

Zonal Technology Management & Business Planning and Development Unit
ICAR-Indian Agricultural Research Institute, New Delhi-110 012
Online Interview for the post of Manager, Marketing & Communications

Particulars	Emoluments (fixed) P.M.	Essential Qualification	Date of Interview
RKVY RAFTAAR Manager, Marketing & Communications One (1)	Rs. 1.25 lakh (Fixed)	<p>Professional with MBA/ PGDM /equivalent Master degree in Agri-Business/ Finance/ Marketing/ Agri Marketing/ Economics/ Agri Economics/ science/ Technology Commercialization/ Entrepreneurship from UGC recognized institute/ universities with minimum 3-5 years of experience in financial consulting; assessment and evaluation of startup projects; organizing workshops and trainings, awareness programmes to promote Agri incubation.</p> <p>Job Responsibilities:</p> <ul style="list-style-type: none"> • Facilitate new initiatives for incubation service offerings to entrepreneurs and start-ups. • Develop strategies to leverage industry, academics, investors & institutional network for the benefit of the incubation program. • Ensure development of marketing material to promote incubator and incubatees. • Organise events to facilitate national and international collaborations for the incubator. • Coordinate all cross-functional activities at the incubator level & collaborate with management on allocation and planning of resources to help promote innovations. • Demonstrate an active approach, be willing to get involved to achieve goals and objectives of the incubator. • Work collaboratively towards creating a positive and innovative atmosphere which encourages employees and start-ups to commit themselves to the National cause. • Coach & mentor entrepreneurs, start-ups in their innovative product positioning. • Nurturing the start-ups to develop innovation mindset & drive linkages to industries for business collaborations. • Conducting regular innovation workshops for the start-ups with various industry experts. 	<p>Date: 25.10.2021</p> <p>Reporting Time: 9:30 PM</p> <p>Interview Time: 10 AM</p>

		<ul style="list-style-type: none"> • Organise events to facilitate collaborations, technology tie-up, enhance the investor reach and expert resource. • Organise training programs, workshops, mentorship programs, networking seminars etc. • Coordinate all cross-functional activities, represent start-ups internally and collaborate with management on allocation and planning of resources to help promote start-up innovations. 	
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Other terms and conditions:

1. Maximum Age: 50 Years
2. Candidate shall produce a No objection and an experience certificate from the employer in case he/she is employed at the time of interview.
2. The above positions are purely on contract basis for a period up to 31.03.2022 or period till termination of the project whichever is earlier.
3. The candidate shall not claim regular appointment at this Institute, as the post is co-terminus with the project.
4. Interested applicants are requested to send their application in pdf format through e-mail to **career@pusakrishi.in** on or before **22.10.2021; 5:00 PM**. The candidate will have to compulsorily fill in application form (as per the format annexed), scanned copies of all the original certificates from matriculation onwards, date of birth certificate, NET/equivalent certificate, degree certificate, experience and publication. A recent passport size photograph must be pasted onto the application form.
5. Selection Process : In view of the deteriorating situation of Covid-19 pandemic in New Delhi, it has been decided that the interview will be conducted only through Video Conferencing and not in person.
6. The selection will be on the basis of educational qualifications, relevant experience and followed by Interview process. Only the candidates meeting essential qualifications, experience and age will be called for online interview. Selected candidates will be informed by e-mail to appear for virtual / online interview
7. Candidates shall need to produce a No Objection Certificate from the college / institute.
8. Concealing of facts or canvassing if any form shall lead to disqualification or termination of such candidates.
9. Note – Please mention the subject as “Application for the **Manager-Marketing & Communications**.”
10. No TA/ DA will be paid for a joining the assignment or on its completion.

Venue: Zonal Technology Management & Business Planning and Development (ZTM & BPD) Unit, Near KAB- II, IARI, New Delhi- 110 012

**ZONAL TECHNOLOGY MANAGEMENT AND BUSINESS PLANNING
& DEVELOPMENT UNIT INDIAN AGRICULTURAL RESEARCH
INSTITUTE, NEW DELHI – 110 012**

APPLICATION FOR INTERVIEW

1.	Post	Manager-Marketing & Communications	Photogarp
2.	Full Name (In Block Letters)		
3.	Father's Name		
4.	Date of Birth (DD/MM/YYYY)		
5.	Age as on date of interview		
6.	Address with pin code(a. permanent, and b. for communication)*	(a)	
		(b)	
7.	Mobile No*		
8.	Email Address*		
9.	Gender		
10.	Marital status		
11.	Whether belongs to SC/ST/OBC/General (Attach proof)		

12. Details of educational qualification (Attach self-attested scanned copies of certificate)

S.No.	Degree	Board/ University	Major subject	Year of passing	Maximum marks	Marks obtained	Percentage (If CGPA kindly convert in percentage)
1	10th						
2	12th						
3	Graduation						
4	Post-Graduation						
5	PhD						
6	Diploma/Certificate Course						

13. Details of experience (Please attach the proof)

S. No.	Position held	Employer	Period (from)	Period (to)	Total experience (years)
1					
2					
3					
4					
5					
6					
7					

14. No objection certificate from present employer –

15. Additional information, if any

16. Self-declaration regarding truthfulness in application attached

17. Mode of Interview: Online

DECLARATION

I hereby declare that none of my near or distant relative is an employee of the Indian Council Agricultural Research (ICAR) / Indian Agricultural research Institute (IARI). If found otherwise and in the event of non-declaring the same as prescribed in the advertisement, my candidature to the Interview and my selection to the post be cancelled.

Ihereby declare that all statements made in the application are true/ correct to the best of my knowledge and belief.

In the event of any information being found false or incorrect, my candidature/appointment be cancelled without any notice.

Date
Place -
the Candidate

Signature of