

**Advertisement No. 02/2023-24 dated September 04, 2023**

**Engagement of Marketing and Promotions Consultant (MPC) (Full Time)**

Small Industries Development Bank of India (SIDBI) is the Principal Financial Institution for Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector as well as for co-ordination of functions of institutions engaged in similar activities. The differentiator role as Development Financial Institution we play is primarily because of Credit plus services (Non-Financial services) we are able to offer to our primary stakeholders i.e., MSMEs and Entrepreneurs.

SIDBI aims to further accelerate this effort by creating an integrated credit and development support ecosystem for Indian MSMEs, thus promoting their inclusive growth, enabling them to be globally competitive and play crucial role in Atmanirbharat Bharat.

The idea of Marketing and Promotions Consultant (MPC) is envisaged as a dedicated human resource for promotional and development activities for bringing in fold of e-commerce the excluded artisans and nano enterprises at grassroot level and accelerate their growth thereby creating a level playing field for all with contribution to the overall economic development. Further, MPCs are expected to give push to the B2B business of the MSMEs with an aim to provide larger market access to them. SIDBI in association with Open Network for Digital Commerce have supported access to e-market for the artisans, weavers, nano enterprises and MSMEs spanning across the country. MPCs would play a critical role to leverage the partnerships and converge with these stakeholders to have synergy in the interventions.

MPCs would facilitate the conducive environment and ecosystem for promotion of e-commerce facilities for artisans, weavers, nano entrepreneurs and MSMEs.

**Engagement of Marketing and Promotions Consultant (MPC) (Full Time)**

S. No.	Particulars	Details
A.	Name of the Post	<b>Marketing and Promotions Consultant (MPC)</b>
B	Type of the Post	<b>Contractual on full time basis.</b>
C	No. of Posts	<b>1</b>
D	Place of Posting	<b>Lucknow</b>
E	Scope of Work	<p>The MPC shall engage with the cluster for handholding and onboarding of Business to Consumer (B2C) sellers viz., artisans, weavers, nano unit etc. and Business to Business (B2B) sellers and businesses in above States on ONDC network along with liaisoning with various industrial associations to spread awareness and identification of sellers for ONDC onboarding.</p> <p><b>The MPC will be responsible for the following:</b></p> <ul style="list-style-type: none"> <li>i. Identification of artisans/ weavers/ nano units interested in benefitting of e-commerce and channlizing/ mobilizing them to onboard on ONDC to ensure discoverability, better prices, business opportunities and economies of scale for the artisans.</li> <li>ii. Identification of sellers and businesses interested in B2B onboarding on ONDC network by working in close co-ordination with Industry Associations and SIDBI Regional Offices &amp; supporting the onboarding exercise.</li> <li>iii. Co-ordinating with Seller Network Participants (SNP) and support onboarding of the artisans, weavers, nano and MSME sellers on ONDC platform and acting as a channel/ representative between them and SNPs.</li> <li>iv. Supporting artisans/ weavers/ sellers onboarded in listing and photoshoot of products and preparation of online catalogue, developing Stock Keeping Units (SKUs), product specifications, and warehousing/ storage facilities.</li> <li>v. Report fortnightly, monthly, quarterly, half-yearly and annual progress on all activities undertaken by them to achieve the desired number of B2C and B2B sellers onboarding on ONDC network.</li> <li>vi. Build and maintain partnerships with multiple stakeholders to increase the outreach to B2C and B2B sellers on the network.</li> <li>vii. Build/maintain strong working relationships with all concerned stakeholders.</li> <li>viii. Represent SIDBI in various forum/events and brief the higher-ups on the same.</li> <li>ix. Any other work assigned by SIDBI from time to time.</li> </ul>
F	Eligibility Criteria	
	a. Age Limit	The candidate should not be more than 45 years as on the date of advertisement.

	<b>b.</b>	<b>Educational Qualification</b>	Development Professionals with entrepreneurial mindset and having done Graduation from reputed institute.
	<b>c.</b>	<b>Experience</b>	Minimum 2 years of experience in Operations Management, Digital Marketing, Capacity Building, Business Development, Cluster Management, Social Research, Rural Marketing, Monitoring & Evaluation etc
	<b>d.</b>	<b>Skill Requirement</b>	Fluency in English & knowledge in Hindi is desirable. Experience of onboarding sellers on ONDC and in capacity building for small sellers with no to less digital know-how, a good understanding of operational issues faced when dealing with rural geographies, Micro and Nano enterprises, and MSMEs will be an added advantage.
<b>G</b>		<b>Remuneration</b>	The remuneration would be at market linked compensation. The same shall not be a limiting factor for the right candidate and will be mutually decided on case-to-case basis.
<b>H</b>		<b>How to Apply</b>	Interested candidates may send their CVs/ applications to Jobs.hr@tnmhr.com as per the application form available on SIDBI website. The CVs/ applications may be submitted by 18.09.2023 by 1800 hours.

