samasana
CONSULTING

CAPABILITIES · 2026

I help change-based organizations *build, fund, and scale* what matters.

For 15+ years I've helped start-ups, nonprofits, and governments turn big ideas into strategy, funding, and lasting change.

$334K+
helped raise for marine conservation partners

90,000+
people fed in 2.5 months of lockdown

8,000+
students reached through grassroots programs

27
awards for a documentary I helped bring to the world

HOW I CAN HELP

01 **Business & start-up support**
Plans, markets, operations, and launches for start-ups built on purpose.
Business plans · market analysis · launch and go-to-market strategy

02 **Sustainability & social change**
Impact strategies and campaigns that move people and funding.
Theory of change · campaign design · cross-sector partnerships

03 **Sustainable tourism**
Hospitality and travel that's good for places and the people who live there.
Operations manuals · brand and PR · launches · responsible tourism policy

04 **Collaborative action & facilitation**
Facilitation that turns stakeholders into collaborators.
Art of Hosting · Participatory Leadership · Sociocracy · NVC · Asset-Based Community Development

05 **Fundraising & partnerships**
Introductions and relationships with the donors who share your mission.
CSR, philanthropic, and institutional funders · warm introductions · follow-through

SELECTED WORK

Act for Goa · 90,000+ migrants fed during India's first COVID lockdown

Turtle Walker · $334K+ raised for partner NGOs; 139 teachers trained

Forca Goa Foundation · built from scratch; 8,000+ students in year one

Vaayu Vision · +60% revenue in one year; a Condé Nast Traveler–recognized hotel

Circle Wallas · input into India's first state circular economy strategy

Start-ups · 6 start-ups taken from idea to business plan to brand launch

WORKED WITH

Act for Goa · Vaayu Kula · Prana · Forca Goa Foundation · Circle Wallas · ReefWatch Marine Conservation · Marine Conservation Institute · Tropical Wax

ABOUT JILL

Jill Ferguson founded Samasana Consulting. In Goa she co-founded a boutique hospitality company, an artist residency, a civic action platform, and a responsible tourism collective. She led a football foundation and produced the impact campaign for an award-winning documentary.

Based between Sri Lanka and Lisbon, with clients across India, South Asia, Europe, and beyond.

EDUCATION

MA, Peace and Justice Studies (Human Rights and Development)
Joan B. Kroc School of Peace Studies, University of San Diego

BA, Political Science, minor in Business Administration
University of San Diego

> *"Jill was a fantastic connect between us and the several donors she brought in"*
>
> **Nayantara Jain**, Executive Director
> ReefWatch Marine Conservation

RECOGNITION

Changemakers Award, UN SDG 12 & 17 · 2021

UN Global Goals World Cup, winner · 2019

CleanAThon felicitation · 2022

Condé Nast Traveler Top 10, Goa · 2023–25

Turtle Walker: 48 festivals, 27 awards

Let's build what matters, *together.*

Book a free discovery call · **samasana.in/contact** · **jill@samasana.in**