

CENTRE FOR AGRIBUSINESS INCUBATION & ENTREPRENEURSHIP

Rajmata Vijayaraje Scindia Krishi VishwaVidyalaya, Gwalior (M. P.) – 474002.

caie@rvskvv.net

RECRUITMENT NOTICE

Established in the state of Madhya Pradesh which has received, "Krishi Karman" award for consecutively 5 years, the journey of Rajmata Vijayaraje Scindia Krishi VishwaVidyalaya (RVSKVV), Gwalior over the last years has been fully dedicated to agriculture and allied services, extension services, mentoring agricultural students, agri businesses, farmers in state and marginalised communities and women to take up leadership position in agri ventures in the Country. While the University has a unique socio-economic position in the country, we believe that a time has come to establish a world class start-up ecosystem to promote entrepreneurship among youth in general and women in particular.

To achieve this objective, the University has evolved an unique Agri-entrepreneurship program to utilise agrarian systems & structures, utilise indigenous and global scientific knowledge and technologies to nurture highly scalable Ag-Tech entrepreneurs in the Country.

While emphasizing the need for RVSKVV style experience-based comprehensive education more than ever before, new world order brought about by globalisation and liberalisation of economy and the emphasis on 'Make in India' and 'Start up India' have revolutionised the knowledge assimilation and its utilisation for the betterment of mankind necessitating paradigm shifts in certain aspects. The University which has been responsive to socio-economic needs of farmers and Agri practitioners, the cradle of many innovative ideas in agriculture research and education, has been in the process of re-inventing and re-defining itself for the next 10-15 years and beyond.

It is in this backdrop that the University is overjoyed for establishing Centre for Agribusiness Incubation & Entrepreneurship (CAIE), which will facilitate the institution in bringing out the next round of agri-innovations and promoting incubation.

Note: Positions are based at Gwalior

Details about the Advertised positions:

S. No.	Name of Post	Number	Salary (Rs.)
1.	Marketing Manager	1	Rs.0.50 lakh per month

Above positions are for Full-time work and on a contractual basis co-terminus with the project, directly employed with the incubator. All positions are initially based at Gwalior, with a probation period of 6 months for every staff. For remuneration and eligibility criteria, please refer to website <http://www.rvskvv.net> and www.caie.info for more information. Interested candidates must apply on or before **October 23, 2023** by hard copy along with the self attested copies of all certificates of Qualifications and experience through registered post or in person to Director Extension Services, Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Raja Pancham Singh Marg Gwalior (M. P.) – 474002. On the top of envelope containing application must be written as application for the post of Marketing Manager


Director Extension Services

TERMS AND CONDITIONS

Applications must be sent through registered post or in person. The post applied for must be CLEARLY mentioned on the envelope or in the subject line of the mail as "Application for the post of in RVSKVV for CAIE":

- 1) The minimum age as of last date of closing application should be at least 21 years and maximum must not be more than 45 years for any of the positions.
- 2) The selection and appointment will be made by a Screening Committee constituted by the competent authority. Based on the number of candidates; some of the junior level positions may have a two-stage selection process – the first stage would be a written exam and the second stage will be the interview. Only shortlisted candidates for any of the positions will be intimated through email for attending an interview for final selection.
- 3) The age limit , qualifications, experience and other requirements may be relaxed at the discretion of the screening committee, in case of candidate/s otherwise well qualified for a specific position.
- 4) The appointment will be initially for a period of one year or till termination of the project, whichever is earlier and may be extended based on a satisfactory performance evaluation. Performance based renewal may be made till extension/ termination of the project, whichever is earlier. The positions are presently under project mode and will be co-terminus with the project.
- 5) The salary may be increased or decreased as per the guidelines of the funding agency and the decision taken by CAIE/ RVSKVV, Gwalior.
- 6) Candidates are required to enclose self-attested copies of all the testimonials in support of their qualifications & experience failing which their candidature is liable to be rejected outright. All educational, professional and technical qualifications should be from a recognized Board / University and the original certificates should be produced at the time of interview, if shortlisted.
- 7) Persons working in Govt. or Public Sector Undertaking and willing to work on deputation should apply through proper channel or produce 'No-Objection Certificate' at the time of interview.
- 8) Travel to and fro for the interview will be at the own cost of the candidate and no reimbursement/s will be made.
- 9) Canvassing in any form will be a disqualification.
- 10) Mere fulfilment of the minimum prescribed qualification and experience will not vest any right on a candidate for being called for interview. Only the candidates short listed by a duly constituted Screening Committee will be called for interview. In case a large number of applications are received for the post, the Screening Committee may limit the number of candidates to those possessing higher qualification or alternatively may arrange written screening test for short-listing the candidates. The decision of the



Committee in this regard will be final. No interim inquiries in this regard will be entertained.

- 11) The Centre for Agribusiness Incubation & Entrepreneurship, Gwalior is an, 'equal opportunity' employer and does not discriminate on the basis of caste, creed, age, gender, language, geographies, etc. Women are especially encouraged to apply for various vacancy positions.



