



खादी और ग्रामोद्योग आयोग KHADI AND VILLAGE INDUSTRIES COMMISSION

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार)

(Ministry of Micro-Small & Medium Enterprises, Govt. of India)

राज्य कार्यालय (केरल) State Office (Kerala)

पट्टम पालस पि.ओ. तिरुवनंतपुरम-4 Pattom Palace. P.O, Thiruvananthapuram-695 004



कामये दुःखतमानाम्।
प्राणिनाम् आर्तिनाशनम्॥

NOTIFICATION

Applications are invited from the interested candidates for the posts of Marketing/Technical Expert (1 No.) and Retd. Bank official (1 No.) in connection with the implementation of Prime Minister's Employment Generation Programme (PMEGP) on contract basis for the period up to 31.03.2025, which may be extended for further period upon the performance of the selected candidates and subject to allocation of funds. The interested applicants may apply through the link given.

<https://forms.gle/wvjiTCckSPZuR5S66>

The last date for submission of application is on 28-06-2024.

For further details of qualification, experience, job description, remuneration, age limit etc., please visit www.kvic.org.in and click [vacancies](#) link.

Applications received through online only will be accepted.

Sd/



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Eligibility for Marketing / Technical Expert

Qualifications:	<ul style="list-style-type: none">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. <p style="text-align: center;">OR</p> <ul style="list-style-type: none">MBA (Marketing) with 2 years' experience in the relevant field preferably for Small Scale & Village Industry, Handicraft, etc.
Experience:	<ul style="list-style-type: none">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.Should be well-versed in local language-Malayalam
Age Limit:	Maximum Age -40 years
Period of engagement:	One year on contract basis (depends upon Budget sanction)
Key Responsibilities:	<ul style="list-style-type: none">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, andAbility to travel as necessary.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.To act as mentor for units setup under PMEGPProvide handholding support to the new and old entrepreneurs

	<ul style="list-style-type: none"> • 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 Retired Bank Official

Qualifications:	Bachelor's degree in any discipline.
Experience:	<ul style="list-style-type: none"> • 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- Malayalam.
Age Limit:	Maximum Age -65 years
Period of engagement:	One year on contract basis (depends upon Budget sanction)
Key Responsibilities:	<ul style="list-style-type: none"> • 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.

Additional Information

- Shortlisted candidates will be called for interview at State Office-KVIC-Pattom Palace.P.O, Thiruvananthapuram.
- No TA/DA will be provided for attending the interview.
- Interview for the posts will be conducted based on budget/fund allocation against each post.
- Posting will be at State Office-KVIC-Vrindavan Gardens-Pattom Palace.P.O, Thiruvananthapuram.
- The decision of the selection committee will be final and no representation will be entertained

Sd/

STATE DIRECTOR (I/c)