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About Haqdarshak

Haqdarshak is a social enterprise working to make welfare schemes more accessible to citizens by leveraging technology. Our multi-state, multi-lingual, web and mobile technology platform and product line helps citizens discover, apply for, and benefit from, government and private schemes that they qualify for. They can use the platform through a local trained facilitator, the 'Haqdarshak', or themselves, on payment of a small service fee, which makes it financially sustainable. The 'Haqdarshaks', as they are called, are people from the community and working on an incentive-based model where the income is based on the number of citizens assisted in availing benefits of schemes. Please visit our website www.haqdarshak.com.

We have received a number of accolades in the past including being selected as one of the top 10 finalist of the Innovate for Digital India Challenge run by CIIE on behalf of mygov.in and Intel, top 5 in the Harvard-IIT Delhi Social Challenge, 2016, winner of the NASSCOM social innovation forum NSIF 2016. We were also one of the winners of the Facebook Code for Next Billion challenge. We have continued to receive awards, accolades and grants through 2019 and this year as well.

Our major partners include TATA Trusts, PRADAN, Swades, Crisil Foundation, DHFL Foundation, Ambuja Cements Foundation, Godrej Properties, and J-PAL among others. We are engaged with government departments from the states of Rajasthan, Chhattisgarh, Haryana, Maharashtra and Tamil Nadu, and we plan to expand our reach further.

Technology at Haqdarshak is a critical enabler in our mission to reach over a million Indians in the next few years to help them access welfare entitlements. We are now building our next generation platform to transform how Indians access their entitlements. We are also leveraging our technology extensively to reach as many citizens and connect them to eligible benefits during the COVID19 crisis.

We are looking for a **Full-time Product Manager** based out of our offices in Pune (preferred), Bangalore, Mumbai or Hyderabad

Who you are?

You will make an ideal candidate if you are passionate about leveraging your analytical abilities and problem solving skills towards building a platform that potentially impacts millions.

- Are eager to work in a startup, roll-up-your-sleeves and get-things-done
- Bring a can-do attitude and creative problem-solving skills to deliver strong outcomes in a resource constrained environment
- Have overall 1-5 years' experience in driving overall roadmaps for technology-based products using web and mobile technologies. Experience with products that cater to low-income, low-



literacy populations a definite plus

- Have at least 1 years' experience managing product backlogs, defining product features, and using data to drive product uptake/ growth
- Have experience and understanding of Agile methods especially Scrum/Kanban. Experience with tools such as Jira, Asana and Google analytics preferred

Experience in a product company a plus

What you will do?

As a key member of the Product team, you will work closely with the Product and Technology leadership to help us build the next generation of the Haqdarshak platform to meet the growing demands from our partners, customers and end users.

- You will own the product and will be responsible for success of the product
- Drive the execution of all product lifecycle processes for product, including market research, competitive analysis, planning, positioning, roadmap development, requirements development, product launch and growth
- Product Strategy –
 - Assess current competitor offerings, seeking opportunities for differentiation
 - Gain a deep understanding of customer experience, identify and fill product gaps and generate new ideas that improve customer experience and drive growth
 - Identify potential partnerships and support partnerships team to develop strategic partnerships to expand product reach
 - Define metrics to measure reach and impact of the product in alignment with HESPL vision apart from standard product metrics around user base, revenue, profitability etc.
- Product Development –
 - Translate product strategy into detailed requirements for product development by engineering teams
 - Engage appropriate stakeholders and teams across the organization to define features that drive operational efficiency, improved user experience and reach scale
 - Work closely with UI/UX designers to develop user journeys and designs to improve user experience
 - Collaborate closely with engineering teams on the development and QA of products to ensure right features are delivered in a timely manner
 - Drive appropriate product documentation including feature definition, release notes and user guides as needed
- Drive product releases including working with marketing & communications team, and other product management team members

Why you should join us?

We provide opportunities for work that can influence millions and a great exposure to the welfare



ecosystem in India as we increase our technology-driven offerings with key ecosystem players. As a product manager, you have the opportunity to take new products from concept to launch to increase the impact of work that Haqdarshak does. We offer great learning and growth opportunities, and a collaborative work environment where each person brings their passion and skills to make an impact

If you are interested, please drop us an email at

jobs@haqdarshak.com / sunetra.deshpande@haqdarshak.com along with your CV and a brief cover letter on why you are interested in this position