



**GOVERNMENT OF SIKKIM  
DEPARTMENT OF COMMERCE & INDUSTRIES  
UDYOG BHAWAN, TADONG, 737102  
GANGTOK, SIKKIM**

**No. 60/MSME/C&I/2024**

**DATE:21/06/2024**

**RECRUITMENT NOTICE**

Commerce & Industries Department, Government of Sikkim invites application from local eligible candidates for recruitment for the post (01) of **Manager (Marketing)** on purely temporary contractual basis for State Project Management Unit (PMU) under scheme “**PM Formalisation of Micro food processing Enterprises (PMFME)**” of **Ministry of Food Processing Industries (MoFPI), Government of India** which is being implemented by MSME Division, Commerce & Industries Department, Govt. of Sikkim.

Eligible and interested candidates may submit their application to the Director (MSME), Commerce & Industries Department, Government of Sikkim, Udyog Bhawan, Tadong, Gangtok. They may further refer the detailed advertisement notice and downloading of application forms at the official website [www.industries.sikkim.gov.in](http://www.industries.sikkim.gov.in). The last date for receipt of filled up application is 17<sup>th</sup> July, 2024 by 4:30 PM

**Details of the Post:**

S.no	Name of Post	Consolidated pay per month	Minimum Educational Qualification	No. of Vacancy
1	Manager (Marketing)	Rs 50,000/-	PG Degree/ Diploma in Marketing Management, Agri-Marketing, Rural Management with specialization in Marketing, MBA(Marketing) with 03 years' experience in sourcing/ marketing of Agri./food products linking of MSME units with retail chain, branding etc	01

For further clarification please contact at [directormsmeeni@gmail.com](mailto:directormsmeeni@gmail.com)

S/d  
Director (MSME)  
Commerce & Industries Department  
Government of Sikkim

## ADVERTISEMENT NOTICE

The Commerce & Industries Department, Govt. of Sikkim invites application from eligible candidates for recruitment for the post of **Manager (Marketing)** on purely temporary contractual basis for State Project Management Unit (PMU) **under scheme “PM Formalisation of Micro food processing Enterprises (PMFME)”** of Ministry of Food Processing Industries (MoFPI), Govt. of India which is being implemented by MSME Division, Commerce & Industries Department, Govt. of Sikkim. The Scheme is a Centrally Sponsored Scheme wherein no State Government fund is involved; therefore, the purely temporary contractual appointment does not confer any right to regularization in the State Government Service. The candidate will be appointed purely on Contractual basis initially on probation for a period of Six (06) months and further continuation will be on the basis of satisfactory performance of the candidate. Eligible and interested candidates may submit their application/testimonials addressed to Director (MSME), Commerce & Industries Department, Govt. of Sikkim, Udyog Bhawan, Tadong. The last date for receipt of application is **17.07.2024**. The required educational qualification and other details are given below:

### 01. MANAGER (MARKETING)

**No. of Vacancies:** 01 Nos.

**Area of specific experience desired:** Technology, Marketing, Credit and Allied Activities (Food Technology With MBA)

**Designation:** Manager (Marketing)

**Upper Age Limit:** 40 Years

**Remuneration per month:** Rs. 50,000/- only.

**Educational Qualification:** PG Degree/ Diploma in Marketing Management, Agri-Marketing, Rural Management with specialization in Marketing, MBA(Marketing).

**Experience:** Minimum 03 years' experience in sourcing /marketing of Agri./food products, linking of MSME units with retail chain, branding etc.

#### **Roles & Responsibilities:**

- (i) Finalize strategy for Branding and marketing of food products under the programme and its implementation;
- (ii) Identifying marketing channel at the state level for the micro food processing enterprises and establish commercial linkages;
- (iii) Closely engage with leading retail chains in the State to develop marketing linkages for the enterprises under FME;
- (iv) Monitoring the branding and marketing activities in the State;
- (v) Develop plans to strengthen backward and forward linkages for the enterprises.

**Note: - Preference will be given to Sikkim Subject/COI holders.**

- **Candidates' Selection:** Selection of candidates will be done on the basis of Interview. Exact Date, Time & Venue shall be intimated to the eligible candidates in due course as well as such information will be also available in the official website of Commerce & Industries Department.
- **How to Apply:** Eligible and interested candidates may send their application at the mentioned Email ID: [directormsecni@gmail.com](mailto:directormsecni@gmail.com). Enclose the attested copies of Sikkim Subject /COI (if any) and other testimonials in support of Educational Qualification, Caste, Age, Experience

certificate and any other relevant documents. The candidate must indicate the post applied in the Subject of the email.

