



Advt. DIC/9/(20)/Op/ecom/MoT/SVS/12/20-Part(1)

Digital India Corporation
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Web Advertisement
19.09.2025

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 | Manager (Sales, Marketing & E-Commerce Operations) | 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/>



Job Description: Manager (Sales, Marketing & E-Commerce Operations)

About the Project:

IndiaHandmade is an initiative to promote Indian artisans, handicrafts, and local entrepreneurs through a robust digital marketplace. We are seeking a Manager (Sales, Marketing & E-Commerce Operations) to lead the platform's growth by driving online sales, managing marketing campaigns, and ensuring smooth e-commerce operations.

The role requires a unique mix of sales acumen, marketing expertise, and operational execution to support artisans and MSMEs in reaching wider audiences while strengthening the IndiaHandmade brand.

Key Responsibilities:

1. Sales & Business Development

- Drive online sales growth for handicrafts, handlooms products on the IndiaHandmade platform.
- Develop and execute sales strategies to expand reach across domestic and global markets.
- Build partnerships with logistics providers, payment gateways, and marketplaces to enhance sales efficiency.
- Track KPIs including GMV (Gross Merchandise Value), order growth, and customer retention.

2. Marketing & Brand Promotion

- Design and run integrated marketing campaigns (digital, social media, influencer collaborations, offline activations) to promote artisans and their products.
- Position IndiaHandmade as the trusted brand for authentic, handmade Indian products.
- Leverage storytelling, content marketing, and social media to highlight artisan success stories.
- Collaborate with state/central government bodies, NGOs, and trade associations for wider promotion.

3. E-Commerce Operations

- Manage day-to-day operations including product listings, merchandising, promotions, and campaign execution.
- Ensure smooth customer experience, from discovery to checkout, delivery, and returns.
- Work with artisans/MSMEs to onboard them on the platform and improve their digital commerce readiness.
- Oversee CRM, marketing automation, and customer support to boost retention and repeat sales.

4. Insights & Innovation

- Use data analytics to optimize sales funnels, conversion rates, and customer engagement.
- Stay updated on e-commerce best practices, digital innovations, and marketplace trends relevant to handicrafts.
- Introduce initiatives such as personalization, loyalty programs, and cross-border e-commerce to grow the IndiaHandmade ecosystem.

Qualifications & Experience:

- Bachelor's degree in Marketing, Business Administration, E-commerce, or related field.
- 6+ years of experience in sales and marketing within e-commerce, retail, or digital-first organizations, with exposure to marketplace operations.
- Experience working with handicrafts, handlooms, MSMEs, or grassroots enterprises is highly desirable.

Core Skill:

- Strong expertise in sales growth, performance marketing, and e-commerce operations.
- Ability to scale online platforms while supporting small sellers and artisans.
- Proficiency in CRM, data analytics, and digital marketing tools.
- Excellent leadership, communication, and stakeholder management skills.
- Hands-on approach to balancing strategic planning and operational execution.

Desirable Skill:

- Familiarity with global e-commerce platforms for artisan products.



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
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