National Entrepreneurship Resource and Co-ordination Hub (National E-Hub)
Pradhan Mantri YUVA Yojana
(Formerly Known as UDYAMITA)
(Ministry of Skill Development and Entrepreneurship, Government of India)
NIESBUD, A-23, Sector-62, NOIDA, U.P.

VACANCIES

National E-Hub, invites applications for filling up the following Positions in the E-Hub, NOIDA under the Scheme on yearly contract basis upto 30-3-2021:–

Sl. No.	Name of the Position	No.	Code No.	Remuneration (p.a.) (Rs in lakh. All inclusive)
1.	Senior Manager : Deployment	01	001	16.00
2.	Senior Manager : Marketing & Communication	01	002	16.00
3.	Senior Manager : Finance, HR & Administration	01	003	16.00
4.	Manager : Deployment	02	004	12.00
5.	**Support Team Members :**			
	– Content	01	005	6.00
	– Deployment	02	006	6.00
	– Technology & Platforms	01	007	6.00
	– Finance	01	008	6.00
	– Administration	01	009	6.00

The relevant details are available on *www.msde.gov.in* & *www.niesbud.nic.in* Applications can be mailed to *yuva.niesbud@gmail.com* latest by **5.00 P.M. on 26.11.2016.**

National Project Director

RELEVANT DETAILS OF THE POSITIONS

1.0 Senior Manager : Deployment (Post Code : 001)

1.1 *Position Objective:*

The Senior Manager : Deployment will ensure the smooth implementation of the Scheme as per the mandate, and within directions provided by the competent authority. The position will be responsible for the overall implementation of the Scheme at the empaneled Project Institutes through the network of Regional and Nodal Hubs.

1.2 *Responsibilities:*

1.2.1 Participate in developing operational strategy and execution plans, managing the team, raising resources. Develop annual operating plan/s including monthly, quarterly and annual deliverables and outcomes.

1.2.2 Work with the National Project Director and the team in preparing financial estimates for project deployment, delivery and support.

Track and review actual – vis-à-vis -budget; ensure the deployment team operates within budget guidelines.

1.2.3   Develop the Nodal Hubs and teams for effective implementation and maximum impact. Developing and managing the Project Institutes and other partner organizations.

1.2.4   Coordinate with the Regional Hubs for program deployment and training. Work with Nodal Managers in planning and implementing effective training and support programs for the E-Hubs (institutes of higher learning/schools/ITIs etc.).

1.2.5   Develop partnerships with industry, mentors and the incubator networks to successfully meet agreed-upon targets and deliverables. Develop and engage ecosystem players including management team of institutes, faculty, mentors, investors, incubator managers, experts, etc.

1.2.6   Lead efforts in driving maximum impact and project outcomes. Expected outcomes would be creation of new enterprises and job creation at scale. Track effectiveness of the programs, develop dashboards and performance reports on a monthly, quarterly and annual basis. Ensure that the National Project Director is kept fully informed on the status of the Project implementation and related influencing factors.

1.2.7   Manage team performance / development including performance monitoring, mentoring and training.

1.2.8   Publicize the activities of the deployment team including those of the hubs, its programs and goals. Represent the Organization at appropriate platforms and vis-à-vis relevant stakeholders.

1.2.9   Establish sound working relationships and cooperative arrangements with the hubs, institutes, community groups and organizations.

1.3 *Essential Qualification and Experience:*

1.3.1   Degree in any discipline from a recognised Institution.

OR

Post-graduate Degree/Diploma in Business Management/Social Work from a recognised Institution.

OR

Graduate in Engineering.

1.3.2   Minimum 08 years' post-qualification experience in a managerial/ senior position in the areas of project/programme management of large projects.

1.3.3 Experience should preferably involve working in the Training & Education industry and exposure to start-up ecosystem is desirable.

1.3.4 Exposure to working in teams, team handling, project planning and documentation.

1.3.5 Desirable

Experience in end to end handling: planning, managing, monitoring, deployment of technology enabled projects, business transformation projects, implementing high budget projects with a multi-location spread involving multiple stakeholders and exposure to project management methodologies, channel management, tools and frameworks.

1.3.6 Maximum Age

40 years.

