

YUGMARG

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Punjab Govt, The/Nudge Institute announce The/Nudge IAF program

Chandigarh: The Government of Punjab, in partnership with The/Nudge Institute, has called for applications for the The/Nudge IAF – programme. Under the programme, senior executives who bring strategic acumen, entrepreneurial drive and technological leadership from the private sector will work with heads of departments in Government of Punjab, on critical, state-wide initiatives to create and promote resilient livelihoods for all. This 18 month long Fellowship has been approved by the State Cabinet as a means to bring greater professional expertise towards building a citizen-centric and forward looking governance ecosystem and will commence in Dec 2022. The Government of Punjab and The/Nudge Institute are inviting applicants with experience of over 15 years in the private sector, and must have demonstrated large-scale transformation across IT, Finance, Education, Environment or Entrepreneurship. Fellows selected through a rigorous process will work with Principal Secretaries and Secretaries across various departments that enhance livelihood opportunities. Emphasizing the value of public private partnership anchored in the program, Nandan Nilekani, who has supported The/Nudge IAF since its early days, said “We cannot deal with our diverse and complex problems without focusing on fixing the basics and investing in public infrastructure. In the digital age, infrastructure no longer means just roads, bridges and highways but also digital platforms that create the conditions for innovation at scale.”