



**MSME TECHNOLOGY DEVELOPMENT CENTRE  
ELECTRONICS SERVICE & TRAINING CENTRE, RAMNAGAR  
Ministry of MSME, Govt. of India**

**Job Vacancy**

ESTC, Ramnagar functioning under the aegis of Ministry of MSME, Govt. of India has been developing human resources for IT, Electronics, Electrical & Allied Industries. It conducts various long and short term training programmes in the area of IT, Electronics, Electrical & Mechanical.

**Experienced and dynamic personnel are required in following categories.**

**Marketing Consultant - 02 Posts**

**Last date for submission of application - 05.08.2019**

**Tentative Interview Date for Short Listed Candidates- 19.08.2019**

The persons selected will be engaged purely on contract basis for a period of one year and likely to be extended based upon performance and requirement. The remuneration is negotiable. The location shall be ESTC, Ramnagar / ESTC Extension Centre New Delhi.

Interested persons may visit our website [www.estcindia.com](http://www.estcindia.com) for further details and are requested to submit their application by mail alongwith the scanned copies of bio-data and copies of certificates and testimonials as proof of qualification and experience or to submit it on or before the last date at Electronics Service & Training Centre, Ramnagar Distt. Nainital (Uttarakhand) – 244715

**Ph.: 05947-251294**

**ESTC, RAMNAGAR, UTTARAKHAND**

**E-Mail: [pd\\_estc@estcindia.com](mailto:pd_estc@estcindia.com)**

**Website: [www.estcindia.com](http://www.estcindia.com)**

Navbharat Times - Delhi + NCR Edition – 17.07.2019  
Times of India - Delhi + NCR Edition – 17.07.2019  
Amar Ujala - Uttarakhand Edition – 17.07.2019

# **MSME – Technology Development Centre**

Electronics Service & Training Centre, Kaniya, Ramnagar

## **Terms of Reference for Engagement of Marketing Consultant**

ESTC, Ramnagar functioning under the aegis of Ministry of MSME, Govt. of India has been developing human resources for IT, Electronics, Electrical & Allied Industries. It conducts various long and short term training programmes in the area of IT, Electronics, Electrical & Mechanical.

The Institute is also conducting placement oriented skill development as well as skill upgradation training programmes under the schemes of different Central and State Government Ministries and Department to cater the emerging need of Industries.

**In order to take the institute to new heights in different directions, experienced and dynamic personnel are required in following category completely on adhoc engagement basis.**

### **Marketing Consultant - 02 Posts**

The duration of engagement will be for a period of one year and later, it can be extended for one more year depending upon the performance of the candidate and the need of such requirement.

#### **Eligibility Criteria:**

**Qualification:** Degree in any discipline with MBA specialisation in Marketing Management or equivalent from any recognize University / Institute

**Experience:** Minimum 05 years' experience in relevant field in reputed industry/institutions.

**Age :** Minimum 30 years, but not more than 50 Years

2. The Marketing Consultant is required to undertake following responsibilities.
  - i. To study the present trend of IT, Electronics, Electrical industry scenario in respect of the marketing concerns and develop the curriculum short term programme on marketing management.
  - ii. To improve the market reach of the training programmes and activities & brand promotion of ESTC, Ramnagar/Delhi by adopting different means like digital marketing, workshops and seminars in different schools, colleges and localities, print of electronic media, social media, hoardings exhibitions / fairs / career melas etc.
  - iii. To liaison with different central and state Government departments / ministries / organizations for conducting the training programmes under various schemes.
  - iv. To liaison with the Ministry of External Affairs, Foreign Embassies/Trade consulates in India and the Embassies / Trade consulates of India abroad for exploring possibilities of conducting training programmes for the international

participants at the institute and / or by deputing technical expert trainers to other countries.

- v. To facilitate the tie ups with any national and international institutes / universities for joint collaboration for introducing new courses.
- vi. To liaison with IT, Electronics, Electrical & allied industry in India and abroad for facilitating the consultancy services and placement of the trainees of the institute.
- vii. To undertake the PR activities of the institute and facilitating interaction with different institutes / organizations for wide publicity of the institute.
- viii. To review the syllabus of different courses in respect of their marketing units and updating the contents as per the emerging needs.
- ix. To facilitate the entrepreneurship development amongst the students as well as outsiders to start business enterprises in IT, Electronics, Electrical & allied sector.
- x. Organising Industrial Motivational Campaigns and Entrepreneurship Development training programmes.

The Marketing consultant will provide the necessary facilitation support for each system (or sub system) of ESTC, Ramnagar under the following 3 tracks :

- Track 1 : Management development - Identify existing and expected future marketing management avenues in the IT, Electronics & Electrical sector for roll out at the ESTC, Ramnagar and undertake capacity building of the staff at the ESTC, Ramnagar.
- Track 2 : Human skill development – Evaluate existing training programs and provide recommendations for upgrading the training programs in relation with marketing management subjects.
- Track 3 : Businesses Advisory on Managerial matters – Assisting ESTC, Ramnagar to provide marketing management advice to their key clients (e.g. MSMEs, industrial clusters or leading manufacturers)

**Salary :** Negotiable for both the posts.

**Last date for submission of application** - **05.08.2019**  
**Tentative Interview Date for Short Listed Candidates-** **19.08.2019**

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