2.0 Senior Manager : Marketing & Communication (Post Code : 002)

2.1 *Position Objective:*

The position will act as the primary custodian for planning, developing and executing marketing, branding, and communication initiatives to promote the Scheme, across the various target groups for better reach, awareness and thereby for better impact at achieving the mandate of the Scheme.

2.2 *Responsibilities:*

2.2.1 Develop the marketing & communication plan/s, strategies, to support the Scheme mandate, and generate the action plan in consultation with the National Project Director, and competent authority and partner agencies.

2.2.2 Secure approvals for marketing & communication spends, and ensure that there is strong adherence to budgeted spends, while ensuring that the marketing activities and strategies lead to positive outcomes.

2.2.3 Develop integrated communication campaigns keeping in view the ongoing nature of activities, specific launches, events, and communication requirements of the Scheme.

2.2.4 Leverage the available portfolio of media – print, digital, on-line etc. keeping in consideration the budget and expected impact.

2.2.5 Undertake need based research to support the initiatives, and to help the project teams direct their efforts in the right direction.

2.2.6 Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising – ATL/BTL campaigns for promotion of the Scheme.

2.2.7 Create, implement and oversee communication programs that effectively describe and promote events for the Scheme.

2.2.8 Ensure that all marketing collaterals (graphics, brochures, company or product fact sheets, logos, or other promotional products) align with the brand and communication guidelines. Issue clarifications, on brand guidelines to the team from time to time to ensure adherence and uniformity in communication.

2.2.9 Manage the research and development of content for publication of products.

2.2.10 Coordinate and guide marketing efforts across the Regional and Nodal Hubs. Create presence in the media for events and activities for the Scheme.

2.2.11 Oversee the effectiveness of overall brand positioning, messaging, marketing resources and promotional efforts for the success of the project.

2.2.12 Develop innovative digital marketing and content, publishing, creative editorial, advertising and promotions.

2.2.13 Ensure that brand guidelines, are ensured across all collaterals – internal & external communication(s).

2.3 *Essential Qualification and Experience:*

2.3.1 Post-graduate Degree/Diploma in Business Management from a recognised Institution with specialisation in Marketing/ Communication.

2.3.2 Minimum 08 years' post-qualification experience in a managerial/ senior position in the areas of publicity/communication/branding/ marketing.

2.3.3 Experience must involve exposure to working in teams, team handling, project publicity, programme promotion and managing media relations.

2.3.4 Desirable

Experience in end to end handling : planning, managing, monitoring, deployment of publicity, marketing and communication campaigns; digital marketing : social media campaigns; PR initiatives; ATL/BTL communication in high budget projects with a multi-location spread involving multiple stake-holders.

2.3.5 Maximum Age

40 years.

3.0 Senior Manager : Finance, HR & Administration (Post Code : 003)

3.1 *Position Objective:*

The position would support financial reporting, reconciliation, business reporting – analysis, and statutory aspects of the Scheme, along with the HR aspects to enable the Scheme run smoothly.

3.2 *Responsibilities:*

3.2.1 Monthly financial closure of National E-Hub, Regional E-Hubs, Nodal E-Hubs and other entities in accordance with generally accepted Accounting Principles, Indian Accounting Standards and Company financial policies.

3.2.2 Coordinate and record all consolidations activities of all the E-Hubs, management reporting, variance analysis – planned Vs. budget etc.

3.2.3 Prepare monthly, quarterly and annual financial reporting packages to satisfy internal and external reporting requirements.

3.2.4 Work with external auditors for the annual audits of the Scheme.

3.2.5 Complete monthly account reconciliations in a timely fashion and communicate any material exposure to the National Project Director and FMU (Financial Management Unit).

3.2.6 Statutory compliance process & records maintenance (ESI, EPF, Labor law under Shops & Establishment Act and liaisoning with labor officers and/or statutes as may be applicable). Ensure timely and accurate filing of TDS returns, annual returns, service tax, bank reconciliations, foreign currency regulation act etc.

3.2.7 Salary Processing: Ensure compliance on Tax Deduction at Source calculations; verification of reimbursements and processing of the same, Income Tax verifications and submissions, processes employee salaries with inputs received from HR personnel.

