



STRATEGY & GROWTH GRADUATE PROGRAMME

Build the future. Learn how businesses scale. Launch your career

Location: Noida

Duration: 3 Months

Start Date: Immediate / Rolling Intake

Eligibility: Final-Year Students & Recent Graduates

Outcome: Potential Conversion to a Full-Time Associate Position

About Sparsh

Sparsh CCTV is one of the world's fastest-growing surveillance companies, building indigenous, cyber-secure security technology for critical infrastructure, enterprises, cities, and governments. For over 24 years, Sparsh has been designing and manufacturing technology in India. Today, we are building at the intersection of hardware, software, AI, cloud platforms, manufacturing, and digital transformation.

As we enter our next phase of growth, we are looking for individuals who are excited by learning, solving problems, and building things that matter.

About The Programme

The Strategy & Growth Graduate Programme is a structured rotational programme designed to develop future business leaders.

Over 3 months, graduates gain exposure to multiple functions, work directly with leadership, and contribute to real projects that impact the business. Unlike traditional graduate programmes that focus on observation, this programme combines learning, execution, and ownership from day one.

By the end of the programme, participants will have developed a broad understanding of how strategy, technology, branding, and business operations come together inside a growing technology company.

Programme Structure

Throughout the programme, graduates rotate across three focus areas while simultaneously working on a strategic capstone project.

Rotation 1: Research & Market Assessment

Objective: Learn how strategic decisions are made using market intelligence, customer insights, and business data.

Key Responsibilities

- Market Research & Competitive Intelligence
- Business Case Studies
- CRM & Business Analytics
- Strategic Projects



Rotation 2: Product, Solutions & Brand

Objective: Understand how products are positioned, communicated, and taken to market.

Key Responsibilities

- Solution Development & Storytelling
- Product Marketing
- Product Demonstrations
- Brand & Communications

Rotation 3: Technology & Platforms

Objective: Understand how technology, systems, and digital platforms support business growth and operational efficiency.

Key Responsibilities

- User Feedback & Adoption
- Platform Operations & Process Improvement
- Product Information Management
- Digital Growth & Visibility
- Sparsh Solution Labs

Fun Side Mission (Optional)

The Unofficial Sparsh Instagram

Run an experimental internal content initiative focused on showcasing the people, culture, projects, and behind-the-scenes moments at Sparsh.

Examples:

- Factory Diaries
- Day in Life
- Engineering Memes
- Product Team Moments
- Sparsh Unfiltered
- AI Lab Stories
- Meet the Team Series

The goal is not follower growth but learning content creation, storytelling, and employer branding.