

Centre of Excellence for Khadi (CoEK)

Set up by KVIC - Ministry of MSME, in association with NIFT

The Centre of Excellence for Khadi has been set up by the Ministry of MSME to address the needs of the Khadi & Village Industries (KVIC) in India. The objective is to help Khadi Institutions (KIs) to effectively design, produce and market high quality differentiated khadi products in the Indian and global market. CoEK is a centre for experimentation to innovate and design khadi fabrics for apparel, accessories and home fashions. The CoEK is set up at 5 NIFT campuses as a Hub & Spoke Model.

Hub & Spoke	Location
Main Hub - Delhi	NIFT New Delhi Campus
Gandhinagar	NIFT Gandhinagar Campus
Kolkata	NIFT Kolkata Campus
Shillong	NIFT Shillong Campus
Bengaluru	NIFT Bengaluru Campus

CoEK invites applications to hire creative, experienced, dynamic and self-motivated professionals who have the spark and zeal to inject a new lease of life into the natural, homegrown Khadi, for the positions vacant in Delhi and Bengaluru.

Application proforma, CV and supporting documents to be sent on or before **22nd January 2023** at recruitment.khadi@nift.ac.in

Details of vacant positions, location, qualifications, experience and salary are mentioned in the following table:

S.No.	Designation	Position & Location	Experience	Qualification	Skills Required	Job Description	Monthly Salary Range
1	Head – Marketing and Branding	1 (New Delhi)	<p>The candidate should have an experience in handling fashion marketing and communication with a reputed organization. He/ She should have handled institutional marketing for textiles/ apparel.</p> <p>At least 12-15 years of experience with a fashion retailer/ fashion brands post-professional qualification from a reputed Indian/ International management institute.</p>	Postgraduate in Fashion Marketing and Management or related disciplines from a reputed Indian/ International institute.	<p>In-depth understanding of branding, positioning, handling of different kinds of media and its application, and good knowledge of social and digital media.</p> <p>Strong analytical skills and understanding of business development</p> <p>Good articulation and communication skills with a knack for story telling/ narrative building.</p>	<p>We are looking for an energetic and creative professional who is aggressive in marketing, strategizing and positioning a brand.</p> <p>To manage the project outcomes in the media and build brand awareness, online and offline.</p> <p>To collaborate with all the stakeholders for effective marketing and B2B possibilities.</p> <p>Travel to the Khadi Institutions/ trade fairs exhibitions etc. to understand the specific market and collaborate with the design team in order to build a new narrative.</p>	Rs. 1.8 lakhs
2	Associate Designer	1 (Bengaluru)	<p>The candidate should be experienced in fashion/ textile designer who understands the business of fashion and has knowledge of Khadi and handloom textiles/ apparel.</p> <p>At least 4-6 years of relevant experience with a reputed retailer/ exporter/designer/ craft sector post-professional qualification from a reputed Indian/ International institute.</p>	<p>Undergraduate/ Postgraduate in Fashion/Textile Design or related disciplines from a reputed Indian/ International institute.</p> <p>Knowledge of South Indian language will be preferred.</p>	<p>Strong design aesthetic with a creative flair and a sense of style.</p> <p>Proficient in Adobe creative suite / Canva</p> <p>Good articulation and communication skills.</p>	<p>We are looking for a young, enthusiastic and creative person.</p> <p>To assist the Centre Head with research, and any design related assignments.</p> <p>Travel to KIs for supervision of prototypes.</p>	60,000/-

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			Candidates who have worked with handloom weavers in the clusters or with related organisations would be preferred.			Assist in analysis of forecast, research for quality standards and material for the Knowledge Portal on Khadi. Assist in value addition of existing Khadi fabric for apparel, home and accessories. To multitask and assist in all activities at CoEK	
3	Manager - Marketing	1 (New Delhi)	The candidate should have an experience in handling marketing, operations and business, and liaising in the craft sector. He/She should have an understanding of branding, positioning and should be able to network with Khadi Institutions and prospective institutional/ corporate buyers. At least 4-6 years of experience with a designer/ NGO/ Craft related brand, post-professional qualification from a reputed Indian/ International management institute.	Postgraduate in Marketing/Social Development or related disciplines from a reputed Indian/ International institute/ university.	In-depth understanding of institutional marketing for textiles/apparel. Strong analytical and business development skills. Proficient in Adobe creative suite / Canva Good articulation and communication skills.	We are looking for an energetic and creative person with diverse experience of marketing, operations and brand positioning. To assist Head-Marketing and Communication in managing the brand. To assist in effective marketing and B2B possibilities. Coordinate with the teams in hub and spokes to collate the inputs, develop and manage the content for the online Knowledge portal on Khadi. To multitask and assist in all activities at CoEK	60,000/-
4	Assistant Manager - MIS	1 (New Delhi)	The candidate should have the experience in Management Information Systems (MIS). Atleast 3-5 years of experience at a reputed organization/s.	Undergraduate/ Postgraduate in Statistics/ Computer Science/ Economics/ Mathematics from a reputed institute/ university.	In-depth understanding of data models and reporting packages. Good knowledge of related software. Ability to analyse datasets and write comprehensive reports Strong verbal and written communication skills.	We are looking for an energetic person with an analytical mind and inclination for problem solving and attention to detail. To assist in data collection and interpretation in order to analyse results. To identify patterns and trends in data sets. Work with teams at the hub and spokes to gather, analyse and predict trends for presentations. To multitask and assist in all activities at CoEK	45,000/-
5	Assistant Manager - Administration	1 (New Delhi)	The candidate should have 3-5 years of experience in office management at a reputed organization/s.	Undergraduate/ Postgraduate in Commerce, Economics or related disciplines from a reputed institute/ university.	Good knowledge of MS Office and related software. Good articulation and communication skills.	We are looking for an energetic and optimistic person who has a head for analysis, multitasking and problem solving. To manage the day-to-day work of the office of CoEK.	Rs.45,000/-