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NEHDC

पूर्वोत्तर हस्तशिल्प एवं हस्तकरघा विकास निगम लिमिटेड
(भारत सरकार का उद्यम)

North Eastern Handicrafts and Handlooms Development Corporation Limited
(A Government of India Enterprise)

GSTIN: 18AABCN3014D1Z1



NO: HHDC/CO/P&A/2024-25/27 / 3123

Dated the Guwahati 10th JUNE'2024

RECRUITMENT NOTICE

North Eastern Handicrafts and Handlooms Development Corporation Ltd. (NEHDC), a CPSE devoted to fostering the growth of artisans and weavers in the North Eastern Region under the Ministry of Development of North Eastern Region (DoNER), is seeking applications from enthusiastic and dedicated professionals for the following positions on a contractual basis at our Corporate Office in Guwahati:

1. **Name of Post:** Deputy General Manager

No. of Post: 01 (One)

Educational Qualifications:

- **Mandatory** – First class in any Bachelor's degree and in MBA/PGDM in HR & Marketing from a UGC-recognized central university or management institute of national repute.
- **Desirable** - LLB/LLM

JOB ROLE:

The major role of DGM, will be to increase the business sales by creating organizational-level marketing strategy for both organic and inorganic clientele. With a primary mandate to drive business growth, the incumbent will be responsible for bridging the gap between brand perception and stakeholder engagement, ensuring that our products and services resonate with current and potential stakeholders. He/She should be proficient in initiating marketing from planning and executing the campaign to analyze ROI ensuring that the company's vision and values are reflected in every marketing campaign.

As a member of the senior management team, the candidate will be involved in strategic planning, evaluation, and professional development initiatives, mentoring and grooming of his/her team.



CIN: U361010ML1997GOI001696 | website: www.nehhdcl.com | email: md.nehhdcl@gmail.com

शिल्प संवर्धन एवं अनुभव केंद्र, गरचुक, पमोही रोड, गुवाहाटी- ७८१०३५

Crafts Promotion & Experience Center, Garchuk, Pamohi Road, Guwahati- 781035



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Job Requirements:

Marketing

1. Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark up factors.
2. Monitor and direct the implementation of strategic marketing plans
3. Develop budgets towards implementation of marketing plan with ROIs
4. Presenting analytical data based on market research, trends, etc. to Board
5. Guiding creative team i.e. graphic design, advertising, promotion, etc.
6. Identification and implementation of right marketing channels for Brand Management
7. Maintain relationships with external parties and internal customers
8. Team hiring, development, retention and productivity

Human Resources

The incumbent shall be responsible for the key functions encompassing transformational and core areas of HR in Talent Acquisition, Performance Management, Employee Engagement, Learning and Development, Industrial Relations, Disciplinary and grievance handling, Statutory & legal compliance, administration and Welfare Matters etc. The candidate will be required to drive a team of talented HR Professionals towards execution excellence of key HR metrics.

Operations

1. Taking key decisions as a prestigious committee member
2. Create consistent, professional brand look through marketing communication which reflects our vision and value
3. Guide team towards marketing activities or policies to promote products or services
4. Advise in creation of promotional merchandise, show flyers, pre-and post-event marketing
5. Idea generation to implementation of exhibit marketing
6. Implementing social media marketing strategies resulting in increased traffic and leads
7. Accountable for approval of all content being posted on various platforms i.e. Social media, print media, digital media, etc.
8. Mentor daily community management - proactively monitor, engage, and respond to key social media conversations in a timely manner.

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9. Analyze regular performance reports to drive analysis and insights of social media performance towards improvement
10. Analyze, convince, and implement the best marketing technology as per the need of the hour
11. To carry out such other duties as assigned by the Management from time to time
12. Implement best practices in marketing management

Minimum Experience: 20 years of which 08 years should have been at the Manager level in a Govt. of India PSU/PSE, State PSU, Autonomous body of the Govt. of India, or in a corporate of repute.

