



खादी और ग्रामोद्योग आयोग
KHADI AND VILLAGE INDUSTRIES COMMISSION
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of Micro, Small & Medium Enterprises, Govt of India

No: PMEGP/BFL/Bud. Alloc. (BE)/2020-21

Date: 15.10.2020

To,
All State Directors/Divisional Directors,

Sub: Engagement of Marketing Experts, technical Experts & Retired bank official for PMEGP.

Ref: letter No. PMEGP/BFL/Bud. Alloc. (BE)/2020-21 dt 21.09.2020

Sir/Madam,

With reference to the above subject and reference, in the Budget allocation letters issued to respective state/divisional offices of KVIC, there is provision for hiring of Marketing Experts, Technical Experts & Retired/Ex-bank officials under B&FL. In this regard, it is to inform that the guidelines for the recruitment and selection of the above-mentioned experts have been formulated.

2. The brief details for the advertisement such as qualification, experience, age limit, remuneration, committee member for selection of experts are attached here with for further action.

This is issued with the approval of Competent Authority.

Yours sincerely,

(M. Rajan Babu)
DY.CEO (PMEGP)

Copy to:

1. OSD to CEO, KVIC Mumbai-56
2. OSD to FA, KVIC Mumbai-56
3. All Zonal Dy. CEOs



ग्रामोदय, 3, इर्ला रोड, विलेपार्ले (प.) मुंबई-400056.

Gramodaya, 3, Irla Road, Vile-Parle (W), Mumbai-400056.

Website: www.kvic.org.in

GUIDELINES FOR APPOINTMENT OF EXPERTS UNDER PMEGP:-

The Directorate of PMEGP has received approved action plan for BFL Funds from Ministry of MSME vide letter dated 08.09.2020 on various activities to be carried out under BFL for the year 2020-21. As per approved action plan, one technical expert, one marketing expert and two Retired Bank officials are to be engaged for each state to provide necessary guidance to the prospective entrepreneurs and also hand holding support to PMEGP beneficiaries till grounding of the unit.

In order to engage technical experts, Marketing Experts & Retired Bank officials by the State offices in a time bound manner, the following guidelines are issued: -

1. The appointment of the experts will be made at State level under the chairmanship of Zonal Dy.CEO for all the State Offices as per the approved budget allocation for the State/Divisional office.
2. A Committee for finalizing the appointment of the experts shall be constituted for each State consisting of the following officials:

a. Zonal Dy. CEO	-	Chairman
b. Representative of KVI Board	-	Member
c. Representative of SLBC	-	Member
d. State Director	-	Convenor/Member
3. Advertisement will be published by the respective State Offices in the leading local newspapers along with application format enabling the applicants for submission of online application before 20.10.2020 positively and same advertisement will also be uploaded on KVIC website. Draft advertisement is attached at Annexure-I.
4. Applications shall be received and scrutinized by the respective State Offices to initiate the selection process by 25.10.2020 positively.

5. After scrutiny of the applications as per the prescribed qualification and experience for each post separately, the respective State Directors will issue interview call letters to the short listed candidates by mail / post preferably before 30.10.2020 with the intimation of date for interview (to be finalized in consultation with Zonal Dy.CEOs) during the first or second week of November positively.
6. The said Selection committee will complete the selection process of candidates by conducting interview for each post separately. The committee shall prepare a Panel of 3 candidates for each post selected through interview.
7. State Director will issue appointment letters to engage technical expert, marketing expert and retired bank officials on contract basis, preferably before 15th November 2020.
8. The periodicity of contract for all the posts will be upto 31st March 2021 initially as per BFL Budget allocation issued to respective State Offices and it will be extended at the discretion of KVIC based on their performance, on receipt of budget sanction for the next year.
9. In case, selected candidate failed to join the post within 15 days, appointment letter may be issued to the next candidate as per the panel.
10. Respective State Offices have to pay monthly remuneration of Rs.40,000/- P.M. as per work performance of technical & marketing experts and TA/DA will be reimbursed for official tour as per the eligibility of the post of Asst.Director-I as per GFR.

