

## Consultant

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### Market Research, Green Building Materials

Hybrid Bangalore preferred (open to remote for deserving candidate)

**Duration:** 6 months

The Green Building Material Market Research project by Villgro and Habitat for Humanity aims to map the landscape of India's green building materials sector. It will analyze market trends, capital flows, and barriers to scaling up startups in this space. Primary research through surveys and discussions with stakeholders like customers, startups, investors and enablers will inform a knowledge product with actionable recommendations. Pilots will also be designed and implemented with select startups to build evidence for effective interventions to mainstream sustainable building materials in India.

#### Position summary

We seek a research expert with a deep understanding of the Indian construction industry and green building materials. The ideal candidate should have expertise in qualitative and quantitative research methodologies, with a proven track record of around 5-6 years in delivering valuable market intelligence.

#### The role will include:

- Leverage experience in conducting market research projects, preferably within the construction or sustainability sectors, to analyze the Indian green building materials market.
- Contribute to market research methodologies, design surveys and questionnaires, and structure research reports.
- Conduct in-depth research and analysis to identify trends, opportunities, and challenges in the green building materials market.
- Design and participate in primary research for example stakeholder interviews, round tables, and focus groups.
- Collaborate with the investment team to provide insights and recommendations for potential investment opportunities.
- Ensure systematic data collection and reporting on market trends and funding opportunities.
- Enabling partnerships with key stakeholders in the sustainable construction sector.

But remember, these are just the contours of the role as we have envisaged it. We would love to have you expand its boundaries and take on more.

**The ideal candidate would have:**

1. Master's degree in a relevant field, such as Business, Sustainability or Construction Management.
2. 8-10 years of consulting experience in market research, preferably in the construction or sustainability sectors.
3. Expertise in qualitative and quantitative research methodologies, including survey design, data analysis, and report writing.
4. Strong analytical and problem-solving skills, with the ability to identify patterns and insights from complex data sets.
5. Excellent communication and presentation skills, with the ability to convey findings clearly and effectively.
6. A passion for sustainable development and a commitment to driving positive social and environmental impact.
7. Connections with key stakeholders in the sustainability and construction space are preferable.
8. A proven track record as a lead author of research reports is preferable
9. Open to travel as per the program needs (about 20 days over the period of 6 months)

**Compensation:**

We pay reasonably well and comparably higher within the nonprofit sector and there is a variable component. Employees get health insurance for themselves and their immediate family members. We also have a mental health policy that provides access to subsidized support.

**How to apply:**

Apply to this role by filling this [form](#). We look forward to hearing from you!

**About Villgro:**

We are India's foremost impact-first incubator. Established in 2001, Villgro's mission is to make innovative, impactful businesses succeed in Health, Agribusiness, Climate Action and Gender Inclusion.

We believe that innovation and for-profit business models are the sustainable route to solving critical social and environmental problems in India. We help enterprises scale by financial (grants/equity/low-cost debt), subject matter expertise and help in accessing hard-to-reach

markets. Since 2001, we have worked with over 387 enterprises which have impacted over 20 million lives.

Villgro was recognised as the “Top Incubator” in India by Invest India (DPIIT, GoI) in 2020. Villgro fosters an open culture where each member is encouraged to express his/her/their views and opinions. We are a small, but highly committed team and we thrive on collaboration. We are an equal-opportunity employer and extremely committed to fostering workplace equity. Villgro has won the prestigious DivHersity Awards 2020, 2022 & 2023 as recognition for this!

**Values we hold close:**

Villgro alumni have gone on to found social businesses, study at Ivy League and Indian B Schools, work or found impact funds and public policy institutes. But most importantly, they have become voices of change. We are committed to providing the same exposure and experiences to help you achieve your personal and professional goals.

An ideal candidate will resonate strongly with one or more of the following values.

- Empathetic: We walk in the shoes of our entrepreneurs and partners.
- Bold: We embrace uncertainty, and ambition, and believe in limitless possibilities.
- Entrepreneurial: We take initiative and capitalize on opportunities.
- Demonstrating integrity: We are transparent, candid, and honest.

In case of any queries, please write to us at [careers@villgro.org](mailto:careers@villgro.org)

Read more about us at [www.villgro.org](http://www.villgro.org)

Check out our latest impact report at <https://www.villgro.org/reports/>

Have a look at our portfolio companies in action <https://www.youtube.com/@Villgro2001>