3.2.8 Evaluate the accounting or financial reporting impact of operational decisions.

3.2.9 Proactively recommend actions to strengthen and streamline processes to improve timeliness of information and reduce errors.

3.2.10 Assist with the execution of quarterly reviews and year-end financial audits.

3.2.11 Coach and develop accounting & HR staff. Support the HR Aspects essential to the Scheme– Payroll, Hiring, Exit formalities, and compliances.

3.2.12 Work in co-ordination with FMU in developing Manual, Processes etc.

3.2.13 Co-ordinate with Banks, NSDF, E-Hubs etc. for receipt of Financial Reports, Disbursement of Assistance etc.

3.2.14 Support the effective implementation of the Scheme.

3.3 *Essential Qualification and Experience:*

3.3.1 Post-graduate Degree in Commerce from a recognised Institution.

OR

Post Graduate Degree/Diploma in Business Management with specialisation in Finance from a recognised Institution.

OR

CA/ICWA

3.3.2 Minimum 08 years' post-qualification experience in a large organisation in the areas of Budgeting, Financial Planning and Management, Financial Reporting, Statutory Compliances, Accounting, Auditing etc.

3.3.3 Exposure to and experience of handling Human Resource and Administrative Functions broadly.

3.3.4 Desirable

Experience in Business Planning-Reporting & Analysis; Project Budgeting and Accounting; Variance Analysis and Salary Administration of large projects with a multi-location spread involving multiple Stake-holders.

3.3.5 Maximum Age

40 years.

4.0 Manager : Deployment (Post Code : 004)

4.1 *Position Objective:*

The Manager : Deployment will ensure smooth implementation of the Scheme. The position will be responsible for the on-ground implementation of the scheme at the Project Institutes through the network of Regional and Nodal E-Hubs.

4.2 *Responsibilities:*

4.2.1 Develop and execute Scheme implementation roadmap, including policies and strategies.

4.2.2 Develop annual operating plan/s including monthly, quarterly and annual deliverables and outcomes for the nodal teams.

4.2.3 Oversee deployment of programs in specific regions. Own & deliver outcomes from respective regions including ventures created and Jobs created.

4.2.4 Coordinate with the Nodal E-Hubs to measure & track impact. Monitor and measure program effectiveness and provide feedback.

4.2.5 Responsible for the E Hubs' development & training. Develop and manage the assigned Nodal Hubs & other partner Organizations in the region.

4.2.6 Develop and engage the E-hubs and the attached project institutes to run the Scheme programmes.

4.2.7 Track effectiveness of the programs, develop dashboards and performance reports on a monthly, quarterly and annual basis.

4.2.8 Relationship management and interfacing with different stakeholders including partners, Project Institutes, Govt. and other organizations.

4.2.9 Ensure training and course corrections for the success of team members.

4.2.10 Establish sound working relationships and cooperative arrangements with the E-Hubs, project institutes, community groups and organizations.

4.2.11 Represent the Organization at appropriate platforms vis-à-vis relevant stakeholders.

4.2.12 Facilitate the capacity development of the Regional and Nodal E-Hubs. Initiate and lead collaborations, networking & training programs on ground. Engage with entrepreneurship organizations, incubators and other support organizations.

4.2.13 Manage the growth of the E-hubs. Develop and engage the relevant stakeholders including institution heads, faculty, mentors, investors, incubator managers and experts.

4.3 *Essential Qualification and Experience:*

4.3.1 Degree in any discipline from a recognised Institution.

4.3.2 Minimum 6 years' post-qualification experience in the areas of project/programme management.

4.3.3 Experience should preferably involve exposure to the education and training industry with knowledge of startup/entrepreneurship ecosystem.

4.3.4 Ability to work in teams, team handling, project planning and documentation.

4.3.5 Desirable

Experience in planning, managing, monitoring, deployment of technology enabled projects, business transformation projects, implementing high budget projects with a multi-location spread involving multiple stakeholders and exposure to project management methodologies, tools and framework.

4.3.6 Maximum Age

35 years.

5.0 Support Team Member : Content (Post Code : 005)

5.1 *Position Objective:*

The position would support end users, handle user complaints, maintain records, and analyse the issues, provide feedback to the concerned teams based on the user issues to help improve the product and platform, and overall impact of the Scheme.

