

# CENTRE FOR AGRIBUSINESS INCUBATION & ENTREPRENEURSHIP

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

[caie@rvskvv.net](mailto: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](http://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**

<b>Title</b>	<b>Marketing Manager</b>
<b>Essential Educational Qualifications</b>	MBA/PGDM (Marketing)/ Agri businessMarketing from UGC recognised institute/ University.
<b>Desirable qualifications</b>	<ul style="list-style-type: none"><li>• Minimum 5 years of experience in Agriculture/ Rural Marketing and Business Communication.</li><li>• (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. )</li><li>• Work experience in rural marketing, marketing channel-partner relationship management, awareness campaigns to promote agri-products, agri-incubation/startups.</li><li>• Proficiency in graphic designing, handling digital marketing , packaging and branding of agri. products</li></ul>
<b>Job profile</b>	<ul style="list-style-type: none"><li>• Demand assessment of production and capacity to generate market intelligence reports.</li><li>• Contributing to developing and executing marketing strategy and plans for the incubation centre.</li><li>• Providing support services for branding and market linkages for startups</li><li>• Daily management of marketing channels, executing paid, social media and content distribution campaigns keeping a close eye on the performance metrics and related budgets.</li><li>• Bring new ideas and support lead generation campaigns, events, boot camps, etc.</li><li>• Actively support development, production and management of marketing collaterals and its content development.</li><li>• External Communications related to the incubation centre activities.</li><li>• All other incubation related activities of the centre.</li></ul>
<b>Remuneration and other facilities</b>	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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