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Advt. No. DIC/MOT /08/2024/08

Digital India Corporation
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Website: www.dic.gov.in

Web Advertisement
08.08.2024

Digital India Corporation has been set up by the 'Ministry of Electronics & Information Technology, Government of India', to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. It is a 'not for profit' Company under Section 8 of the Companies Act 2013. The Company has been spearheading the Digital India programme of the Government of India, and is involved in promoting use of technology for e-Governance/e- Health / Telemedicine, e-agriculture, e-Payments etc. The Digital India programme promotes safety and security concerns of growing cashless economy and addresses challenges confronting its wider acceptance. It also promotes innovation and evolves models for empowerment of citizens through Digital initiatives and promotes participatory governance and citizen engagement across the government through various platforms including social media.

Digital India Corporation is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

S. No	Name of the Post	No. of Vacancies
1	State Coordinator	15

Screening of applications will be based on qualifications, age, academic record and relevant experience. Digital India Corporation reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

The details can be downloaded from the official website of DIC, NeGD, MyGov, & MeitY viz. **www.dic.gov.in**, **www.negd.gov.in**, **www.mygov.in**, & **www.meity.gov.in.**

Eligible candidates may apply ONLINE: https://ora.digitalindiacorporation.in/

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1. Job Description: State Coordinator

The State Coordinator will be responsible for the effective on-boarding of artisans and weavers onto our e-commerce portal-Indiahandmade. Digital India Corporation has developed Indiahandmade.com, a digital marketplace that showcases exquisite handmade products while fostering economic empowerment and preserving India's rich cultural heritage. It is an initiative of the Ministry of Textiles to showcase some of the world's oldest and most traditional crafts in India. The main motive behind this online eCommerce portal is to provide a platform for weavers and artisans to sell their handloom and handicraft items online in India, paving the way for their financial and social empowerment. This will also help in promoting the skills of artisans and weavers while eliminating the intermediaries.

The role includes supporting order processing, providing handholding and capacity-building initiatives, raising awareness, and managing overall operations at the state level. The State Coordinator will work closely with various stakeholders to foster a supportive environment for artisans and weavers, promoting their growth and sustainability.

A. Number of Positions: 15 (for Uttar Pradesh, Himachal Pradesh, Jammu & Kashmir, Madhya Pradesh, Rajasthan, Gujrat, Maharashtra, Tamilnadu, Karnataka, Andhra Pradesh, Assam, West Bengal, Orissa, Bihar, Tripura)

B. Age Limit: 25 - 40 Years

C. Salary: Commensurate with the qualification and experience

D. Education Qualifications

- Master's/Bachelor's degree in Business Administration, Operations, IT, Social Work, Art or a related field. Master's degree is preferred.

E. Experience:

- 3-5 years of experience in project management, community development, or a similar role. Experience in the handloom/handicrafts or e-commerce industry is a plus.

F. Roles and Responsibilities

- Identify and reach out to potential artisans and weavers within the state.
- Facilitate the registration and onboarding process onto the e-commerce portal.
- Assist artisans and weavers in understanding and navigating the order processing system.
- Provide ongoing support to ensure timely and accurate order fulfillment.
- Address any issues or challenges faced during the order processing stage.
- To work with the Weavers Service Centre (WSC), Handicraft Service Centre (HSC) and state handloom/handicraft departments.
- Collaborate with local communities, organizations, and media to promote the platform and its advantages.
- Organize awareness campaigns and workshops to inform artisans and weavers about the benefits of the e-commerce platform.

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- Conduct training sessions to enhance the digital literacy and e-commerce skills of artisans and weavers.
- Offer continuous mentoring and support to improve their business operations and product quality.
- Foster relationships with key stakeholders to enhance participation and support.
- Oversee the day-to-day operations related to the onboarding and support activities.
- Identify and address any operational challenges or bottlenecks.
- Participate in regional and national meetings to represent the interests of the state's artisans and weavers.
- Comfortable for an extensive tour to remote locations throughout the state.
- Gather feedback from artisans and weavers to improve services and support.
- Ensure to fulfil all the following KPIs

a. **Stall Outreach**:
   - Number of stalls visited.
   - Number of sellers informed about indiahandmade.com.

b. **Seller Registration:**
   - Number of sellers registered. (If documents provided)

c. **Products uploading, Product photography & Event capture:**
   - Number of products uploaded with their photographs
   - Atleast 2 products per seller(registered) need to be uploaded.

d. **Feedback Collection:**
   - Listing feedbacks from sellers

e. **Follow-Up Preparation:**
   - List of potential sellers without documents for follow-up.

f. **Visitor Engagement:**
   - Number of visitor feedback entries in the visitor book.

g. **Buyer Awareness and App Downloads:**
   - Number of buyers informed about the portal.
   - Number of app downloads assisted.

h. **Daily and Post-Event Reporting:**
   - Daily activity reports.
   - Detailed post-event report

G. Skill set

- Excellent communication and interpersonal skills.
- Proficiency in digital tools and e-commerce platforms.
- Ability to conduct training and capacity-building activities.
- Proficiency in local languages and understanding of local culture.
- Strong organizational and coordination abilities
- Problem-solving and conflict-resolution skills

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General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.

2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.

3. The positions are purely temporary in nature for the project of Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at Digital IndiaCorporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.

4. Digital India Corporation reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the noticeperiod.

5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience. The designation against the position shall be mapped as per the approved policy.

6. In case of a query, the following officer may be contacted

Ms. Vinaya Viswanathan
Head- HR
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