

पूर्वोत्तर हस्तशिल्प एवं हस्तकरघा विकास निगम लिमिटेड (एनई एच एच डी सी)
North East Handicrafts & Handlooms Corporation Ltd
(A Government of India Enterprise)
NEHHDC, Craft Promotion Centre,
Garchuk, Pamohi Road, Guwahati-781035

RECRUITMENT NOTICE

NEHHDC will conduct **Walk-In-Interview** for filling up the following Post on Contractual basis at Corporate Office, Guwahati.

- Consultant (Integrated Marketing Communication Services) **[1 No]**
- Manager (Advocacy & Consultancy) **[1 No.]**
- Design Head **[1 No.]**
- Manager (Sales and Marketing) **[1 No.]**

Interested candidates can download the detailed notice by visiting www.nehhdc.com

The Walk-in-Interview will be held as per the scheduled date & time: **26-04-2022** from **11.00 AM onwards** in the undersigned address.

Sd/-
Managing Director
NEHHDC, Crafts Promotion & Experience Centre,
Garchuk, Pamohi Road, Guwahati – 781035

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North East Handicrafts & Handlooms Corporation Ltd

(A Government of India Enterprise)

NEHHDC, Craft Promotion Centre,

Garchuk, Pamohi Road, Guwahati-781035

Ministry of Development of North Eastern Region, Govt. of India

Website: www.nehhdc.com Phone No. - 0361-2910002

RECRUITMENT NOTICE

North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC), a Govt. of India Enterprise under the administrative control of Ministry of DoNER, Govt. of India will conduct **Walk-In-Interview** for filling up the below mentioned Post on Contractual basis.

A. Name of the position – Consultant (Integrated Marketing Communication Services)

i) Age limit – 60 years

ii) No. of position – 1 (one)

iii) Total Emoluments (In Rupees) – 1,10,000/- pm

iv) Qualification & Experience

a) Essential - Post-Graduation Degree/BE/B.Tech/M.Tech/MBA.

b) Experience: Up to 30 years (experience of setting up and scaling multiple businesses and brands across sectors – Retail, Handloom, Factory, FMCG, Finance, Real Estate, Home Decor and Education etc).

Background

Purbashree is the Brand under which various products are procured and marketed by North Eastern Handicraft & Handlooms Development Corporation Limited across India through its own Showrooms and looking for enhancing scalability through Integrated Marketing Communication Services.

Integrated Marketing Communication Services will include Consultancy for the following:

- a. Brand Management
- b. Marketing Strategy & Research
- c. Experiential Marketing
- d. Events & Exhibitions
- e. Digital & Social Media Marketing
- f. Direct Marketing
- g. Retail Communication & Visual Merchandise
- h. Creative Designing

- i. Media Planning
- j. Perception Management
- k. IP Creation & Management
- l. Prepare the Marketing Strategy and Supervise all the initiatives that the corporation will decide to execute in terms of On-Line & Off-Line Platforms to ensure Sales & Marketing of North Eastern Handicraft & Handlooms in 2022-23.

The scope of IMC Consultancy Services will be:

- Preparing Marketing Strategy keeping in mind the Strengths of NEHHDC and Customer Centricity
- Media Planning and Creative Designing
- Creating the framework of On-Line Platform for Purbashree Product Range
- Preparing Digital & Social Media Marketing Strategy and supervising the Campaigns
- Identifying Expos & Exhibitions to showcase NEHHDC in 2022-23
- Streamlining the Product Categories and Product Range

B. Name of position: Manager (Advocacy & Consultancy)

i) Age limit – 35 years

ii) No. of Position – 1 (one)

iii) Total Emoluments (In Rupees) – 50,000/- pm

iv) Qualification & Experience

a) Essential - Post-Graduation degrees in Social Science/other relevant Post Graduate Degree

b) Desirable – M.Phil/PHD in relevant area, Diploma in Computer (minimum 6 months)

c) Experience: A total of Minimum 8 years of post-qualification experience out of which minimum 5 years' experience in Central Govt./ State Govt/ PSUs/ Autonomous Bodies having significant expertise in project coordination, socio economic development, skill development and entrepreneurship, Documentation, and other relevant field

Background:

NEHHDCs Advisory & Consultancy Department provides handicrafts and handlooms consulting services to training, marketing, industrial, infrastructure and social development projects in the North East of India. With a team of professionals in the fields of Action Research, Handloom, Handicraft, Management and Marketing, we deliver high quality services for our clients which include Central and State Governments, Public and Private Sector companies, Public Utilities, Multi-lateral funding agencies, Investors and Developers.

Roles and Responsibility:

- a) Advocacy and Consultancy services in planning, ideation, identification, approach and methodology in social mobilization, Promoting Micro Enterprise, Livelihoods, Cluster Development, Incubation, Entrepreneurship Development etc, Project Proposal Development, EOI, Concept Development, Project Report, DSR, DPR, Project Management
- b) Handling the SFURTI Scheme of MoMSME
- c) Liaisoning with line ministries and departments promoting handicrafts, handloom and allied sectors both central and north east states.
- d) Planning and implementing CSR projects
- e) Providing Business facilitation and handholding services
- f) Building positive relationships with stakeholders
- g) Collaborate with internal teams, implementing partners and maintain open communication with senior management
- h) Seek opportunities for partnerships

C. Name of position: Manager (Sales and Marketing)

- a) Age limit – 35 years
- b) No. of Position – 1 (one)
- c) Total Emoluments (In Rupees) – 40,000/- pm
- d) Qualification & Experience
 - d) Essential - A bachelor's degree/post graduate degree in marketing, sales, business administration, export field.
 - e) Experience: 8years experience in marketing or sales specially in handloom and handicrafts sector
 - Experience in management may be advantageous.
 - Understanding and knowledge of sales and marketing.
 - Strong analytical, organizational, and creative thinking skills.
 - Excellent communication, interpersonal, and customer service skills.
 - Knowledge of data analysis and report writing.
 - The ability to understand and follow company policies and procedures.