**Last Date & Email ID:** The Application along with enclosures should be submitted to the office of the Director, MSME, Commerce & Industries Department, Govt. of Sikkim, Udyog Bhawan, Tadong, Gangtok or emailed at [directormsecni@gmail.com](mailto:directormsecni@gmail.com) on or before 17.07.2024 by 4:30 PM.

**Instructions for filling and submitting the application form:**

- i. Please make sure to complete all fields without leaving any fields blank.
- ii. Please attach scan copy of self-attested copies of requisite documents along with application for verification of qualifications, experience, date of birth etc.
- iii. All the details as mentioned in the application shall be supported by the attested relevant and authorized documents.
- iv. If a candidate has submitted more than one application prescribed for the same post before the last date, the last application shall be considered as valid.
- v. Application not sent in prescribed format and without proof of requisite documents shall not be considered.
- vi. Please send the complete application in the prescribed format along with the relevant enclosures through email at: [directormsecni@gmail.com](mailto:directormsecni@gmail.com) latest by 17.07.24, 16:30 Hrs.
- vii. Please indicate the post applied in the Subject while sending the complete application via email.

**General Instructions:**

- The eligibility (as well as suitability) of a candidate shall be considered based on the information supplied in the application.
- The Commerce & Industries Department has the right to prescribe minimum as well as set higher norms, while short listing the applications taking into account the work requirement. Mere fulfilment of Qualification required does not entitle candidates to be called for interaction.
- The Commerce & Industries Department has the right to restrict the number of candidates for interaction to a reasonable limit on the basis of qualification and experience and to the academic achievements higher than the minimum prescribed in the advertisement.
- No correspondence will be entertained with the candidates, who are not called for interaction.
- If it is found at a later date that any information given in the application is incorrect / false, the candidature / contractual assignment is liable to be cancelled / terminated.
- Candidates applying from Central Govt. / State Govt. organizations / PSUs etc will have to forward application through proper channel or need to submit "NO OBJECTION CERTIFICATE" from the department at the time of Interview.
- Names of shortlisted candidates will be informed through registered e-mail id provided in the application. Only short-listed candidates would be informed for next phases of selection process on the scheduled dates and time with all original documents / testimonials and experience certificates.
- Working Experience in local environment and knowledge of local languages is an added advantage.
- The Commerce & Industries Department in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to suspend and/ or cancel the Selection Process and/ or amends and/ or supplements the Selection Process or modifies the dates or other terms and conditions relating thereto. For more details, please refer the Model PMU Contract (No. FM-11/17/2020-DS (FME))

## APPLICATION FORM

(Recruitment For the Contractual Posts for Manager (Marketing) For Project Management Unit to Support State Nodal Agency in PM Formalization of Micro Food Processing Enterprises (PMFME) Scheme.

### APPLICATION PROFORMA FOR THE POST OF (MANAGER MARKETING)

PASSPORT SIZE PHOTO

1. Name of the Candidate: .....

2. Date of Birth: .....

3. Father/ Mother/ Spouse Name: .....

4. Permanent Address: .....

5. Mailing Address: .....

6. Telephone/Mobile No.: .....

7. Email-id: .....

8. Academic / Professional Qualification:

S.no	Educational qualification	Year of Pass Out	Name of School/University	Percentage scored

9. SSC/COI holder: .....

10. Details of experience in chronological order: (Enclose a separate sheet, duly authenticated by your signature, if the space below is insufficient)

Office/Institute/Organisation	Post held	From	To	Nature of duties performed

11. Please explain briefly how your experience is suitable to the post applied for:

12. Details of any other courses/training performed relevant to the subject, if any

13. Additional Information, if any, which you would like to mention in support of your suitability for the post. Enclose a separate sheet, if required.

**DECLARATION**

I declare that all the information given in my application is correct to the best of my knowledge. I understand that any false information supplied could lead to my application being disqualified or my removal/dismissal if I am appointed.

(Signature of the Candidate)

Address:

Date:

**Email Enclosures:**

1. Attested Copy of SSC/COI
2. Details of Educational Qualifications (Qualifying Examination, Other)
3. Details of Work Experience (Appointment Letter/ office-order and Certificate of Employer)
4. NOC from Current Employer (if applicable).
5. Any Other Relevant Documents (if applicable).