

**Title:** THC – Fellowship

**Positions Available:** 10

**Company:** THC The Himalayan Chocolates

**Location:** Himachal Pradesh, Uttarakhand, Jammu and Kashmir, Ladakh and other Himalayan regions

**Reporting to:** Founder, Rohan Keshewar

**About the Program:** In this immersive fellowship experience, participants will engage in a brief classroom session covering the entirety of the working of a social enterprise, followed by hands-on market experiences, providing a comprehensive understanding of the intricate workings of supply chain and marketing functions across the unique Himalayan landscape. Throughout their week-long stay near the Manali region, candidates will receive tailored training directly from the founder and core team of THC, equipping them with practical skills. Subsequently, they will have the chance to demonstrate their expertise by leveraging their newfound knowledge to bolster THC's presence in their allocated regions. We want to create a community of change-makers who have the intention to create a positive impact in their society and surroundings and are seeking people who can help us achieve this vision. This program will assist you in uplifting social economies in your region by providing avenues of livelihood to local youth and women.

**About THC The Himalayan Chocolates:** THC The Himalayan Chocolates is a socially conscious and innovative chocolate company dedicated to producing high-quality chocolates while positively impacting local communities and the environment. We believe in sustainable business practices as a force for good, creating employment opportunities and supporting the local ecosystem

**Role Overview:** As a THC Fellow, you will be at the forefront of expanding The Himalayan Chocolates' market presence in your region. You will play a pivotal role in building relationships with retail partners, distributors, and customers while learning from industry experts. This one-year fellowship will provide hands-on experience and mentorship, with the opportunity for one fellow from each location to be promoted to a full-time entrepreneurial role upon successful completion of the program.

**Key Responsibilities:**

- Learn and implement sales strategies to penetrate the market and achieve targets.
- Establish and nurture relationships with retail partners, distributors, and key stakeholders to drive product distribution and visibility in your region.
- Conduct market research and analysis to identify opportunities for product placement and innovative positioning.

- Assist in the planning and execution of marketing initiatives, including promotional events, product launches, and campaigns. Provide regular reports and insights on sales performance, market trends, and customer feedback to inform decision-making.
- Support inventory management and logistics to ensure timely delivery and availability of products to meet demand.
- Participate in training sessions and workshops to enhance sales skills, product knowledge, and industry insights.
- Embrace learning opportunities by working closely with the founder and gaining exposure to various aspects of the business.

#### **Qualifications & Skills:**

- Highly motivated individuals are our priority; a degree is not important. Freshers can also apply.
- Strong communication, negotiation, and interpersonal skills are essential.
- Highly motivated, proactive, and adaptable to a fast-paced environment.
- Willingness to travel within the assigned territory as required is expected.

#### **Compensation & Benefits:**

- ₹ 15000 per month + travel allowance
- Exciting incentives on achieving targets

**Tenure Expectation:** This is a one-year fellowship program, with the potential for conversion to a full-time association based on performance and organizational needs.

**How to Apply:** Interested candidates should submit their resume and a cover letter detailing their relevant experience and passion for social entrepreneurship to

**[rohan@thehimalayanchocolates.com](mailto:rohan@thehimalayanchocolates.com)**