



Job Title	Instructional Designer
Engagement	Contractual
Duration	3 Months
Location	Bangalore
Selection Timeline	25 September 2020- 30 September, 2020

About

REACHA is a voluntary organisation based out of New Delhi set up in the year 1992 by a group of conscientious bureaucrats, technocrats, scientists and educationists who felt that it was necessary to create an institution that could 'reach-out' to the masses and enable them to empower themselves with knowledge, know-how and the will to bring about positive changes in their lives. REACHA's interventions seek community partnership in a deep-dive effort, so that all the stakeholders in any initiative are heard and involved to create large-scale impact.

Titan Company Limited is launching a program called Design Impact Movement with REACHA as the primary partner. This movement seeks to help aspiring innovators amongst the country's youth reach their potential while also giving back to the society. It intends to inspire young people to take up designing for social impact and help them in the creation of their products for the same, if any.

Programme background

The **Design: 'Impact Awards program** (DIA), launched by **Titan in collaboration with Tata Trusts**, believes that sustainable and effective product design can create large-scale and long-term impact. To that end, the program aims to identify and support - with funding and mentoring - top design innovations in the country capable of creating this impact in the social sector.

The first edition of the Design: Impact Awards (DIA), launched in August 2017 received **993 applications** across India, covering multiple sectors like Environment, Health & Sanitation, Agri-Tech and Education. The **eight best product design innovations** received a grant of Rs 65 lakh each as well as capacity building/mentoring support over the course of two years. Based on the wide encouragement and reception



that the Design: Impact Awards received amongst social entrepreneurs, the program has evolved to include larger ecosystem support, and will be launched in 2020 as the '**Design: Impact Movement**'.

The Design Impact Movement

The program is targeted at youth with a special focus on students from Design, Engineering and Architecture backgrounds (as 74% of the DIA participants belonged to these streams). We believe that the current generation of youth in India are motivated to solve large societal challenges, and a platform like the Design Impact: Movement will provide them this opportunity. The inaugural edition of the program will focus on three thematic areas: **1) Agriculture and Livelihoods 2) Environment and 3) Healthcare**. The movement is scheduled to launch in November 2020 and aims to reach out to more than 100,000 youth through various outreach and engagement activities in the next 3 years as detailed below. Upon registration, every participant is given access to a gamified online platform that guides them through their project journey and unlocks various resources according to the commitment shown towards the goal of product design for social needs

The Opportunity

REACHA is looking to hire an instructional designer for its Masterclass series. The instructional designer will be required to create the framework of all the Learning Modules for the users and help in creation of the final output content for the Learning Modules (be it video modules, presentations or case studies). Their responsibilities would include ensuring that the quality of the content offered by the Design Impact: Movement is of a high standard and is relevant to the users by way of being educational and engaging.

Responsibilities and Duties

Key Activities

- Build the initial framework including competitive analysis of other successful online courses (Masterclass, Coursera, Edx etc.). The initial framework shall include the basic elements like table of contents, number of quizzes, videos and other possible engagement strategies with the students in each learning module
- Finalize the framework in alignment with Titan Design: Impact Team
- Identify, shortlist and engage with Subject Matter Experts (SME's) to create compelling course content in the form of presentations, case studies, learning resources, videos, quizzes or other any other forms of content



- Prepare a script in coordination with the SME's to deliver high quality video content prior to video recording
- Review content created by external SME's and provide appropriate feedback
- Oversee the video recording, production and post-production
- Coordinate with the SMEs, design and video production team, Titan Company Ltd. as well as the implementation agency and act as a focal point for these parties to ensure the best possible output content
- Incorporate changes, as per feedback, and finalize the entire content, for each learning module, in alignment with Titan Company Ltd. and the implementation agency
- Interaction with the technical team to assess any behavioural nudges that can be incorporated to drive for better engagement
- Presence for any communication/ partner calls or external meetings if the need arises

Deliverables

- Detailed framework for all learning modules which includes Table of Contents and detailed content engagement plan like number of videos, case studies, quizzes, assignments and other learning material for each learning module
- Submission of final content, tentatively ~6-7 hours of video content, in alignment with the Titan Design: Impact team

Timelines

01 October 2020 - 31 December 2020

Job Requirements

- Previous work must match the quality and nature of deliverables expected in the project
- Pricing of the work must be in line with the available financial resources for the programme
- At least 3 years of experience in conducting the required work
- Must be based out of Bangalore



If you interested in this short term opportunity please send a cover letter along with your portfolio nikhil@recha.org with cc to Mamatha.recha@gmail.com. The subject line of the mail shall be **DI Movement - Instructional Designer**