

**Zonal Technology Management & Business Planning and Development Unit  
ICAR-Indian Agricultural Research Institute, New Delhi-110 012**

**Interview for the post of Manager-Marketing & Communication**

**Name of the project:** RKVY-RAFTAAR

**Name of the position:** Manager (Marketing & Communication)

**No. of Post:** One(1)

**Emoluments (fixed) P.M.:** Rs. 1.25 lakh/ Month (Fixed)

**Essential Qualification:** Professional with MBA/ PGDM/Equivalent Master degree in Agri-Business/ finance/ marketing/ Agri Marketing/ Agri Economics/ Economics from UGC recognized institute/university with minimum having 3-5 year experience preferably in preferably in financial consulting: assessment and evaluation of startups projects, organizing workshops and trainings. Awareness programme to promote Agri-incubation. Website/digital platform development and Maintenance.

**Date of Interview:** June, 1st 2023

**Interview Time:** 10:30 AM Onwards

**Job Description:** Manager (Marketing & Communication)

**Reports To:** Manager (Marketing & Communication) will directly report to COO and CEO, Pusa Krishi, ZTM& BPD Unit, ICAR-IARI

**Job Overview:**

Manager (Marketing & Communication) will work closely with the COO and CEO to ensure the day-to-day smooth running of the incubator. Manager (Marketing & Communication) will engage with multiple stakeholders, internal as well as external. Manager (Marketing & Communication) will be responsible for creating marketing channel, strategies and plans for incubator. Manager (Marketing & Communication) will also oversee overall smooth running of all PUSA Krishi Programs.

**Key roles and responsibilities:**

- 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.
- 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.

### ***Towards Start-up Cohort***

1. Develop high-performance environment for facilitating & hand-holding start-ups.
2. Good understanding of Need-Gap Analysis & build capacity towards validation of start-up's product / process for innovations.
3. Coach & mentor entrepreneurs, start-ups in their innovative product positioning.
4. Nurturing the start-ups to develop innovation mindset & drive linkages to industries for business collaborations.
5. Conducting regular innovation workshops for the start-ups with various industry experts.
6. Organize events to facilitate collaborations, technology tie-up, enhance the investor reach and expert resource.
7. Organize training programs, workshops, mentorship programs, networking seminars etc.
8. 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.
9. Create a positive and innovative atmosphere which encourages all to commit to the task in hand and where necessary, go beyond the call of duty in order to achieve their key objectives.

### **Preferred Competencies:**

#### *Technical Competencies*

1. Technical writing skills
2. Startup mentoring
3. Marketing management
4. Good knowledge of new product development and marketing
5. Scheduling and streamlining of marketing channel, strategies
6. In-depth knowledge of the agri domain

#### *Behavioral Competencies*

1. Communication with government and startups
2. Creating Alliances
3. High level of result orientation
4. Analytical and critical thinker
5. Decision making skills
6. Adapt at creative problem solving

### **Instructions to applicants:**

1. Candidate may apply online to the post latest by **24.05.2023**, at the email: **career@pusakrishi.in**
  - a. Apply with a covering letter (mentioning why you think you are suited to this post) with duly filed and signed attached proforma regarding interview.
  - b. Detailed CV , Academic certificates, proof of Experience along with the Performa attached below in single PDF only**
  - c. Attach soft copies of all relevant certificates/Documents.
  - d. No objection and an experience certificate from the employer in case he/she is employed at the time of interview.
2. Shortlisted candidates will be informed regarding details for interview and timing etc through Email on **26.05.2023**.

### **Other terms and conditions:**

1. Maximum Age: For Manager (Marketing & Communication)- 50 years.
2. The above position is purely on contract basis and will be made upto 31.03.2024 or period till termination of the project whichever is earlier. The selected candidates shall not claim for regular appointment at this institute.
3. No TA/ DA will be paid for attending the interview.

**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 & Communication)	Recent Pasport size Photograph
2.	Full Name (In Block Letters)		
3.	Father's Name		
	Contact Number/Mob.		
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 copies of certificate)**

S.NO.	Degree	Board/ University	Major subject	Year of passing	Maximum marks	Marks obtained	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)

14. No objection certificate from present employer – Yes/ No

15. Additional information, if any (Please Attach along with CV)

#### 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.

I.....hereby 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

Signature of the Candidate