



## खादी और ग्रामोद्योग आयोग

**KHADI AND VILLAGE INDUSTRIES COMMISSION**

सूक्ष्म, लघु तथा मध्यम उद्यम मंत्रालय, भारत सरकार

Ministry of Micro Small & Medium Enterprises., Govt. of India

राज्य कार्यालय, सिक्किम /STATE OFFICE, SIKKIM

### **ENGAGEMENT OF MARKETING EXPERTS, TECHNICAL EXPERTS & RETIRED BANK OFFICIALS FOR PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME.**

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Applications are invited from the interested applicants for the posts of Technical Experts, Marketing Experts and Retired Bank Officials on or before 21.11.2020 on contract basis for the period up to 31.03.2021 initially, which may be extended for further period upon the performance of the selected candidates.

For further details of qualification, experience, job description, remuneration, age limit etc, please visit [www.kvic.org.in](http://www.kvic.org.in)

Interested applicants are requested to submit their application online as per devised Format. The online application may be submitted from 11.11.2020.



इंदिरा बायपास, पो. तादोंग, गंगटोक, सिक्किम - 737102

Indira Bypass, P.O-Tadong, Gangtok, East Sikkim- 737102

Tele-Fax- 03592-280696, e-mail:- kvic\_gtk@yahoo.com

## **Eligibility for Technical Expert**

### **Qualifications;**

- Bachelor's degree in any discipline

### **Experience;**

- Experience in different Village industries, MSME, Handicrafts, Cottage etc.
- Retired officials of KVIC, KVIB, DIC, MSME DI, NSIC and COIR Board not below the rank of Assistant Director.
- Strong written and verbal communication skills of local language of the State besides official language.
- Knowledge of Machinery/Raw Material/Production process/ Identification of potential activities in the respective areas.
- Knowledge on the PMEGP Scheme, Guidelines and procedure.

### **Age Limit;**

Maximum Age - 65 years

### **Key Responsibilities for Technical Expert**

- To act as mentor for units setup under PMEGP
- Provide handholding support to the new and old entrepreneurs
- Guide prospective entrepreneurs to establish viable projects
- Guide prospective entrepreneurs about PMEGP Scheme benefits and procedure.
- Guidance on modern technology processes and management practices.
- Regular monitoring of progress made

### **Remuneration**

A lump sum consolidated amount of **Rs 40,000/-** per month.

## **Eligibility for Marketing Expert**

### **Qualifications :**

- Bachelor's degree in business administration/ marketing/ communications, or graduate in any discipline with 5 years' experience in the relevant field preferably for Small Scale & Village Industry, Handicraft, etc.

### **OR**

- MBA (Marketing) with 2 years' experience in the relevant field preferably for Small Scale & Village Industry, Handicraft, etc.

### **Experience :**

- Previous experience in sales, marketing, advertising, and brand management,
- Excellent analytical skills and data analysis,
- Strong written and verbal communication skills,
- Extensive knowledge of current and relevant markets in rural India for Village or cottage industry, and
- Should be well-versed in local language

### **Age Limit;**

Maximum Age -40 years

### **Key Responsibilities for Marketing Expert**

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Collaborate with other internal teams to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaigns
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and product collateral, and ensure guidelines are met
- Write, proofread, and edit creative and technical content across different mediums



- Work with external agencies and vendors to execute marketing programs
- Excellent time management, able to balance many projects at once, and
- Ability to travel as necessary

**Remuneration**

A lump sum consolidated amount of **Rs 40,000/-** per month.

## **Eligibility for Retired/ Ex Bank officials**

### **Qualifications;**

- Bachelor's degree in any discipline

### **Experience;**

- 15 years of experience in banking with minimum experience of 3 years as a Branch Manager.
- Strong written and verbal communication skills
- Knowledge of preparing and appraisal of project reports & knowledge of techno-economical viability on the projects.
- Should be well-versed in local language.

### **Age Limit;**

Maximum Age -65 years

### **Key Responsibilities**

- Provide handholding support to the new and old entrepreneurs
- Guide prospective entrepreneurs to establish viable projects
- Help in preparation of detailed project reports and other related documents to reduce rejection from financing banks
- Reduce time to market by streamlining application process
- Regular monitoring of progress made

### **Remuneration**

A lump sum consolidated amount of **Rs 40,000/-** per month for Metro cities (Delhi, Mumbai, Kolkata, Chennai, Bengaluru, and Hyderabad) or **Rs 25,000/-** for other cities.

**Format for Application**

Advertisement No. :

Position Applied for :

(Purely temporary on contract basis)

Affix self- attested  recent passport size photograph here.
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Project title : PMEGP BFL

1. Name in full (in Block letters):
2. Father's/Husband's Name:
3. Permanent Address including:  
Phone, fax, e-mail
  
4. Address for correspondence:
  
5. (a) Date of Birth : Date :            Month:            Year :  
  
          (Attested copy of proof of age to be attached)
  
- (b) Age as on .....:    Years            Months            Days
  
6. Whether SC/ST/OBC/GEN :  
  
          (If SC/ST/OBC, documentary proof to be furnished)
  
7. Nationality :

8. (a) Educational Qualifications in chronological order beginning from SSC(10<sup>th</sup> Onwards):

Name of the Examination Passed	Year of Passing	Name of the Board/University	Sub studied	Division/% of marks obtained

(b) Professional/Technical Qualifications(If any):

Name of the Examination Passed	Year of Passing	Details of Course	Board / University	Subject Studied	Division/% of marks obtained

(A brief write-up to be given at the end indicating the relevance of past experience to the Post applied for)

9. Work Experience in chronological order, starting with the first job:-

Name & address of Employer	Period of service		Designation of post & scale of pay	Total length of service	Nature of work & level of responsibilities
	From	To			

10. Whether presently in any job. If yes then job is in Govt./PSU/Autonomous Institutions/Private :

11. Whether permanent/temporary/ad-hoc in the present job:

12. Any other information relevant:

**Declaration & Certificate**

I hereby declare and certify that all the statements made in this application are true and correct to the best of my knowledge and belief. If any of the particulars furnished by me are found to be incorrect or suppressed, my candidature is liable to be rejected at any stage during or after selection process. Further, I understand that this position is purely temporary on contract basis, if it is found after my appointment at the Centre that the particulars furnished by me are incorrect or suppressed, my services are liable to be terminated without any notice.

Place..... Signature of the Candidate.....

Date..... Name.....