



## National Minorities Development & Finance Corporation (NMDFC)

(A Government of India Undertaking under the Ministry of Minority Affairs)

### Hiring of Consultant (Marketing & Finance)

The National Minorities Development & Finance Corporation NMDFC was incorporated on 30th September 1994, as a company not for profit, under Section 25 of the Companies Act 1956 (now Section-8 of Companies Act, 2013). It is a National Level Apex Body for the benefit of Minorities as defined under the National Commission for Minorities Act 1992.

The prime mandate of NMDFC is to provide concessional finance to the Minorities for self-employment/ income generation activities. As per the National Commission for Minorities Act, 1992, the notified Minorities are Muslims, Christians, Sikhs, Buddhists & Parsis. Subsequently, Jain community was also added into the list of notified Minority Communities in January 2014. Under NMDFC programme, preference is given to Artisans & Women.

NMDFC is looking for a **dynamic and experienced professional** for the position of **Consultant (Marketing & Finance)** to support its marketing, research, and analytical functions with special focus on finance, marketing, and e-commerce platforms.

### Details of Engagement

| S. No. | Particulars              | Details  |
|--------|--------------------------|--|
| 1      | Name of Position         | Consultant (Marketing & Finance)   |
| 2      | Number of Positions      | 01 (Tentative)   |
| 3      | Method of Recruitment    | Contract Based through Open Market   |
| 4      | Age Limit                | Preferably below 40 years as on the date of advertisement  |
| 5      | Period of Contract       | The engagement will be purely on contractual basis for a initial period of 1 year from the date of joining which may further extend to another 1 year as per the requirements of NMDFC. However, being a contractual arrangement, it may be terminated at any time by the competent authority without assigning reasons. |
| 6      | Remuneration (Per Month) | ₹1,00,000 (Consolidated, inclusive of all)   |

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|----|---|--|
| 7  | Purpose of Assignment                     | <ol style="list-style-type: none"> <li>1. Conduct research and analysis in the domains of finance, marketing, and e-commerce marketing platforms relevant to NMDFC's programs.</li> <li>2. Provide strategic inputs for improving marketing and outreach of NMDFC schemes.</li> <li>3. Assist in digital promotion, e-commerce integration, and branding strategies.</li> <li>4. Strengthen monitoring, reporting, and decision-support systems through data-driven insights.</li> </ol>   |
| 8  | Tasks Related to Assignment & Other Tasks | <ol style="list-style-type: none"> <li>1. Designing and implementing marketing strategies for NMDFC products and services.</li> <li>2. Developing research-based reports and case studies on livelihood enhancement, minority entrepreneurship, and digital finance.</li> <li>3. Assisting in policy formulation, impact studies, and program evaluation.</li> <li>4. Supporting NMDFC in adopting digital/e-commerce platforms for product marketing and beneficiary linkages.</li> <li>5. Any other task assigned by the Competent Authority.</li> </ol> |
| 9  | Educational Qualifications                | <p><b>Essential:</b> MBA (Marketing/Finance) or equivalent Master's Degree in Management/Commerce/Economics from a recognized university or institute.</p> <p><b>Desirable:</b> Specialization in digital marketing, e-commerce, and financial inclusion projects.</p>   |
| 10 | Work Experience                           | <p><b>Essential:</b> Minimum 5 years of post-qualification professional experience in finance, marketing, or e-commerce sector with proven expertise in project implementation, market analysis, or business development.</p> <p><b>Desirable:</b> Experience in Government projects, PSUs, or reputed private sector organizations handling marketing, digital platforms, or minority/livelihood-based programs.</p>  |

### Application Process

- Eligible candidates must forward their detailed resume along with all relevant supporting documents related to educational qualification & experience to the email ID: [ddas\\_nmdfc@rediffmail.com](mailto:ddas_nmdfc@rediffmail.com) and [rajan.nmdfc@gmail.com](mailto:rajan.nmdfc@gmail.com) within 15 days from the date of publication of this notice on the NMDFC website i.e. [www.nmdfc.org](http://www.nmdfc.org).
- Applications will be accepted **through email only**.
- Only shortlisted candidates will be contacted for the next steps in the selection process.
- In case of any clarification is required, kindly email on [ddas\\_nmdfc@rediffmail.com](mailto:ddas_nmdfc@rediffmail.com) or [rajan.nmdfc@gmail.com](mailto:rajan.nmdfc@gmail.com).
- Last date for submission: **23/09/2025**.