11. Respective State Offices have to pay monthly remuneration of Rs.40,000/- P.M. as per work performance retired bank officials at metro cities(Delhi, Mumbai, Kolkata, Bengaluru, Chennai and Hyderabad and @ Rs.25,000/- per month at non metro cities and TA/DA will be reimbursed for official tour as per the eligibility of the post of Asst.Director-I as per GFR.

Eligibility for Technical Expert

Qualifications;

- Bachelor's degree in any discipline

Experience;

- 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.

Age Limit;

Maximum Age - 65 years

Key Responsibilities for Technical Expert

- 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 :

- 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.

OR

- MBA (Marketing) with 2 years' experience in the relevant field preferably for Small Scale & Village Industry, Handicraft, etc.

Experience :

- 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, and
- Should be well-versed in local language

Age Limit;

Maximum Age -40 years

Key Responsibilities for Marketing Expert

- 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.

Eligibility for Retired/ Ex Bank officials

Qualifications;

- Bachelor's degree in any discipline

Experience;

- 15 years of experience in banking with minimum experience of 3 years as a Branch Manager.
- Strong written and verbal communication skills
- Knowledge of preparing and appraisal of project reports & knowledge of techno-economical viability on the projects.
- Should be well-versed in local language.

Age Limit;

Maximum Age -65 years

Key Responsibilities

- Provide handholding support to the new and old entrepreneurs
- Guide prospective entrepreneurs to establish viable projects
- Help in preparation of detailed project reports and other related documents to reduce rejection from financing banks
- Reduce time to market by streamlining application process
- Regular monitoring of progress made

Remuneration

A lump sum consolidated amount of **Rs 40,000/-** per month for Metro cities (Delhi, Mumbai, Kolkata, Chennai, Bengaluru, and Hyderabad) or **Rs 25,000/-** for other cities.

Format for Application

Advertisement No. :

Position Applied for :

(Purely temporary on contract basis)

Affix self- attested recent passport size photograph here.
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Project title : PMEGP BFL

1. Name in full (in Block letters):

2. Father's/Husband's Name:

3. Permanent Address including:
Phone, fax, e-mail

4. Address for correspondence:

5. (a) Date of Birth : Date : Month: Year :

(Attested copy of proof of age to be attached)

(b) Age as on: Years Months Days

6. Whether SC/ST/OBC/GEN :

(If SC/ST/OBC, documentary proof to be furnished)

7. Nationality :

8. (a) Educational Qualifications in chronological order beginning from SSC(10th Onwards):

Name of the Examination Passed	Year of Passing	Name of the Board/University	Sub studied	Division/% of marks obtained

(b) Professional/Technical Qualifications(If any):

Name of the Examination Passed	Year of Passing	Details of Course	Board / University	Subject Studied	Division/% of marks obtained

(A brief write-up to be given at the end indicating the relevance of past experience to the

Post applied for)

9. Work Experience in chronological order, starting with the first job:-

Name & address of Employer	Period of service		Designation of post & scale of pay	Total length of service	Nature of work & level of responsibilities
	From	To			

10. Whether presently in any job. If yes then job is in Govt./PSU/Autonomous Institutions/Private :

11. Whether permanent/temporary/ad-hoc in the present job:

12. Any other information relevant:

Declaration & Certificate

I hereby declare and certify that all the statements made in this application are true and correct to the best of my knowledge and belief. If any of the particulars furnished by me are found to be incorrect or suppressed, my candidature is liable to be rejected at any stage during or after selection process. Further, I understand that this position is purely temporary on contract basis, if it is found after my appointment at the Centre that the particulars furnished by me are incorrect or suppressed, my services are liable to be terminated without any notice.

Place..... Signature of the Candidate.....

Date..... Name.....

ANNEXURE-I

Model advertisement for the newspaper:

Applications are invited from the interested applicants for the posts of technical experts, marketing experts and retired bank officials on or before.....(date) on contract basis for the period upto 31.03.2021, which may be extended for further period upon the performance of the selected candidates.

For further details of qualification, experience, job description, remuneration, age limit etc, please visit **www.kvic.org.in**