Age: Upper Age 45 years at the time of selection

Consolidated Pay: 12 lakhs/annum (CTC)

Eligible candidates will apply in the **Standard Application Form** with copies of educational qualifications and experience details etc. A detailed Resume also be annexed with the Standard Application Form. **The Application Form with all enclosed documents should reach the following address on or before 24th JUNE'2024 no later than 5:30 PM or the scanned application with all documents can be emailed to the below-mentioned email address, provided the applicant must provide all original documents during the time of Interview.**

Email Id: hr.nehhdcl@gmail.com with CC to: md.nehhdcl@gmail.com

SUBJECT: APPLICATION FOR THE POST OF DGM

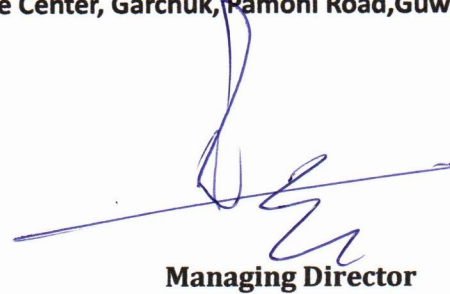
POSTAL ADDRESS:

Manager (HR and Administration)

North Eastern Handicrafts and Handlooms Development Corporation Limited.

(A Government of India Enterprise)

NEHDC, Craft Promotion and Experience Center, Garchuk, Pamohi Road, Guwahati-781035



Managing Director

Note: For any query please contact,

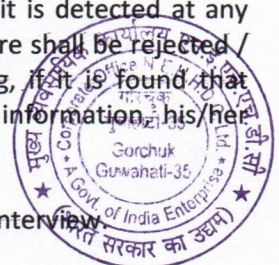
M No: 91-8116359478

Email: hr.nehhdcl@gmail.com



GENERAL TERMS & CONDITIONS:

- 1) Before applying for the post, candidates should ensure that he/she fulfills the eligibility and other criteria mentioned in this advertisement.
- 2) Applications received after due date will not be considered.
- 3) All qualifications must be from UGC recognized University/ UGC recognized deemed University or AICTE approved autonomous institutions (where ever applicable).
- 4) The applicant must be citizen of India.
- 5) The candidate should not have exceeded the age limit as on 01 Jan, 2024.
- 6) The candidates having minimum experience of Public Sector Undertaking/Large Manufacturing Organizations of repute will be preferred.
- 7) All the applicants should preferably have good computer knowledge and communication skills.
- 8) No. of post may vary as per the requirement of the Corporation.
- 9) The engagement will be initially for a period of 1(One) year. However, depending upon the requirement of the Corporation and the performance of the person engaged, the period of engagement can be extended.
- 10) The engaged person will be entitled to draw a consolidated monthly remuneration and he will be eligible for PF, ESIC/Medical Insurance, Group Insurance as per the rules of the Corporation. He/she will be entitled to Leaves as per the rules of the Corporation.
- 11) The engaged persons are liable to be transferred to any other location/ branch as and when required by the Corporation.
- 12) During the validity of the contract of engagement, while on duty, engaged person shall observe the punctuality and discipline.
- 13) This contract of engagement is terminable by the Corporation at any point of time without prior notice if the performance of the engaged person is not found satisfactory.
- 14) The engaged person also reserves his/her right of terminating this contract of engagement by giving the Corporation one month's prior notice in writing.
- 15) The engaged person will have no right to claim any additional benefit/compensation/ absorption/regularization of services in the Corporation during or after the period of engagement under any provision.
- 16) Persons working under Central/State Govt./Public Sector Undertaking/ Autonomous, bodies should submit "NO OBJECTION CERTIFICATE" at the time of interview, from their present Employer.
- 17) The candidates are advised to give specific, correct, full information. In case it is detected at any stage that a candidate does not fulfill the eligibility criteria, his / her candidature shall be rejected / cancelled without assigning any reason, thereof. Similarly, even after joining, if it is found that he/she has furnished any incorrect information or suppressed any material information his/her services shall be summarily terminated.
- 18) The Management reserves the right to call suitable/short-listed candidates for interview.