5.2 *Responsibilities:*

5.2.1 Provide on-the-clock support to end users' queries related to on-line and off-line content and curricula.

5.2.2 Handle end-user complaints; keeping accurate records of discussions or correspondence.

5.2.3 Coordinate with deployment team and provide necessary support to the end users to ensure effective implementation of on-line and classroom based programs.

5.2.4 Track and monitor effectiveness of content from end-user feedback and report to senior teams. Develop necessary MIS / reports.

5.2.5 Support in debriefing the resources to lead classroom based programs.

5.2.6 Review daily priorities and take appropriate action to ensure results are achieved.

5.2.7 Follow up on and take responsibility for unresolved issues or escalations.

5.2.8 Investigate and proactively solve end-users' problems, which may have been passed on by the field teams or directed to the helplines.

5.2.9 Analysing statistics or other data to determine the level of customer service being provided; report generation.

5.2.10 Developing feedback or complaints procedures for end-users to use.

5.2.11 Learning about organisation's products/services and keeping up to date with changes and latest developments within and outside in related domains.

5.3 *Essential Qualification and Experience:*

5.3.1 Degree in any discipline from a recognised Institution.

5.3.2 Minimum 03 years' post-qualification experience in the areas of help desk handling, back end support, project/ activity co-ordination and support.

5.3.3 Exposure to LMS, MOOCs etc.

5.3.4 Desirable

Relevant qualification in Training & Development, Instructional Design, Content Development for L&D etc.

Exposure to content development, Instructional Design, implementation of e-learning projects, training interventions etc.

5.3.5 Maximum Age
30 years.

6. **Support Team Member : Deployment (Post Code : 006)**

6.1 & 6.2 *Position Objective and Responsibilities:*

The position will support the Deployment vertical of the Scheme.

6.3 *Essential Qualification and Experience:*

6.3.1 Degree in any discipline from a recognised institution.

6.3.2 Minimum 03 years' post-qualification experience in the areas of supporting project operational co-ordination, project documentation etc.

6.3.3 Multi-tasking, customer service skills such as phone skills, listening, conflict resolving, problem solving and enquiry handling skills.

6.3.4 Experience must involve exposure to working in teams, team handling, project planning and documentation.

6.3.5 Maximum Age
30 years.

7.0 Support Team Member : Technology & Platforms (Post Code : 007)

7.1 *Position Objective:*

The position will be the one point of contact for end-users (project institutes, students, faculty) for queries in LMS/Platforms related usage, to capture any feedback or issues on functionalities, technical issues to be able to help troubleshoot and resolve the issues or to direct the issues to concerned team for product improvement or corrective actions.

7.2 *Responsibilities:*

7.2.1 Close coordination with Partner Organization(s) developing LMS and Platforms in providing user feedback, monitoring and recommending changes in functionalities.

7.2.2 Ensure wide usage of the platform by all relevant stakeholders.

7.2.3 Implement, and test new features using the latest technologies under tailored minimalistic agile development methodology.

7.2.4 Follow up on and take responsibility for unresolved issues or escalations, by providing relevant insights to concerned partners or the team working on the issues.

7.2.5 Review daily priorities and take appropriate action to ensure smooth deployment.

7.2.6 Provide on-the-clock support to end users' queries related to platforms/LMs usage.

7.2.7 Track and monitor effectiveness of usage from end-user feedback and report to senior teams.

7.2.8 Communicate courteously with end users by telephone and emails, to help provide resolution or to capture their issues.

7.2.9 Investigate and proactively solve end-users' problems, which may have been passed on by the field teams or directed to the helplines.

7.2.10 Handle end-user complaints; keeping accurate records of discussions or correspondence with them

7.2.11 Analyse statistics or other data to determine the level of customer service being provided; report generation

7.2.12 Learn about organisation's products/services and keeping up to date with changes and latest developments within and outside in related domains.

7.3 *Essential Qualification and Experience:*

7.3.1 Degree in Engineering/Technology/Computer Science from a recognised Institution.

7.3.2 Minimum 03 years' post-qualifications experience in the areas of software development, networking, software testing etc.

