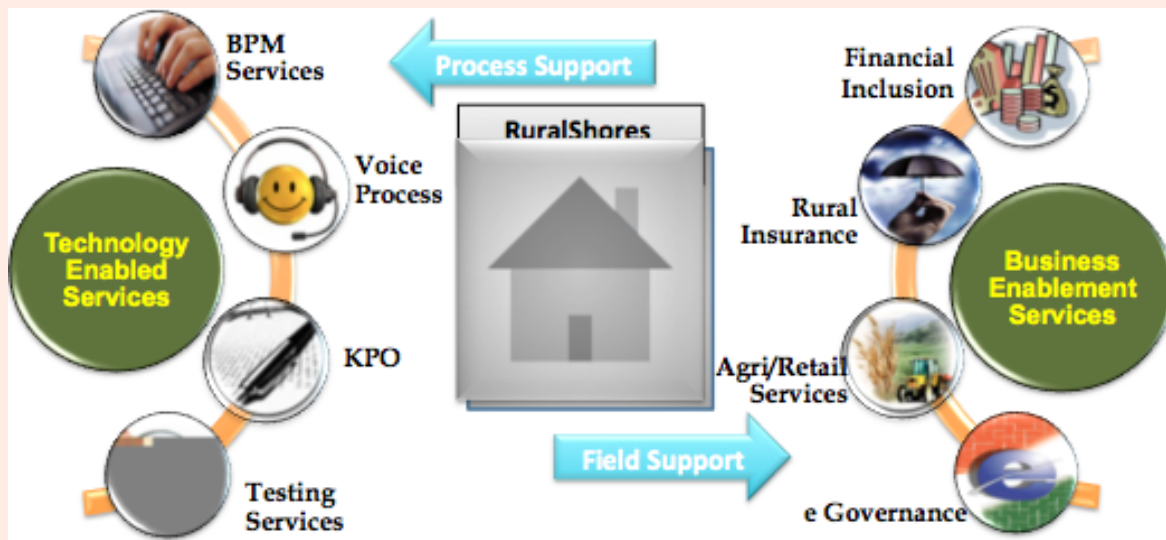
If interested please send your application to [neeraj.agarwal@ruralshores.com](mailto:neeraj.agarwal@ruralshores.com)

## Rural Shores Centres

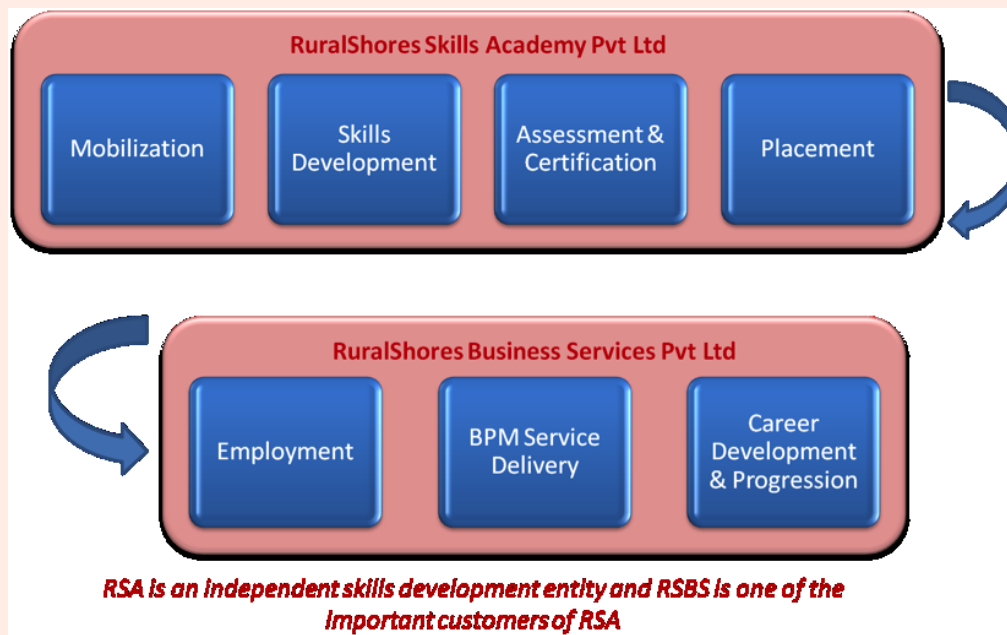




## Gamut of Opportunities – RuralShores Services



## RuralShores Skills Academy – Services



For more information, you can log onto our website, [www.ruralshores.com](http://www.ruralshores.com) or email [sameeraj.ilapavuluri@ruralshores.com](mailto:sameeraj.ilapavuluri@ruralshores.com)