



**Advt. No. DIC/9/(20)/Op/ecom/MoT/SVS/12/20-
Part(1)**

Digital India Corporation

Electronics Niketan Annexe, 6, CGO Complex Lodhi Road,

New Delhi – 110003

Tel.: +91 (11) 24360199, 24301756

Website: www.dic.gov.in

Web Advertisement

05.06.2026

Digital India Corporation has been set up by the 'Ministry of Electronics & Information Technology, Government of India', to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. It is a 'not for profit' Company under Section 8 of the Companies Act 2013. The Company has been spearheading the Digital India programme of the Government of India, and is involved in promoting use of technology for e-Governance/e- Health / Telemedicine, e-agriculture, e-Payments etc. The Digital India programme promotes safety and security concerns of growing cashless economy and addresses challenges confronting its wider acceptance. It also promotes innovation and evolves models for empowerment of citizens through Digital initiatives and promotes participatory governance and citizen engagement across the government through various platforms including social media.

Digital India Corporation is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

S. No	Name of the Post	No. of Vacancies
1.	Marketing Executive	1
2.	Domain Expert – Handloom & Handicraft Sector	1

Screening of applications will be based on qualifications, age, academic record and relevant experience. Digital India Corporation reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

The details can be downloaded from the official website of DIC, NeGD, MyGov, & MeitY viz. www.dic.gov.in, www.negd.gov.in, www.mygov.in, & www.meity.gov.in.

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/>



1. Job Description: Marketing Executive

Role Summary

We are looking for a motivated and enthusiastic Marketing Executive (Fresher) to support our marketing initiatives and contribute to brand growth. This role is ideal for someone eager to learn and build a career in marketing, with an interest in content, campaigns, and customer engagement.

The candidate will assist in executing marketing strategies and gaining hands-on experience across digital and offline channels.

Educational Qualifications

- Bachelor's degree in Marketing, Business Administration, Mass Communication, or a related field.

Experience

- 0-2 years.

Roles and Responsibilities

- Assist in planning and executing marketing campaigns (digital and offline)
- Support content creation for social media, website, and promotional materials
- Coordinate with internal teams for campaign execution and branding activities
- Conduct basic market research and competitor analysis
- Help manage social media platforms and engagement
- Assist in organizing events, promotions, and marketing activities
- Track and report basic campaign performance metrics
- Support day-to-day marketing operations.

Required Skill Set

- Basic understanding of marketing concepts and digital platforms
- Good communication and writing skills
- Interest in content creation and branding
- Familiarity with social media platforms (Instagram, Facebook, etc.)
- Willingness to learn and adapt in a fast-paced environment.

Preferred Skills

- Creative thinking and attention to detail
- Strong organizational and time management skills
- Positive attitude and eagerness to learn
- Team player with good interpersonal skills.

What You Will Gain:

- Hands-on experience in marketing and brand building
- Exposure to campaigns, content creation, and strategy
- Opportunity to develop skills across multiple marketing channels
- Career growth in a dynamic and learning-focused environment.



2. Job Description: Domain Expert – Handloom & Handicraft Sector

Role Summary

The Domain Expert – Handloom & Handicraft Sector will be responsible for providing in-depth sectoral knowledge, guiding product onboarding, ensuring authenticity of craft traditions, and supporting the overall growth of the platform. The expert will collaborate with artisans, weavers, NGOs, producer groups, and internal teams to ensure that the platform reflects the diversity, quality, and heritage of India's handloom and handicraft ecosystem.

Educational Qualifications

- Bachelor's/Master's degree in Textile Design, Handloom Technology, Fine Arts, Rural Development, or related fields.

Experience

- 1-2 Years of experience in the Handloom/Handicraft sector (govt. schemes, clusters, design houses, NGOs, or industry).

Roles and Responsibilities

A. Sector Expertise & Authenticity Verification

- Evaluate and authenticate products uploaded by artisans/weavers based on raw materials, weaving/production techniques, regional craft styles, and GI-tag standards.
- Maintain quality benchmarks and guidelines for various craft categories (handloom, handicrafts, natural dyes, traditional weaves, tribal crafts, etc.).
- Provide training and awareness about authenticity, design standards, and quality control requirements.

B. Seller/Artisan Support & Capacity Building

- Support onboarding of new artisans, weavers, SHGs, and craft clusters by validating their credentials and craft backgrounds.
- Provide guidance to artisans for improving product quality, design alignment, and market trends.

C. Product Development & Catalog Enhancement

- Assist in identifying product gaps, new craft categories, trending crafts, and seasonal opportunities.
- Guide product descriptions, material information, and craft narratives to enhance catalog credibility.
- Work closely with the content and design team to ensure accuracy of craft terminologies and storytelling.

D. Market Research & Strategy

- Track national and global craft trends, consumer preferences, and evolving demand patterns.
- Provide insights for marketing campaigns, festival collections, and regional craft promotions.
- Support in developing policies for category expansion and artisan engagement.

Required Skill Set

- Deep knowledge of Indian craft traditions, heritage crafts, and GI-certified artforms.
- Ability to identify original vs. power loom/machine-made products.
- Excellent communication and training skills.
- Strong documentation, analysis, and research capability.
- Ability to work with diverse stakeholders and field-level teams.
- Passion for artisan development and preservation of traditional crafts.

Preferred Skills

- Fluency in multiple regional languages.
- Willingness to travel to craft clusters and artisan hubs.
- Strong network within the craft ecosystem.



General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. Digital India Corporation reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience. The designation against the position shall be mapped as per the approved policy.
6. In case of a query, the following officer may be contacted

Ms. Vinaya Viswanathan

Head- HR

Digital India

Corporation

Electronics Niketan

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Complex Lodhi

Road, New Delhi –

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