- 19) In case no suitable candidate is found, management may consider for appointment of the candidate by relaxing age / qualification / experience. In such cases Management may also consider appointment at the next lower level or at any suitable position as deemed fit at a suitable remuneration to meet the immediate requirement.
- 20) NEHHDC Management reserves the right to cancel candidature of any candidate / or cancel recruitment process of any aforesaid post without assigning any reason.
- 21) Mere fulfillment of eligibility criteria/norms does not entitle a candidate to be called for test/interview. Management reserves the right to raise standard of specifications i.e. qualification /percentage of marks / experience higher than that of the minimum prescribed in the advertisement to restrict the number of candidates to be called for test/interview.
- 22) Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and / or an application in response thereto shall be subject to jurisdictions of Court at Guwahati only.
- 23) No TA/ DA will be paid to any candidate for appearing in the interview.
- 24) Appointment to the post will be subject to being found medically fit as per the prescribed Health Standards.
- 25) Any modifications/amendments in the advertisement will be given on the NEHHDC website only i.e. www.nehhdc.com and no separate advertisement will be issued.
- 26) Eligible candidates will apply in the **Standard Application Form** with copies of educational qualification and experience details etc. A detailed Resume also be annexed with the Standard Application Form. **The Application Form with all enclosed documents should reach the following address on or before 24th JUNE'2024 no later than 5:30 PM or the scanned application with all documents can be emailed to the below-mentioned email address, provided the applicant must provide all original documents during the time of Interview.**

Email Id: hr.nehhdc2@gmail.com with CC to: md.nehhdc1@gmail.com

SUBJECT: APPLICATION FOR THE POST OF DGM (HR & MARKETING)

POSTAL ADDRESS:

Manager (HR and Administration)
North Eastern Handicrafts and Handlooms Development Corporation Limited.
(A Government of India Enterprise)
NEHHDC, Craft Promotion Center, Garchuk, Pamohi Road,Guwahati-781035

All important information regarding this recruitment will be available on the NEHHDC website www.nehhdc.com and as such, candidates are advised in their own interest to visit the website periodically to get updates.



Annexure for Standard Job Application Form

A. Post Applied For: _____

Affix Your Recent
Passport Size
Photograph

B. Personal Information:

Full Name:			
Date of Birth:			
Gender:			
Nationality:			
Contact Number:		Alternate Contact Number:	
Email Address:			
Address:			

C. Education Details:

PG/Degree/Diploma:	
University/Institution:	
Year of Graduation:	
Additional Qualifications:	
Professional Experience:	Years: _____, Months _____



D. Employment Details:

Current Employer (If Any): _____

Position: _____

Duration: _____

Previous Employer(s) (if applicable):

Employer: _____

Position: _____

Duration: _____

E. Skills and Competencies:

HR Management Skills: _____

Marketing Management Skills: _____

Operations Expertise: _____

Leadership Abilities: _____

Communication Skills: _____

Analytical Skills: _____

References (If Any):

F. Please provide details of two professional references.

1. Name: _____

Position (Organization): _____

Contact Number: _____

Email Address: _____

2. Name: _____

Position (Organization): _____

Contact Number: _____

Email Address: _____



Declaration:

I hereby declare that the information provided in this application form is true to the best of my knowledge. I understand that any false statement may result in the rejection of my application or termination of employment if hired.

Signature: _____

Place: _____

Date: _____

[Attach your Latest Resume/CV and self-attached Supporting Documents (Qualifications, Address Proof, Marksheet, Degree, ID Proof, etc.) along with this application form.]

*Note: This application form is subject to review and verification by the hiring committee of NEHHDC.

