Job Title - Lead - School Engagement and Strategic Partnership

Role Overview

Gyan Dhara is an immersive VR-based metaverse platform designed to make experiential, concept-driven education accessible to students across India. The platform is free for schools and aims to transform learning from rote memorization to deep conceptual understanding.

The Adoption & Ecosystem Development Lead will be responsible for expanding the usage of Gyan Dhara across India by engaging schools, institutions, NGOs, corporates, and government bodies. The primary objective is large-scale adoption, meaningful implementation, and ecosystem growth — not revenue generation.

Key Responsibilities

1. School Outreach & Adoption

- Identify and approach private and government schools across India
- Present and demonstrate Gyan Dhara to school leaders and decision-makers
- Convince institutions to set up VR labs and implement Gyan Dhara
- Guide schools on basic VR infrastructure requirements
- Support onboarding and initial deployment
- Build long-term institutional relationships

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2. Ecosystem & Partnership Development

- Develop partnerships with:
  - NGOs working in education
  - CSR wings of corporates
  - State and district education departments
  - Educational trusts and foundations
  - EdTech organizations and innovation labs
- Explore collaborative pilots that expand usage across districts or clusters
- Identify opportunities to integrate Gyan Dhara into existing digital or STEM initiatives

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3. Usage Growth & Field Intelligence

- Ensure schools actively use the platform after onboarding
- Collect structured feedback from teachers and students
- Observe and document user behavior patterns

- Provide field insights to the product and research teams
- Identify barriers to adoption and propose solutions

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4. Expansion Strategy

- Build regional outreach strategies
- Create scalable adoption models for different school types
- Represent Gyan Dhara at education events, conferences, and forums
- Travel across India for school visits and institutional meetings

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Who Should Apply

- Individuals passionate about transforming education in India
- Strong communicators who can confidently interact with school leaders and institutions
- Self-driven and comfortable working independently
- Open to extensive travel
- Organized and capable of maintaining structured documentation

Fresh graduates with exceptional communication skills and initiative are encouraged to apply. Prior experience in education, outreach, CSR engagement, or EdTech is beneficial but not mandatory.

What This Role Is Not

- It is not a traditional sales role.
- It is not focused on revenue targets.
- It is not a desk-based coordination job.

This role is about building adoption, trust, and long-term educational impact.