

**Government of Uttarakhand Department of MSME**  
No. 3364(V)/MSME/2019-20 Directorate of Industries, Uttarakhand  
Dehradun: Dated: 08 November, 2019

**APPOINTMENT OF CONSULTANTS/SPECIALISTS**

It is proposed to set-up a Project Management Unit (PMU) in the Department of MSME, Govt. of Uttarakhand Consultants/Specialists in following areas on purely/temporary and contractual basis are to be appointed in the PMU.

**Export and Marketing Consultants:-**

**Educational Qualification:-** MBA (Export and Marketing) from institute of repute.

**Experience:-** Min. 7 to 10 years experience in dealing with Export and Marketing Areas of Medium, Small and Micro entrepreneurs including Handicrafts and Handlooms .

**Jon Profile:-** Will coordinate with Export Promotion Council, DDFT to provide guidance on marketing to entrepreneurs.

The consultants will be responsible for supporting the entrepreneurs in marketing, communications, knowledge management, branding and utreach activities. Specifically to develop and implement a marketing and branding strategy. The consultant will help the enterepreneurs to Coordinate and manage the preparation, publication and dissemination of product.

Stratimize online marketing of Handlooms and Handicrafts products through established e-marketing/portals and other initiatives taken by State Govt./Govt. Agencies.

**Remuneration:-** Up to Rs. 1.25 lacs per month which will be negotiable based on merit and experience.

Other details are available on the website to [www.doiuk.org](http://www.doiuk.org) application with complete Curriculum Viate should be submitted by Registered/Speed Post to Director (Industries), Directorate of Industries, Patel Nagar, Dehradun-248001 or by e-mail to [mpr@doiuk.org](mailto:mpr@doiuk.org) on or before 30.11.2019.

**Director Industries**  
**Uttarakhand.**