

FORMAT FOR APPLICATION

Advertisement No:

Position applied for:

(Purely temporary on contract basis)

Project title: PMEGP BFL

1. Name in full (in Block Letters):

2. Father's/Husband's Name:

3. Permanent Address including:

Phone Number, Fax, Email ID

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 date _____ Years _____ Month _____ 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	Subject Studied	Division % of marks obtained

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

Name of the Examination Passed	Year of Passing	Details of Course	Name of the 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 center that the particulars furnished by me are incorrect or suppressed, my services are liable to be terminated without notice.

Place.....

Signature of the Candidate.....

Date

Name

ELIGIBILITY FOR MARKETING EXPERTS

Qualifications:

*Bachelor's Degree in business administration/marketing/communications or graduate in any discipline with 5 years' experience in the relevant field preferable 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 and data analysis

*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

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 technological 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 25,000/- per month

ELIGIBILITY FOR TECHNICAL EXPERTS

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-I (Pay Matrix L-9 &10).
- *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 of on the PMEGP Scheme, Guidelines and procedure.
- *Should be well versed in local language

Age Limit : Maximum Age 65 years

Key responsibilities for Technical Experts:

- *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 procedures.
- *Guidance on modern technology process and management practices
- *Regular monitoring of progress made

Remuneration

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