Role and Responsibility:

- a) organized sales and marketing

- b) Assist in the advertising and selling of company's products and to create competitive advantages in the market industry.
- c) Generating unique sales plans, creating engaging advertisements, emails, and promotional literature, developing pricing strategies, and meeting marketing and sales human resource objectives.
- d) Brand Building and drives strategies to increase product awareness by observing the market, competitors, and industry trends.
- e) Promoting the company's existing brands and introducing new products to the market.
- f) Analyzing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals.
- g) Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- h) Gathering, investigating, and summarizing market data and trends to draft reports.
- i) Implementing new sales plans and advertising.
- j) Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.
- k) Staying current in the industry by attending conferences, exhibitions, events and workshops, reading publications, and maintaining personal and professional networks.

D. Name of position: Design Head

- i) Age limit – 35 years
- ii) No. of Position – 1 (one)
- iii) Total Emoluments (In Rupees) – 40,000/- pm
- iv) Qualification & Experience
 - a) Essential - Graduation in Textile Design
 - b) Experience: A total of Minimum 5 years of post-qualification experience in product design

Roles and Responsibility:

- a) To head the creative design team for NEHHDC
- b) Concept development & proposal for the new collections to be launched annually
- c) Colour directions & CADs for each collection
- d) Working with the PR & sales agencies, web design agencies for better brand presence.
- e) Direction & supervision of the stand development for the various trade shows.
- f) Visual Merchandising.
- g) Planning, development & execution of the annual collection. (eg: direction finalization, sample supervision, curating the collection into fabric catalogues, liasoning with suppliers across the globe) - Art direction of photo shoots & related publicity material
- h) Work profile decision making on concepts for fairs. Leading the team for better performance. Creating home textile products like cushion cover ranges, bed cover sets, curtains etc. Creating designs based on forecast and customer requirement on jacquards, embroidery and prints (digital/screen/block)
- i) Heading the export chapter of NEHHDC

GENERAL TERMS & CONDITIONS:

- 1) The Walk-in-Interview will be held as per the scheduled date & time: **26-04-2022 from 11.00 AM onwards**
- 2) Before appearing for the interview, candidates should ensure that he/she fulfils the eligibility and other criteria mentioned in this advertisement (self-assessment form must be filled up by the candidate)
- 3) All qualifications must be from UGC recognized University/ UGC recognized deemed University or AICTE approved autonomous institutions (where ever applicable).
- 4) The applicant must be a citizen of India.
- 5) The candidate should not have exceeded the age limit as on **31.03.2022**.
- 6) All the applicants should preferably have good computer knowledge and communication skills.
- 7) The engagement will be initially for a period of 1 (one) year and depending upon the requirement of the Corporation and the performance of the person engaged, the period of engagement will be extended/ renewed.
- 8) The engaged person will be entitled to draw a consolidated monthly remuneration only. Corporation may provide incentives based on the performance of the candidate.
- 9) This contract of engagement is terminable by the Corporation at any point of time by giving one month's prior notice if the performance of the engaged person is not found satisfactory.
- 10) The engaged person also reserves his/her right of terminating this contract of engagement by giving the Corporation one month's prior notice in writing or payment of his/ her consolidate remuneration for one month in lieu thereof.
- 11) The engaged person will have no right to claim any addition benefit/compensation/ absorption/regularization of services in the Corporation during or after the period of engagement under any provision.
- 12) The candidates are advised to give specific, correct, full information. In case it is detected at any stage that a candidate does not fulfill the eligibility criteria, his / her candidature shall be rejected / cancelled without assigning any reason, thereof. Similarly, even after joining, if it is found that he/she has furnished any incorrect information or suppressed any material information, his/her services shall be summarily terminated.
- 13) The Management reserves the right to call suitable/short-listed candidates for interview.

14) NEHHDC Management reserves the right to cancel candidature of any candidate / or cancel recruitment process of any aforesaid post without assigning any reason.

15) Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and / or an application in response thereto shall be subjected to jurisdictions of Court at Guwahati only.

16) No TA/ DA will be paid to any candidate for appearing in the interview.

17) Appointment to the post will be subject to being found medically fit as per the prescribed Health Standards.

18) Any modifications / amendments in the advertisement will be given on the NEHHDC website only i.e. www.nehhdc.com and no separate advertisement will be issued.

19) In case of any clarification applicant can contact HR/Administration Section, NEHHDC (03612910002).

20) Eligible candidates can also mail their resumes to hr.nehhdc@gmail.com on or before 26.04.2022.

21) Venue of Walk-in-Interview is mentioned below:

NORTH EAST HANDICRAFTS & HANDLOOMS CORPORATION LTD (NEHHDC), CRAFTS PROMOTION & EXPERIENCE CENTRE, GARCHUK, PAMOHI ROAD, GUWAHATI – 781035

**Sd/-
Managing Director, NEHHDC,
Crafts Promotion & Experience Center,
Garchuk, Pamohi Road, Guwahati – 781035**