



**THE NATIONAL SMALL INDUSTRIES CORPORATION LIMITED**  
(A Government of India Enterprise)

Corporate Identification No. U74140DL1955GOI002481

**Inviting applications for General Manager – Business Development**

The National Small Industries Corporation Ltd. (the premier Mini-Ratna Government of India Enterprise under Ministry of Micro, Small and Medium Enterprises) is unremittingly working for the advancement of MSME sector.

**Post: General Manager (IDA Pay Scale of Rs.32900-58000/-) with initial posting for three years at Guwahati.**

Functional Area	Vacancy	Upper age limit	Qualification	Experience
Business Development / Marketing	01	50 years Age relaxation of- • 5 years for SC/ST, • 3 years for OBC, • For Ex-Servicemen, as per Govt. rules	A Graduate with full time MBA or equivalent having specialization in Marketing from a recognized University or Institution.  Only the following Degree(s) / Diploma(s) for the purpose of equivalency of MBA will be included: <ul style="list-style-type: none"> <li>• PGDBA (Post Graduate Diploma in Business Administration - 2 years)</li> <li>• PGDBM(Post Graduate Diploma in Business Management - 2 years)</li> <li>• MMS (Masters of Management Studies - 2 years)</li> <li>• MMM (Masters of Marketing Management - 2 years)</li> <li>• PGDMM (Post Graduate Diploma in Marketing Management - 2 years)</li> <li>• MIB (Masters in International Business - 2 years)</li> <li>• PGDM (Post Graduate Diploma in Management - 2 years)</li> <li>• MFT (Masters of Foreign Trade - 2 years)</li> </ul> Only the following specializations will be considered as equivalent to Marketing:	Total fifteen years' experience including ten years' experience after MBA or equivalent Degree in the relevant area.

			<ul style="list-style-type: none"><li>• Sales &amp; Marketing</li><li>• Retail Management</li><li>• Sales Management</li><li>• International Business</li><li>• International Marketing</li><li>• E-Commerce Marketing &amp; Management</li><li>• Digital Marketing</li><li>• Event Management</li><li>• Foreign Trade</li></ul>	
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**IMPORTANT:** The candidate should be presently working for two years or have last worked for two years in the pay scale of 29100-54500/- (IDA) OR Rs.15600-39100/- with Grade Pay of Rs.7600/-(CDA) in case of Government sector **AND** w.r.t. private sector, the candidate should be presently working for two years or have last worked for two years with gross monthly remuneration of Rs. 68000/- to be considered eligible to apply. It may be further noted in case of candidates from private sector that **only gross monthly remuneration will be considered and not the CTC.**

# **DETAILED GUIDELINES**

## **I. SELECTION PROCESS**

- a) The selection process shall consist of firstly scrutiny of applications received.
- b) The criteria of selection for the posts of General Manager is by way of Personal Interview.
- c) The Management reserves the right to devise its criteria (including to raise the minimum eligibility standards/ criteria) to restrict the number of candidates to be called for Personal Interview.
- d) The decision of Management regarding eligibility, interview and selection will be final and binding on the candidates and no correspondence what so ever will be entertained in this regard.

## **II. COMPENSATION PACKAGE**

- a) The Corporation offers a very attractive package and is one of the best in the Industry.
- b) The CTC\* for the post of General Manager shall be Rs. 15.10 lakhs per annum approximately:
- c) Compensation package includes Basic pay, Industrial DA, HRA, Perquisites and Allowances as per cafeteria approach, EPF, Gratuity etc. In addition, Performance Related Pay will be applicable, as admissible and as per Rules of the Corporation.
- d) The Corporation also has in place the policy relating to House Building Advance, Vehicle Advance, Computer Advance, Medical facilities for self and dependents (under cafeteria approach), Provident Fund ,Gratuity, Superannuation Pension Scheme and Leave encashment.

**\*CTC mentioned above is only indicative. Actual CTC shall depend on place of posting and other terms and conditions of appointment.**

