

**VACANCY NOTIFICATION**

It is proposed to fill one position of Business Manager in the project entitled **Business Planning and Development Unit at IIVR, Varanasi**, as per under mentioned details :-

Name of the Project	Name of the post	No. of post	Qualification
Business Planning and Development Unit	Business Manager	01 (one)	B.Sc (Ag.) / Life Science with MBA with 3-5 years experience in the agri-business industry with specilization in sales and marketing and management, preferably with experience in business development, technology commercialization, event management and promotion.

Duration Presently upto 31st March, 2014 (extendable on the basis of satisfactory performance, continuance of the project beyond March 2014 and availability of funds)

Remuneration Rs. 70,000/- per month consolidated.

Age Not more than 40 years for Men and 45 years for Women (Relaxable to SC/ST/OBC/PH candidates as per Govt. of India/CAR guidelines).

**Note:-**

1. Details may please be seen on the Institute website “[www.iivr.org.in](http://www.iivr.org.in)”.
2. CVs may be sent by Post to “The Incharge, BPD Unit, Indian Institute of Vegetable Research, Post Bag No. 01, Post Office Jakhini, Shahanshapur, Varanasi-221 305” or through E-mail at “[bpdiivr@gmail.com](mailto:bpdiivr@gmail.com)” so as to reach within 15 days from the date of this advertisement. The short listed candidates will be informed electronically about the date of personal interview/test.
3. No TA/DA will be provided for attending the personal interview/test.

## **Details about Business Manager position**

### **Objective**

To lead the marketing and business development of Business Planning and Development (BPD) Unit at IIVR, Varanasi. Make the BPD Unit self sustainable by establishing systems for promotion, sales, commercialization of technologies, organizing and participating in events.

### **Basic Profile**

- **Educational qualification**  
B.Sc (Ag) / Life Science with MBA
- **Experience**  
3-5 years experience in the agri-business industry with specialization in sales and marketing and management, preferably with experience in business development, technology commercialization, event management and promotion.
- **Skills**  
Marketing skills in advertisement, publicity through direct and online modes, event management skills, technology commercialization skills, in terms of organizing and conducting programs, innovative revenue generation skills, ability to network with multi lingual team, basic computer skills in MS Office, Good written and oral communication in English.
- **Others**  
The candidate must have high passion and positive attitude, and must be a team player and willing to travel.

### **Roles and responsibilities**

- Market the BPD Unit initiative through scouting entrepreneurs and business for incubator services like consultancy, technology transfer, infrastructure facilities and others to clients.
- Branding and Marketing for promoting entrepreneurs in agri-business incubation and facilitate commercialization of agri-technologies from host institute and its partners.
- Organize and implement a major annual agri-business conference to promote entrepreneurship commercialized technologies and business development.
- Generate resources through conventional and innovative programs and incorporate revenue generation systems through technology commercialization, online subscription, sponsorship for events, and enrollment for training programs.
- Facilitate by liaising with BPD Unit partners, especially NAIP-BPD centers & ICRISAT ABI and service units, regional research stations for marketing the incubator services and commercialize technologies.
- Support in trainings, promotion, exhibition and event management, marketing of business incubation activities.
- Preparation of brochures, leaflets, and exhibit marketing and promotional materials.
- Perform any other duties requested by the management of BP D Unit

### **Working arrangement**

The position is located at IIVR, Varanasi on a full time basis. The contract is up to March, 2014 and is extendable subject to performance, mutual satisfaction, continuance of the project beyond March 2014, and availability of funds.

### **Pay consolidated**

Rs. 70,000/- per month.