7.3.3 Experience must involve exposure to projects related to deployment, customisation and on-going support to Learning Management Systems/Tools/Platforms/MOOCs etc.

7.3.4 Desirable

Relevant qualification in Networking, Software Development, ERP, LMS, E-learning etc.

7.3.5 Maximum Age

30 years.

N.B.

1. *Experience of and exposure to functioning in a technology driven environment and proficiency in M.S. Office-Word, Excel & Power Point; Documentation and Report Writing; MIS and Reporting and a good understanding of IT Tools is* **essential** *for all the above posts.*

2. *Experience of working in the field of Entrepreneurship Education/Training, Entrepreneurship Development; Hand-holding/Mentoring Services etc. will be an* **added advantage.**

8.0 Support Team Member : Finance (Post Code : 008)

8.1 & 8.2 *Position Objective and Responsibilities:*

The position will facilitate the work of the Senior Manager (Finance, HR & Administration) as regards Finance sub-vertical briefly touched upon in the experience required for the position.

8.3 *Essential Qualification and Experience:*

8.3.1 Degree in Commerce from a recognised Institution.

8.3.2   Minimum 03 years' post-qualification experience of functioning in Accounts/Finance Department of a large organisation.

8.3.3   Experience must be in the areas of drafting of Final Accounts, maintenance of Books of Accounts; Salary Administration; Statutory Compliances; Financial Reporting; Preparation of Budgets; Bank Reconciliation Statement; maintaining relations with Banks, PF and Income Tax authorities; engagement with Auditors etc.

8.3.4   Desirable

Experience of working in a Government/Public organisation.

8.3.5   Maximum Age

30 years.

9.0 Support Team Member : Administration (Post Code : 009)

9.1 & 9.2   *Position Objective and Responsibilities:*

The position will facilitate the work of the Senior Manager (Finance, HR & Administration) as regards Administration sub-vertical briefly enumerated in the required areas of experience.

9.3 *Essential Qualification and Experience:*

9.3.1   Degree from a recognised Institution.

9.3.2   Minimum 03 years' post-qualification experience of functioning in a large organisation.

9.3.3   Experience must cover the areas of Drafting of Request for Proposals/Tenders; Agreements/Legal Documents; Co-ordination with multiple Stakeholders; Handling out-sourced Works; Preparation of Agendas, Minutes and Reports, Personnel Matters including Recruitments etc.

9.3.4   Desirable

Experience of working in a Government/Public organisation.

9.3.5   Maximum Age

30 years.

PROCEDURE FOR APPLYING

1. There is no prescribed format of application. The Curriculum Vitae should include all the relevant details so as to adjudge the eligibility of the candidates in terms of the prescribed qualifications and experience. The C.V. should include the applicant's educational qualifications; complete employment

history, in chronological order along with brief details of earlier assignments; responsibilities handled; compensation; contact details; date of birth etc.

The applicant should also invariably indicate the minimum time required to join the duties, in case of selection.

2. The self-attested copies of all the relevant testimonials should also be sent along with the applications.

3. The applicants in Government/Public Service may **either** route their applications through the present employer **or** produce a No Objection Certificate at the time of interview failing which they will not be further considered for the position(s).

4. In case, a candidate is applying for more than one position, separate applications should be submitted. The composite applications are likely to be rejected summarily.

5. *The applicants must invariably indicate the Code No. of the position in the subject line of their e-mail application.*

6. *Only applications sent to the designated e-mail address by the due date and time specified will be considered for review. No hard copies need to be sent and/or will be accepted.*

MISCELLANEOUS

1. The indicated remuneration package is the **maximum** total cost to the National E-Hub at the time of initial joining. The actual remuneration package, however, will depend upon the relevant qualifications, experience etc. of the candidates.

2. Mere possession of the qualifications etc. does not entitle an applicant to be further considered for the position(s).

3. The National E-Hub reserves the right to reject all or any applications.

4. The National E-Hub does not assume any responsibility for technical delays. The applications uploaded beyond **1700 Hrs. on 26-11-2016** will be rejected summarily.

5. Any questions regarding positions, procedure etc. can be mailed at *yuva.niesbud@gmail.com*