### III. HOW TO APPLY

1.	The candidate needs to apply <b>ONLY ONLINE</b> through <b>CAREER</b> section of <a href="http://www.nsic.co.in">www.nsic.co.in</a> .
2.	<b>Candidates should ensure the following, while filling up the Online Application Form:</b>
a)	The present name, middle name and surname shall be filled in the Application Form, as mentioned in the 10 (Matriculation/High School) certificate.
b)	The candidates are advised to keep all the documents ready along-with the Demand Draft details while filling up the Online Application Form.
c)	The date of declaration of result or issuance of mark-sheet/Degree/Certificate, whichever is earlier, shall deemed to be the date of acquiring the qualification.
d)	No abbreviations have to be used, wherever indicated.
e)	Wherever grades e.g. CGPA/OGPA/DGPA are awarded (in respect of Qualifications), the following methods will be adopted for conversion to equivalent percentage of marks:  i) The conversion of CGPA/OGPA/DGPA to % of marks would be based on the procedures certified by the University/Institute from where they have obtained the qualifying Degree. Documents like Mark Sheet / Final or Provisional Degree/Letter issued by Competent Authority of the respective University / Institute will be considered for ascertaining the CGPA/OGPA/DGPA to % conversion criteria.  ii) In case Mark Sheet / Final or Provisional Degree / Letter issued by Competent Authority of the respective University / Institute the University / Institute does not indicate % of marks or have any criteria for converting CGPA/OGPA/DGPA into equivalent % of marks, the equivalence would be established by dividing the candidates CGPA/OGPA/DGPA by the maximum possible CGPA/OGPA/DGPA and multiplying the result with 100.
3.	Once the on-line application is filled in, <b>an application number will be generated</b> which will be sent on the applicant's registered mobile number via SMS as well as through e-mail. This may be kept by the applicant for future references.
4.	<b>After the Application Number is generated</b> , the candidate shall take the print-out of the same in A-4 size paper and put her/his signature, date and place in the space provided for.

5.	The copies of the following self-attested documents mentioned below from (a) to (e) and S.No.6 and have to be <b>necessarily enclosed</b> with the printout of the Online filled Application Form:
a)	Class 10 <sup>th</sup> Certificate and Mark sheet <b>OR</b> Class 10 <sup>th</sup> School Leaving / Transfer Certificate indicating the full name of the applicant and her/his date of birth.  In case of change of name / surname, Gazette notification / national newspaper clipping along –with Affidavit indicating the previous and the changed name / surname.
b)	In case of SC / ST candidate – Caste Certificate issued by a Competent Authority in the format prescribed by Government of India.
c)	In case of OBC candidate – The OBC Certificate should mention the following points :- <b>i.</b> Appointment for the posts under Government of India OR Resolution of Ministry of Welfare, Government of India published in Gazette of India. <b>ii.</b> Clause of belonging to Non-Creamy Layer, and <b>iii.</b> Issued in the year 2017 or 2018.  <b>Note :-</b> i) In case of failure to produce the OBC certificate indicating all the above points, the candidate will not be considered under General category and her/his candidature will be rejected. ii) The OBC candidate belonging to Creamy Layer (as mentioned in the OBC Certificate) will not be eligible for any benefit of reservation and will be considered as a General candidate.
d)	In case of Persons with Disability (PwD) – Disability Certificate issued by competent authority stating therein the percentage (%) of disability.
e)	In case of Ex-servicemen – Service Certificate clearly mentioning the period of continuous service in the armed forces.
f)	Passing Certificate / Degree and Mark sheets of educational and professional qualification(s).
g)	Proof of norms adopted by the University / Institute to convert CGPA / OGPA / DGPA into percentage.
h)	The following documents will be considered as Experience :- <ul style="list-style-type: none"> <li>• Service Certificate indicating the start and end of employment period with the particular organization, <b>OR</b></li> </ul>

	<ul style="list-style-type: none"> <li>• Appointment letter / Offer Letter issued by the employer organization along-with resignation letter duly received/acknowledged by the employer or the relieving letter issued by the employer organization or salary slip duly stamped and signed by the employer.</li> </ul> <p>In case of experience as partner / proprietor / freelancer / self-employed all the following documents are mandatory to ascertain experience :-</p> <ul style="list-style-type: none"> <li>• Income tax returns of the said period</li> <li>• Copies of contract(s)/ Partnership Deed entered by the candidate with other party (s) mentioning the nature and start &amp; end/ continuation of the contract period, Copies of payments received against the services rendered as per contract.</li> </ul> <p><b>Note:-</b>In case of change in the name of the company or transfer of the employee from one company to another within a group of companies, the candidate must attach the documentary proof of the same.</p>
i)	Certificate indicating the Scale of Pay /Grade Pay /Gross Salary (monthly) for the last two years, i.e. 2016-17, 2017-18.
6.	<p>Application Fees of Rs. 1000/- has to be paid through <b>Demand Draft</b> in favor of <b>“The National Small Industries Corporation Limited”</b>, payable at New Delhi.</p> <p>However, <b>50% concession in Application Fees is given to SC/ST/Persons with Disability (PwD)/Ex-servicemen (ESM)/Women candidates</b>. No two relaxations /concessions w.r.t. category will be clubbed for Application Fee. The Application Fees is non-refundable and no other mode of payment will be accepted. On the reverse of the DD, applicants may please mention their name, mobile no. and name of the post applied for.</p> <p><b>Applications without Demand Draft will be straightaway rejected.</b></p>
7.	<p>The print-out of the Online filled Application Form along with the necessary documents given at point 5 above and Demand Draft (point 6) has to be sent by Ordinary Post/ Registered Post/ Speed Post/Courier / By Hand to:</p> <p style="text-align: center;"><b>General Manager – Human Resources The National Small Industries Corporation “NSIC Bhawan” Okhla Industrial Estate New Delhi-110020</b></p>

