



खादी और ग्रामोद्योग आयोग

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार)
राज्य कार्यालय (केरल), पट्टम पालस पि.ओ, तिरुवनंतपुरम-695 004
KHADI AND VILLAGE INDUSTRIES COMMISSION
(Ministry of Micro-Small & Medium Enterprises, Govt. of India)
State Office (Kerala), Pattom Palace. P.O, Thiruvananthapuram- 695 004
website www.kvic.org.in e-mail sotvm.kvic@gov.in, kvictvm@gmail.com
Phone : 0471 2331625, 9446585973, 0471 2331061



NOTIFICATION

Applications are invited from the interested candidates for the posts of Marketing Expert and Technical Expert (1 each) in connection with the implementation of Prime Minister's Employment Generation Programme (PMEGP) on contract basis for the period up to 31.03.2022, 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/73zUw2zKX9HcrBQBA>

The last date for submission of application is on 10-09-2021.

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/
State Director



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Eligibility for Technical Expert

Qualifications:	Bachelor's degree in any discipline
Experience:	<ul style="list-style-type: none"> • 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.
Period of engagement:	Six Months period
Age Limit:	Maximum Age - 65 years
Key Responsibilities:	<ul style="list-style-type: none"> • 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:	<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
Age Limit:	Maximum Age -40 years
Period of engagement:	One year on financial year 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, and• Ability to travel as necessary.
Remuneration:	A lump sum consolidated amount of Rs 40,000/- per month.

Sd/

STATE DIRECTOR