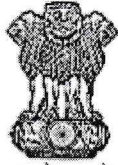




खमये दुखमानम् ।
प्राणिन्सु अतिनिशानम् ॥



सत्यमेव जयते
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

खादी और ग्रामोद्योग आयोग

KHADI AND VILLAGE INDUSTRIES COMMISSION

सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय, भारत सरकार

Ministry of Micro, Small and Medium Enterprises, Govt. Of India

राज्य कार्यालय/**STATE OFFICE**

ग्रामोदय, इन्दिरानगर, फैजाबाद रोड, लखनऊ-226016, उ०प्र०

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No. SOL/ PMEGP/BFL/Budget/ 2020-21

Date: 10.11.2020

**ADVERTISEMENT FOR ENGAGEMENT OF
MARKETING EXPERTS/ TECHNICAL EXPERTS AND RETIRED BANK
OFFICIALS FOR PMEGP SCHEME**

Applications are invited from the interested applicants for the posts of Technical Experts (1 Post), Marketing Experts (1 Post) and Retired Bank Officials (2 Posts) on or before 25.11.2020 on contract basis for the period upto 31.03.2021, 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**

STATE DIRECTOR/ INCHARGE

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.

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(10th 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.....