



a-IDEA

Association for Innovation Development of Entrepreneurship in Agriculture
Technology Business Incubator



ICAR- NATIONAL ACADEMY OF AGRICULTURAL RESEARCH MANAGEMENT
Rajendranagar, Hyderabad, Telangana - 500 030.

Job Description for Communication Manager

a-IDEA is seeking a Communication Manager to support the communications strategies, outreach and engagement activities at a-IDEA, the Technology Business Incubator of NAARM, Hyderabad. The duration of the contractual engagement is co-terminus with the project or upto the availability of the fund for the project.

Required Qualification

- Any graduate with one year of relevant experience in building and growing online community across social media platforms and digital content development.
- Basic skills required in designing, SEO, SMM for regular online engagement.
- Candidates having experience in Business incubators, Start-up ecosystem would be more preferred
- Experience in Digital Marketing, content writing & content creation.

Roles and responsibilities

As a Communication Manager, you will be responsible for developing and implementing our Social Media strategy and content to increase our online presence and improve our outreach and public relations with incubatee, investors, and drive campaigns to attract new applicants and start-ups.

- Develop creative content and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Instagram and YouTube, adapting and making content to suit different channels
- Develop, launch, and manage new competitions and campaigns that promote a-IDEA and its programs.
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Set targets to increase brand awareness and increase customer engagement
- Manage a budget for social media activities.

Required Skills

- A solid understanding of the use of a range of social media platforms, particularly in relation to promotions and branding of events, programs.
- Strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques.
- Hands-on experience to handle tools for content creation for social platforms.
- Knowledge and understanding of algorithms and search engine optimization.



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- Creative skills for contributing new and innovative ideas
- Excellent team working, collaboration and networking skills
- Organizational skills, with the capacity to priorities and work across multiple projects

Consolidated emoluments: Consolidated emoluments: Rs.45,000/- per month.

How to apply:

Interested candidates may apply for the said post by sending the filled application form (Enclosed) with detailed CV and certificates to careers.aidea@naarm.in before 27th May 2022 by 5.00 PM.

Candidates are requested to put all required attachments in one file and convert it into PDF and send the same.

a-IDEA, NAARM-TBI reserves the right to fill or not to fill the post mentioned above without assigning any reasons.



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Job Description for Senior Business Development Manager

a-IDEA, The Technology Business Incubator of NAARM supported by NABARD requires a Senior Business Development Manager to support incubation and seed investment process in most efficient way keeping its sustainability objective as prime. The duration of the contractual engagement is co-terminus with the project or upto the availability of the fund for the project.

Qualification and Experience:

Essential – Any Graduate (with understanding of agricultural scenario in India) with a post-graduation in M.B.A/PGDM - Agribusiness / other management disciplines. Working experience of minimum 2 years in startup incubation Centre/corporate.

Desirable – Strong communication and networking skills in agriculture/biological science, knowledge in rural innovation management; experience in seed investment for startups. Strong skills in situation analysis skills, partnership handling, client management, liaising, handling strategic partnerships, new business development and multi-tasking ability. The candidate should be a team player, with age not exceeding 40 years.

Job description:

Will report to COO /CEO, NAARM TBI. He is expected to undertake the project deliverable such as sensitization, EDP, incubation, acceleration of NABARD and other funded project of DST, DBT, ICAR etc. is required.

He/she should assist new entrepreneurs/start-ups to develop and grow through Incubation services like technology linkages, business mentoring, feasibility studies and market research, provide technology support through technology transfer. Help in raising finances for the incubates through various available sources. Network with the mentors, investors and other stakeholders in the startup eco system. Preparation of the project report, presentation in review meeting, preparation of the quarterly report and annual report etc, organizing the events such as, COHORT, Agri Udaan, Demo Day etc. Updating the progress of the project in website time to time and development of the content in Social Media. He/she should stay in the campus and attend duties as and when required.

Consolidated emoluments: Consolidated emoluments: Rs.85,000/- per month.



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Job Description for Project Executive

a-IDEA, NAARM-TBI, requires Project Executive on contractual basis to look after the incubator operations such as understanding startups needs, team coordination, partner engagement, and business development. The duration of the contractual engagement is co-terminus with the project or upto the availability of the fund for the project.

Qualification and Experience

Bachelors in Agriculture or any other sciences/ allied sciences/ biotechnology/MBA/PGDM from reputed institutions or equivalent with 1st division, working experience of one year. The candidate with age not exceeding 35 years.

Job description:

- Managing incubator operations.
- Coordination with team, partners and startups.
- Business development of the incubator.

Consolidated emoluments: Consolidated emoluments: Rs.35,000/- per month.

How to apply:

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APPLICATION FORM

Application for the post of :				Latest photo copy	
1	Full Name in Block Letter				
2	Father/Husband Name				
3	Gender				
4	Date of Birth				
5	Category				
6	Address for Communication with PIN Code				
	Contact No.				
	E-mail ID				
	Alternative E-mail ID				
7	Qualification (Attach Self attested photocopies of certificate/appointment letters)	University or Organization Name	Year of Passing	Percentage or CGPA	Certificates attached(Yes/No)
	(a)				
	(b)				
	(c)				
	(d)				



	<u>Other accomplishments (awards won, skill sets etc.)</u>
1.	
2.	

Experience (Attach self attached photocopies of certificate/appointment letters)

8	Start Date & End Date	Name Organization	Designation	Duration	Nature work	Certificates attached(Yes/No)

9	<u>Experience in Incubator</u>	<u>No. of Years</u>

UNDERTAKING

I do hereby declare and certify that the information furnished in the application are correct and true to the best of my knowledge.

Date.

Signature of the Candidate _____