#### GENERAL CONDITIONS

<b>A</b>	<b>Period of Contract</b>	The term of the contract would initially be for a period of <b>two years</b> , extendable, at sole discretion of the Bank, or a further period of up to <b>one years</b> . The contract can be terminated at <b>one months' notice</b> on either side or salary and allowances (if any) in lieu thereof.
<b>B</b>	<b>CTC and Increment</b>	The CTC offered is negotiable. Annual CTC will depend upon Experience & Emoluments of candidates in the present employment and place of posting. Salary shall not be a constraint for the right candidate. Annual increment on CTC finalized initially, shall also be considered by the Bank based on the performance review.

#### Other Conditions:

1	<b>Right to raise/modify the eligibility criteria</b>	<b>Important:</b> The Bank reserves the right to raise/modify the eligibility criteria including educational qualification and minimum work experience in order to restrict the number of candidates to be called for Interview, commensurate with the number of post s.
2	<b>Selection Procedure</b>	Selection would be by way of shortlisting and Personal Interview to be held online on a suitable date (to be informed in due course) before the Selection Committee. The Bank will undertake a preliminary screening of the applications for preparing, if necessary, to prepare a shortlist of eligible candidates to be called for interview.

		<p>Thus, merely fulfilling the requirements laid down in the advertisement would not automatically entitle any candidate to be called for interview. The decision of the bank to call the candidates for the interview shall be final. No correspondence will be entertained in this regard.</p> <p>Merit List: Merit list for selection will be prepared in descending order on the basis of scores obtained in interview only. In case more than one candidate score the cut-off marks (common marks at cut-off point), such candidates will be ranked according to their age in descending order, in the merit.</p> <p>Wait List: SIDBI reserves the right to draw wait lists of candidates and consider such wait listed candidate(s) for meeting actual requirement.</p>
3	<b>Others</b>	<p><b>i.</b> The relevant experience certificate from employer must contain specifically that the candidate had experience in that related field as required.</p> <p><b>ii.</b> The candidate must be a citizen of India.</p> <p><b>iii.</b> The number of vacancies mentioned above are provisional and may vary.</p> <p><b>iv.</b> The designations / name of the post mentioned above are only indicative. The Bank reserves the right to change the name of post / designation at any time without prior notice on the requirement of the Bank.</p> <p><b>v.</b> Intimation/ call letter for interview will be sent by email or will be uploaded on Bank's website. NO HARD COPY WILL BE SENT.</p> <p><b>vi.</b> Candidates are advised to indicate a working e-mail ID and mobile phone no. in their application under this advertisement and maintain the same active for receiving communication viz. call letters/ Interview date advice etc. The indicated e-mail ID and mobile phone no. should not be changed during Interview process. The Bank takes no responsibility for any delay in receipt or loss of any communication.</p> <p><b>vii.</b> The Interview shall take place online. Candidates should ensure availability of necessary infrastructure as specified in call letter in this regard.</p> <p><b>viii.</b> Candidates serving in Govt./ Quasi Govt. offices, Public Sector undertakings including Nationalized Banks and Financial Institutions are advised to submit 'No Objection Certificate' from their employer at the time of interview, failing which their candidature may not be considered and travelling expenses, if any, otherwise admissible, will not be paid.</p> <p><b>ix.</b> In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.</p>

		<p><b>x.</b> Candidates are advised that they should not furnish any particulars or information that are false, tampered/ fabricated or should not suppress any material information while applying for the post.</p> <p><b>xi.</b> Appointments of selected candidates will be subject to his / her being declared medically fit by Bank Medical Officer, satisfactory report about his / her character and background verifications, satisfactory report from his / her previous employer and referees and completion of all other pre recruitment formalities to the complete satisfaction of the Bank.</p> <p><b>xii.</b> In case it is detected at any stage that a candidate does not fulfill any of the eligibility criteria for the post applied for and / or that he / she has furnished any incorrect information or has suppressed any material fact(s), or has resorted to Impersonating or procuring impersonation by any person; his / her candidature will stand cancelled forthwith. If any of these shortcomings is / are detected even after the appointment, his/her services will be liable to be terminated forthwith.</p> <p><b>xiii.</b> The applicant shall be liable for civil/ criminal consequences in case the information submitted in his/ her application are found to be false at a later stage.</p> <p><b>xiv.</b> Decisions of the Bank in all matters regarding eligibility, shortlisting, conduct of interview, selection, calling for joining etc, would be final and binding on the applicants for the posts. No representation or correspondence will be entertained by the Bank in this regard. Canvassing in any form will lead to disqualification of candidature.</p>
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