NORTH EASTERN REGIONAL AGRICULTURAL MARKETING CORPORATION LTD.

P&A/48/I-V/Part-III/88 Date: 10/11/2026

North Eastern Regional Agricultural Marketing Corporation (NERAMAC), a Government of India Enterprise under the Administrative Control of the Ministry of Development of North Eastern Region (DoNER), invites application from eligible candidates for filling up the below mentioned position on a **Contractual Basis**:-

Details	**Requirements/Information**
Position	Sr. Executive – (Marketing – Retail)
No of Vacancies	One (01)
Age Limit	Not exceeding 32 years as on 1st December, 2026
Education Qualification	Full-time Graduate from a recognized University /Institute. Preference will be given to candidates possessing an MBA/PGDM in Marketing.
Work Experience	Minimum of 2 years of work experience. Preference will be given to candidates with prior experience in retail marketing and business development, Proficiency in MS Office, MS excel, etc., Excellent communication, negotiation, and presentation skills. Willingness to travel for retail outlet visits, promotional events, and meetings.
Job Location	Guwahati
Total Emoluments (In Rupees)	Upto Rs.30,000/- per Month

A. Job Role

Senior Executive – (Marketing – Retail) will drive retail business growth by expanding market presence, enhancing customer engagement, and implementing effective marketing strategies that boost sales and brand visibility. To coordinate with the products are sourced directly from entrepreneurs, FPOs, SHGs, and local producers, rather than external traders. This ensures authenticity, supports regional entrepreneurship, and aligns with the corporation guidelines in promoting agri-horti products from the North Eastern Region.

i. Retail Market Development: Identify and establish new retail outlets, franchise opportunities, and distribution channels.
ii. Sales & Revenue Growth**:** Achieve sales targets through effective marketing campaigns, upselling, and cross-selling strategies.
iii. Customer Relationship Management: Build and maintain strong relationships with retail partners, distributors, and customers.
iv. Marketing Strategy Execution: Plan and implement promotional campaigns, merchandising activities, and brand-building initiatives.
v. Market Research & Competitor Analysis**:** Monitor competitor activities, pricing strategies, and consumer trends to provide actionable insights.
vi. Operational Coordination: Collaborate with supply chain, logistics, and marketing teams to ensure smooth retail operations.
vii. Reporting & Documentation**:** Prepare periodic sales reports, marketing performance reviews, and business development documentation.
viii. Retail Staff Training: Provide guidance and training to retail staff on product knowledge, sales techniques, and customer engagement.
ix. Strategic Partnerships: Explore collaborations with retail chains, e-commerce platforms, and vendors to expand reach.
x. Travel Flexibility: Be available for travel to retail outlets, promotional events, and partner meetings.
xi. Entrepreneur Product Sourcing: Ensure that all retail outlets stock products developed or supplied by registered entrepreneurs, FPOs, SHGs, and cooperatives.
xii. Market Linkages: Facilitate direct connections between entrepreneurs and retail outlets, eliminating middlemen.
xiii. Quality Assurance: Monitor and maintain product standards to build consumer trust in entrepreneur-driven goods.
xiv. Brand Promotion: Highlight “Made by Local Entrepreneurs” branding in retail marketing campaigns.
xv. Sales Growth: Drive revenue by positioning entrepreneur products as authentic, organic, and regionally unique
xvi. Documentation & Reporting: Maintain records of entrepreneur participation, product categories, and sales performance.

B. **General Terms and Conditions**.

1. The management will call the candidates for an interview only on the basis of their declaration in the application form and interview date will be informed to the shortlisted candidates only.

2. Before appearing for the interview, candidates should ensure that he/she fulfils the conditions and other criteria mentioned in this advertisement.

3. All qualifications must be from a UGC recognized University/ UGC recognized deemed University or AICTE approved autonomous institutions/ equivalent degree recognized by the Govt. of India (where ever applicable).

4. Interested candidates may appear for the interview along with their full Bio-data, necessary educational and experience certificates in original.

5. Relaxation may be granted at the discretion of the Competent Authority

6. The applicant must be a citizen of India.

7. The candidates having maximum experience of Public Sector Undertaking/Large Organization of repute would be preferred.

8. Post probation period of 3 months, the engagement will be initially for a period of two (02) years. However, depending upon the requirement of the Corporation and the performance of the person engaged, the period of engagement can be extended/ renewed.

9. The engaged person will be entitled to draw a consolidated monthly remuneration only. During the validity of this contract no other allowance, remuneration, shall be payable to him/her on account of working on holidays and/or outside office hours. However, he/she will be entitled to Leaves as per the Corporation rules for contract employees. Further, the selected candidate would be eligible for increment as per policy promulgated from time to time.

10. The engaged person is liable to be transferred to any other location/ branch as and when required by the Corporation.

11. During the validity of the contract of engagement, while on duty, the engaged person shall
    a) Observe punctuality and discipline.
    b) Attend office on all working days, and if necessary, on holidays. If required, he/she will have to work even beyond normal office hours.

12. This contract of engagement is terminable by the Corporation at any point of time by giving one month's prior notice if the performance of the engaged person is not found satisfactory.

13. The engaged person(s) also reserves his/her right of terminating this contract of engagement by giving the Corporation one months prior notice in writing or payment of his/ her consolidate remuneration for one month in lieu thereof

14. The engaged person(s) will have no right to claim any addition of benefit/compensation/ absorption/regularization of services in the Corporation during or after the period of engagement under any provision.

15. Persons working under Central/State Govt. /Public Sector Undertaking/ Autonomous bodies should submit "NO OBJECTION CERTIFICATE" at the time of interview, from their present Employer.

16. The candidates are advised to give specific, correct, full information. In case it is detected at any stage that a candidate does not fulfil the eligibility criteria, his/ her candidature shall be rejected/ cancelled without assigning any reason,

thereof. Similarly, even after joining, if it is found that he/she has furnished any incorrect information or suppressed any material information, his/her services shall be summarily terminated.

17. NERAMAC Management reserves the right to cancel candidature of any candidate/ or cancel recruitment process of any aforesaid post without assigning any reason.

18. Mere fulfilment of eligibility criteria/norms does not entitle a candidate to be called for test/interview. Management reserves the right to raise standard of specifications i.e., qualification/percentage of marks/ experience higher than that of the minimum prescribed in the advertisement to restrict the number of candidates to be called for test/interview.

19. Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/ or an application in response there to shall be subjected to jurisdictions of Court at Guwahati only.

20. No TA/ DA will be paid to any candidate for appearing in the interview.

21. Appointment to the post will be subject to being found medically fit as per the prescribed Health Standards.

22. Any modifications/ amendments in the advertisement will be given on the NERAMAC website only i.e., www.neramac.com and no separate advertisement will be issued.

23. In case of any clarification applicant can contact AM-HR, NERAMAC (7002266904).

24. All candidates are requested to submit their application forms along with relevant testimonials via email at amhr@neramac.com or by post to the address on or before 25.11.2026.

25. Only shortlisted candidates shall be called to appear for an interview at the address mentioned below:

Office Address: NERAMAC Complex, Panjabari Road, (Near Six-mile Flyover), Sixmile, Guwahati, Pin – 781019, Assam.

Note: Candidates should bring their original testimonials on the date of Interview.

Sd/-
Managing Director