8.	<b>The last date of receipt of Applications is 28.04.2018 up-to 6:00p.m. Applications received after 6:00 p.m. and on or after 29.04.2018 will not be accepted. Therefore, candidates are advised to submit application as early as possible and not to wait till the last date.</b>
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#### **IV. GENERAL INFORMATION AND INSTRUCTIONS**

1	Only Indian Nationals are eligible to apply.
2	The initial posting will be for three years at Guwahati, however, the selected candidate shall be liable to serve the Corporation anywhere in India / abroad where the Corporation may have business interests.
3	Before applying, the candidate should ensure that she / he fulfills the eligibility criteria and other norms mentioned in this advertisement.
4	The candidate should not change their mobile number and email address at least till this recruitment process is over.
5	The mere fact that a candidate has filled the Online Application Form and has been given the Application Number, would not bestow on her/him the right to be definitely called for Interview.
6	The eligibility w.r.t. Upper age limit, Qualification and Experience will be determined from the last date of receipt of application i.e. 28.04.2018.
7	AICTE / UGC / Government of India recognized / Approved Degree / PG Degree / PG Diploma courses in concerned discipline awarded by University/Institute recognized by AICTE/UGC/Government of India only will be considered.
8	The candidates should note that the details provided by them in their Online filled Application Form are taken on their face value and the onus of proving the correctness and authenticity of the same as and when required lies with the applicant. During the recruitment process, if any information as submitted in the Online filled Application Form is found to be false / concealment of facts, the candidature is liable to be rejected. In case of selection of the candidate and subsequent joining the services of the Corporation, if any information as submitted in the application is found to be false/concealment of facts, she / he will be discharged from the services of the Corporation during the probation period and after closure of the probation period, her / his services will be liable to be terminated.
9	Application Fees is non-refundable even if the candidature is rejected for any reason and not shortlisted for interview / Written Test.

10	If any Certificate/Document is issued in a language other than Hindi / English, candidates are advised to submit a certified translation of the same either in Hindi / English language with the Application Form and also at the time of Personal Interview, if called for the same.
11	<p><b>Entitlement for reimbursement of Travelling Allowance (To and Fro) by shortest route of train (other than Rajdhani):</b></p> <ol style="list-style-type: none"> <li>1. Outstation candidates belonging to SC / ST / PwD category and not working in any Government / Semi-Government / Banks / PSUs / Local Bodies etc. will be entitled.</li> <li>2. Travel entitlement is by AC-III tier.</li> <li>3. Reimbursement will be made only on production of documentary evidence of the journey performed and having attended the Interview before the Selection Board. The reimbursement will be effective through digital mode, for details of Bank account holders name, account number, IFSC Code, bank name and branch address etc.</li> </ol>
12	Candidates working in Government / Semi-Government / PSU / Banks / Local Bodies etc. should inform their employer at the time of applying and are required to produce "NO OBJECTION CERTIFICATE", at the time of Interview.
13	Any canvassing, directly or indirectly, by the applicant will disqualify her/his candidature.
14	Management reserves the right to consider applicants for a position immediate lower than the advertised post, if suitable candidates are not available for the advertised posts.
15	Management reserves the right to Cancel/Restrict/Enlarge/Modify/Alter the Recruitment / Selection process, if need so arises, without issuing any further notice or assigning any reason there of and no correspondence what so ever will be entertained in this regard.
16	Management reserves the right to call for any additional documentary evidence in support of eligibility criteria, if need be.
17	Management reserves the right to fill up all the vacancies based on suitability OR increase / decrease the number of vacancies to be filled up OR cancel any post OR even cancel the whole process of Recruitment without assigning any reason and no correspondence will be entertained in this regard.
18	Legal jurisdiction will be NCT of Delhi in case of any cause/dispute.



19	<b>Any further information, corrigendum / addendum</b> in respect of the above advertisement shall be made available only on our official <b>website <a href="http://www.nsic.co.in">www.nsic.co.in</a></b> UNDER THE HEAD: <b>CAREERS</b> . No further press advertisement will be given. <b>Hence, prospective applicants are advised to visit NSIC website regularly for above purpose.</b>
20	NSIC will not be held responsible for :- <ul style="list-style-type: none"><li>• Any bounce of e-mail</li><li>• Loss of call letter sent due to invalid or wrong e-mail ID / wrong postal address/ postal delays / loss in transit etc.</li><li>• Non-delivery of SMS</li><li>• Change of email and mobile number.</li></ul>