Director Extension Services

Job description for position of Marketing Manager

Title	Marketing Manager
Essential Educational Qualifications	MBA/PGDM (Marketing)/ Agri businessMarketing from UGC recognised institute/ University.
Desirable qualifications	<ul style="list-style-type: none">• Minimum 5 years of experience in Agriculture/ Rural Marketing and Business Communication.• (Promotional campaigns of large projects, Marketing and communications network management, social media and content distribution campaigns keeping a close eye on the performance metrics and related budgets etc.)• Work experience in rural marketing, marketing channel-partner relationship management, awareness campaigns to promote agri-products, agri-incubation/startups.• Proficiency in graphic designing, handling digital marketing , packaging and branding of agri. products
Job profile	<ul style="list-style-type: none">• Demand assessment of production and capacity to generate market intelligence reports.• Contributing to developing and executing marketing strategy and plans for the incubation centre.• Providing support services for branding and market linkages for startups• Daily management of marketing channels, executing paid, social media and content distribution campaigns keeping a close eye on the performance metrics and related budgets.• Bring new ideas and support lead generation campaigns, events, boot camps, etc.• Actively support development, production and management of marketing collaterals and its content development.• External Communications related to the incubation centre activities.• All other incubation related activities of the centre.
Remuneration and other facilities	Consolidated fixed salary of Rs 0.50 lakh per month. TDS and other deductions as applicable from time to time will be applicable. The person appointed will be posted in the Centre for Agribusiness Incubation and Entrepreneurship (CAIE), Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya (RVSKVV), Gwalior


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Rajmata Vijayaraje Scindia Krishi Vishwavidyalaya, Gwalior (M. P.) – 474002.

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REF. NO. 2023

1. Application for the position of: (please tick in the box)

Marketing Manager

Space
for
photo

2. Please use the format given below only and provide complete data. Use additional sheets as needed and reference them suitably. All information furnished **MUST** be supported by relevant documents.

3. All pages of the application and additional sheets/annexure must be duly signed (self-certified) before submission of hardcopy by post/courier.

4. Please attach all copies of certificates/supporting documentation along with this application.

1. PERSONAL DETAILS	
Full Name (in capital letters):	
Date of Birth (dd/mm/yyyy):	
Contact Address with PIN/Zip Code:	
Contact Phone Number:	E-mail:
Gender:	Nationality: Marital Status:
Category: <input type="checkbox"/> SC <input type="checkbox"/> ST <input type="checkbox"/> OBC <input type="checkbox"/> Differently abled Person <input type="checkbox"/> EWS <input type="checkbox"/> GENERAL	

2. EDUCATIONAL QUALIFICATIONS (in reverse chronological order):								
S. No.	Examination	Degree/ Diploma	University/ Institution	Main Subjects	Year of Passing	% of Marks or CGPA	Class / Division	Distinctions (if any)
1.	PhD:							
2.	Post-Graduation:							
3.	Professional Qualification: <i>[Other than above(2). Please specify]</i>							
4.	Graduation: (Bachelor's Degree)							
5.	Higher-Secondary / Class XII:							

[Handwritten Signature]

6.	Matriculation / Secondary School / Class X:							
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Notes:

- i. All qualifications must be recognized in law.
- ii. If CGPA, both acquired and max. possible CGPA should be mentioned.

3. TECHNOLOGIES COMMERCIALISED

- 1.
- 2.
- 3.

4. FULL TIME WORK EXPERIENCE (in reverse chronological order):

S. No.	Employer	Duration of Service		Designation	Key Result Areas
		From (MM/YY)	To (MM/YY)		

Notes:

- i. Only full-time experience should be mentioned. Experience should not overlap.
- ii. Self-employment shall not be counted as experience.
 - a) Total Industry experience: _____ years; _____ months
 - b) Total other experience (e.g., NGO, Start-ups) _____ years; _____ months
 - c) Total work experience [(a) + (b)]: _____ years; _____ months.

5. INNOVATIONS/START-UPS PROMOTED IN LAST 5 YEARS

- 1.
- 2.
- 3.

6. RESEARCH PAPERS PUBLISHED (DURING THE LAST FIVE YEARS)

S. No.	Name of Journal	ISSN No.	Title of the Paper	Whether first / sole author? (Yes/No)	No. of authors	Month & Year of Publication	Vol. No.	Issue No.

7. PAPERS PRESENTED IN CONFERENCES / SEMINARS (DURING THE LAST FIVE YEARS)

S. No.	Title of the Event	Title of the Paper	Whether first / sole author? (Yes/No)	No. of authors	Month & Year	Organizer	Place

8. RESEARCH PROJECTS/CONSULTANCIES TAKEN UP (DURING THE LAST FIVE YEARS)

S. No.	Project Title	Whether Principal Investigator / Project Leader? (Yes / No)	Sponsoring / Funding Agency & Value (in INR Million)	Client (If different from Sponsor)	Month/ Year of Award	Month / Year of Completion	Project Outcome

9. TRAINING PROGRAMS /WORKSHOPS/SEMINARS/CONFERENCES ATTENDED (DURING THE LAST FIVE YEARS)

S. No.	Type of Program	Sponsor / Client (if any)	Theme / Title	Place	From (Date)	To (Date)	Your Role

10. AWARDS/ REWARDS / RECOGNITIONS / PROFESSIONAL AFFILIATIONS

S. No.	Appointing / Nominating / Recognizing Body	Month & Year	Brief details of Award / Reward / Recognition etc.

11. Have you faced any disciplinary/penal action by the employer? YES / NO

If the answer to any of the above is "YES", full details must be furnished.

12. References, atleast 3(from relevant field);

- 1.
- 2.
- 3.

13. Any other information you wish to highlight:

14. Declaration:

I hereby declare that all the statements/particulars made/furnished in this application are true, complete and correct to the best of my knowledge and belief. I also fully understand that in the event of any information furnished being found false, incomplete or incorrect at any stage, my application/candidature is liable to be summarily rejected and if I am already appointed, my services are liable to be terminated from the post, without any notice and without prejudice to any other legal/penal action that the Institute may initiate, as deemed fit.

Signature of the applicant
(Name of the applicant)

Date:

Place:

