

# Center of Excellence for Khadi (CoEK) 2.0

(A NIFT Head Office project)

**Setup by KVIC, Ministry of MSME in association with NIFT, Ministry of Textiles**

The Centre of Excellence for Khadi was setup at NIFT in 2021, by the Ministry of MSME to address the needs of the Khadi & Village Industries (KVIC) in India. The objective was to help Khadi Institutions (KIs) to effectively design, produce and market high quality differentiated khadi products in the Indian and global market. CoEK is a Centre for experimentation to innovate and design khadi fabrics for apparel, accessories and home fashions.

The CoEK is already at 4 NIFT Campuses (Delhi, Gandhinagar, Kolkata and Bengaluru) as a Hub & Spoke Model and in phase 2, 4 New Spokes Centre will be set up at NIFT campuses and rented premises, as given below:

	<b>Head office and Spoke</b>	<b>Location</b>
1	Delhi- Head Office	NIFT New Delhi
2	Bengaluru	NIFT Bengaluru
3	Bhubaneswar	NIFT Bhubaneswar
4	Gandhinagar	NIFT Gandhinagar
5	Guwahati	Rented space
6	Hyderabad	NIFT Hyderabad
7	Kolkata	NIFT Kolkata
8	Panchkula	NIFT Panchkula

Apart from creating new fabrics and products in collaboration with Khadi Institutions CoEK will enable KVIC to produce collections to be retailed from specific outlets. In order to enhance branding and publicity, interesting narratives around khadi, visual merchandising,

packaging for new khadi products and revamping and curating khadi stores will continue, to increase the global reach of khadi. CoEK will handhold production of new styles for KVIC.

CoEK invites applications to hire creative, experienced and dynamic professionals who have the spark and zeal to inject a new lease of life into the natural, homegrown Khadi. **All positions are Contractual for a maximum period of three years.**

## **General Instructions & Terms of Appointment**

### **Last Date of Applying is 9<sup>th</sup> November 2024**

- Before applying for the Posts, applicants are required to read the Instructions carefully.
- All Positions are Contractual for a maximum period of three years. Performance of all will be reviewed periodically. On unsatisfactory performance, CoEK reserves the right to terminate the Contract at any time by giving one month's notice or one month's salary in lieu of. In general, either side can terminate the contract at any time by giving one month's notice or one month's salary in lieu thereof.
- CoEK reserves the right to fill or not to fill any/all the positions advertised or postpone the recruitment process of the same at any time without any notice.
- The applicant should ensure that they fulfil the eligibility in terms of qualification and experience for the post they apply for.
- Scrutiny of the Application forms and CVs will be done to ascertain the eligibility and suitability of the applicant and only shortlisted ones will be considered / called for the further selection process/interview.
- Original educational and experience certificates will be verified at the time of interview.
- No accommodation or travel fare will be reimbursed for attending the interview.
- Intimation/ information shall be sent to the applicants through email only. No separate letters will be sent.
- Selection will be based on the relevant experience, interview and suitability of the applicant for the project.

- **Applicants are advised to submit the online Application by visiting the following link:**

Link	<a href="https://forms.gle/xaYHE2GMauf6DSkj7">https://forms.gle/xaYHE2GMauf6DSkj7</a>
	

In case you face a problem in filling up the google form, please send an email to [headfaa.coek@nift.ac.in](mailto:headfaa.coek@nift.ac.in)

**Checklist for the Application:**

- **CV & Portfolio (Specifically for Design Managers, Associate Designer, Communication Designer, Social Media & Content Creator, Associate Social Media & Content Creator)**
- **Educational Qualifications Certificates**
- **Experience Certificates of current & previous employment**
- **Proof of last salary drawn.**

Details of the positions, location, qualifications, experience and salary are mentioned in the following table:

S. No	Designation	Position and Location	Experience	Qualifications	Skills required	Job Description	Consolidated Monthly Remuneration range
1	<b>Manager-Branding,</b>	1 (New Delhi)	The candidate should have experience in handling	Graduate/ Postgraduate in	In-depth understanding	We are looking for an energetic and	1,00,000- 1,20,000

	<p><b>Marketing &amp; communications</b></p>		<p>fashion marketing and communication with a reputed organization. He/she should have handled institutional marketing for textiles/ apparel.</p> <p>Should have experience of organizing the events, Experience of social media marketing. At least 8-10 years of experience with a fashion retailer/ fashion brands post-professional qualification from a reputed Indian/ International institute.</p>	<p>Marketing/Fashion Marketing /Design and/Management or related disciplines from a reputed Indian/ International institute.</p>	<p>of branding, positioning, handling of different kinds of media and its application, good knowledge of social and digital media. Knowledge of planning of events.</p> <p>Strong analytical skills and understanding of business development</p> <p>Good articulation and communication skills with a aptitude for storytelling/ narrative building.</p>	<p>creative professional who is aggressive in marketing, strategising and positioning a brand.</p> <p>Plan and organize events for CoEK creatively</p> <p>To manage the project outcomes in the media and build brand awareness, online and offline.</p> <p>Plan and organize capacity building programmes/works hops for CoEK</p> <p>Travel to the Khadi Institutions/ trade fairs/ exhibitions etc. to understand the specific market and collaborate with the design team in order to build a new narrative.</p>	
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						Marketing plans for Khadi Bhawans	
2	<b>Design Manager- Apparel</b>	1 (New Delhi)	The candidate should be an experienced fashion designer with knowledge of working with Khadi/handloom textiles. At least 8-10 years of experience with a reputed retailer/ designer/ own design label, post-professional qualification from a reputed Indian/ International institute. Experience of Co-ordinating with a team.	Graduate/ Postgraduate in Fashion/Apparel Design or related disciplines from a reputed Indian/ International institute	<p>Good aesthetics. In-depth understanding of Indian textiles, embroideries and silhouettes.</p> <p>Should be abreast with trend forecasts, conversant with cuts and silhouettes</p> <p>Ability to co-ordinate with the team of designers and meet deadlines.</p> <p>Should be good at photoshop, canva</p> <p>Should be good at making presentations.</p>	<p>We are looking for an energetic and creative professional who has an eye for detail.</p> <p>To design, research, setting of the brief and any design related work.</p> <p>Make design collections which resonate with the philosophy of khadi.</p> <p>Should be able to put prototypes into production with merchandising/production team</p> <p>Work on mood boards and presentations</p> <p>Follow up with the team to achieve</p>	1,00,000-1,20,000

					Good articulation and communication skills	timelines and targets. Travel to KIs	
3	<b>Design Manager- Textiles</b>	1 (New Delhi)	The candidate should be an experienced Textile designer with knowledge of working with Khadi/handloom textiles. At least 8-10 years of experience with a reputed retailer/ designer/ own design label, post-professional qualification from a reputed Indian/ International institute. Experience of coordinating with a team.	Graduate/ Postgraduate in Textile Design or related disciplines from a reputed Indian/ International institute	Good aesthetics. In-depth understanding of Indian textiles, weaves, different printing techniques , conversant with different hand crafted techniques and hand embroidery for value addition for high end domestic and international markets. Should be well versed with trend forecasts. Ability to coordinate with the team of designers	We are looking for an energetic and creative professional who has an eye for detail.  To design, research, setting of the brief and any design related work.  Make design collections which resonate with the philosophy of khadi.  Should be able to put prototypes into production with merchandising/production team  Work on mood boards and presentations	1,00,000-1,20,000

					<p>/design studio and meet deadlines. Should be good at photoshop, canva.</p> <p>Should be good at making presentations.</p> <p>Good articulation and communication skills.</p>	<p>Follow up with the team to achieve timelines and targets.</p> <p>Travel to KIs</p>	
4	<b>Associate Designer – Apparel</b>	1 (New Delhi)	The candidate should be an experienced fashion designer with knowledge of working with Khadi/handloom textiles. At least 7 years of experience with a reputed retailer/ exporter/designer/ craft sector post-professional qualification from a reputed Indian/ International institute.	Graduate/ Postgraduate in Fashion/Apparel Design or related disciplines from a reputed Indian/ International institute.	<p>In-depth understanding of fabrics, designs and knowledge of the local and global market. Strong design aesthetic with a sense of style.</p> <p>Ability to work in a team and has good knowledge of forecast</p>	<p>We are looking for a young, enthusiastic and creative professional.</p> <p>To design and research according to the brief given by the Head.</p> <p>Design collections in khadi keeping in mind the latest trends and assisting in production.</p>	60,000-80,000

					<p>research and analysis, sourcing and presentation of design ideas.</p> <p>Good articulation and communication skills.</p>	<p>Assist in analysis of forecast, research for quality standards and material for the Knowledge portal on Khadi.</p> <p>Assist in value addition of existing Khadi fabric for apparel.</p>	
5	<b>Center Associate Designer at Spokes</b>	6 (One at each Spokes Centre: Gandhinagar, Kolkata, Bengaluru, Guwahati, Hyderabad, Panchkula and Bhubaneswar)	<p>The candidate should be an experienced fashion/textile designer who understands the khadi &amp; handloom sector &amp; has worked with woven clusters. Should have good knowledge of woven textiles.</p> <p>At least 7 years of relevant experience with a reputed brand/designer/craft sector/ own design label, post -professional qualifications from a reputed Indian/ International institute.</p>	Graduate/ Postgraduate in Fashion/Textile Design or related disciplines from a reputed Indian/ International institute.	<p>Strong analytical and problem solving skills.</p> <p>Good understanding of fabrics, designs and knowledge of the local and global market.</p> <p>Knowledge of woven textiles /hand crafted techniques/ block printing/ hand embroidery for value addition</p>	<p>We are looking for an energetic and creative professional to work from the spoke center.</p> <p>To work closely with KVIC and Khadi Institutions. Design collections according to the needs of the Khadi Institution and brief from the Head of the team.</p> <p>Follow up with the Head office team to achieve the set</p>	60,000-90,000



					<p>for high end domestic and international markets.</p> <p>Should be good at presentation skills, photoshop and canva.</p> <p>Good articulation and communication skills.</p>	<p>timelines and targets.</p> <p>Travel to the Khadi Institutions for supervision of design development and production.</p> <p>Actively participate with team at the Hub center for Knowledge Portal on Khadi</p> <p>Should be able to manage the spoke center independently.</p>	
6	<b>Communication Designer</b>	1 (New Delhi)	<p>The candidate should have experience in handling fashion communication with a reputed organization.</p> <p>At least 4-6 years of experience with a designer/ retail brand/ craft related NGOs, post-</p>	Graduate/ Postgraduate in Fashion Communication/ Communication Design or related disciplines from a reputed Indian/ International institute.	<p>Good understanding of publication and collateral designs.</p> <p>Good knowledge of the latest graphic/publication design software</p>	<p>We are looking for a young, energetic and creative person with a keen interest in brand building.</p> <p>Help to build new narrative around khadi.</p>	60,000-80,000

			professional qualification from a reputed Indian/ International institute.		and their application.  Skill to handle social and digital media.  Good photography, videography and editing skills and understanding of design campaigns.  Good articulation and communication skills with a aptitude for storytelling / brand building	Graphic designing & logo designing.  Manage the graphics and presentations. Documentation and Catalog designing.  To design and manage social media accounts and website of CoEK.  Travel as per requirement.	
7	<b>Social Media &amp; Content Creator</b>	1 (New Delhi)	The candidate should have experience in handling social media for design/fashion/Textiles/craft At least 2-3 years of experience with handling social media and content writing post-professional	Graduate/Postgraduate in Fashion Communication/ Communication Design or related disciplines from a reputed Indian/ International institute.	Good aesthetics.  Good understanding the social media marketing.  Good knowledge of the latest	We are looking for a young, energetic and creative person with a keen interest in social media, graphic and written content	60,000-80,000

			qualification from a reputed Indian/ International Institute.		<p>graphic/publication design software and their application.</p> <p>Good photography, videography and editing skills and understanding of design campaigns.</p> <p>Good articulation and communication skills with a aptitude for story telling/ narrative building</p>	<p>Should be able to build new narratives around khadi.</p> <p>To design the graphics and presentations.</p> <p>Graphic designing &amp; logo designing.</p> <p>Ability to work with the design team in order to build a new narrative.</p> <p>Plan social media grids and content for the website.</p> <p>Travel as per requirement.</p>	
8	<b>Assistant Social Media &amp; Content Creator</b>	2 (New Delhi)	<p>The candidate should have experience in handling social media for design/fashion/Textiles/craft</p> <p>At least 1-2 years of experience with handling social media and content writing post-professional</p>	Graduate/Postgraduate in Fashion Communication/ Communication Design or related disciplines from a reputed Indian/ International institute.	<p>Good aesthetics, Good understanding the social media marketing.</p> <p>Good knowledge of the latest graphic/publication</p>	<p>We are looking for a young, energetic and creative person with a keen interest in social media, graphic and written content</p>	35,000-45,000

			qualification from a reputed Indian/ International Institute.		<p>n design software and their application.</p> <p>Good photography, videography and editing skills and understanding of designing campaigns.</p> <p>Good articulation and communication skills with a aptitude for story telling/ narrative building</p>	<p>Should be able to build new narratives around khadi.</p> <p>To design the graphics and presentations</p> <p>Graphic designing &amp; logo designing</p> <p>Ability to work with the design team in order to build a new narrative.</p> <p>Plan social media grids and content for the website.</p> <p>Travel as per requirement.</p>	
9	<b>Store Manager</b>	1 (New Delhi)	<p>The candidate should have experience in handling a premium store.</p> <p>At least 7 years of experience with management of a store, post-professional qualification from a</p>	Graduate/Postgraduate in Marketing/or related disciplines from a reputed Indian/ International institute/ university.	<p>In-depth understanding of Store management</p> <p>Strong analytical and business development skills.</p>	<p>To manage the retail of Khadi India stores.</p> <p>Coordinate CoEK design production with other merchandise for the Khadi India store.</p>	60,000-80,000

			reputed Indian/ International Institute.		Ability to make sales analysis.  Good articulation and communication skills.	Work on Khadi India as a brand  Make sales analysis report  Plan marketing plans for the store merchandise  Responsibility of the visual merchandising of the store.	
10	<b>Merchandiser -Apparel</b>	1 (New Delhi)	The candidate should be an experienced Apparel merchandiser who understands vendor management, sourcing, costing and quality control for domestic and international markets. Experience of handling sampling and production. At least 7 years of relevant experience, post-professional qualification from a reputed Indian/ International Institute.	Graduate/ Postgraduate in Fashion Technology/ Fashion Marketing or related disciplines from a reputed Indian/ International Institute.	Ability to work in a team and has good knowledge of sourcing, costing, quality control in apparel.  Good articulation and communication skills.	We are looking for young, energetic and enthusiastic professionals.  To manage sampling and production with various khadi institutes. Responsibility of CoEK production.  To carry out sourcing, do costing, quality checking as	60,000-80,000

			Candidates who have worked with a reputed retail brand/export house/buying house would be preferred.		Timely sampling and production with the vendor.	per the norms of the domestic and International market.  Travel to production houses for trouble shooting.  Assist in research for quality standards and material for the Knowledge portal on Khadi.	
11	<b>Sampling Merchandiser -Apparel</b>	1 (New Delhi)	The candidate should be an experienced Apparel merchandiser who understands vendor management, sourcing, costing and quality control for domestic and international markets. Experience of handling sampling and production. At least 5 years of relevant experience post-professional qualification from a reputed Indian/ International institute.	Graduate/ Postgraduate in Fashion Technology/ Fashion Marketing or related disciplines from a reputed Indian/ International Institute.	Ability to work in a team and has good knowledge of sourcing, costing, quality control in apparel.  Good articulation and communication skills.  Timely sampling and production with the vendor	We are looking for young, energetic and enthusiastic professionals.  To manage sampling and production with various khadi institutes in coordination with the Design Manager.  To carry out sourcing, do costing, quality checking as	45,000-60,000

			Candidates who have worked with a reputed retail brand/export house/buying house would be preferred.			<p>per the norms of the domestic and international market.</p> <p>Travel to production houses for troubleshooting.</p> <p>Market visits for sourcing</p> <p>Assist in research for quality standards and material for the Knowledge portal on Khadi.</p>	
12	<b>Merchandiser-Textiles</b>	1 (New Delhi)	The candidate should be an experienced Textile/Product merchandiser who understands vendor management, sourcing, costing and quality control for domestic and international markets. At least 7 years of relevant experience post-professional qualification from a reputed Indian/ International Institute.	Graduate/ Postgraduate in Garments/Textiles Technology or related disciplines from a reputed Indian/ International institute.	<p>Ability to work in a team and has good knowledge of sourcing, costing, quality control in textiles and products.</p> <p>Timely sampling and production with the vendor</p>	<p>We are looking for young, energetic and enthusiastic professionals.</p> <p>To manage sampling and production with various khadi institutes.</p> <p>Responsibility of CoEK production.</p>	60,000-80,000

			Candidates who have worked with a reputed retail brand/export house/buying house would be preferred.		Good articulation and communication skills.	To carry out sourcing, do costing, quality checking as per the norms of the domestic and international market.  Travel to production houses for trouble shooting.  Assist in research for quality standards and material for the Knowledge portal on Khadi.	
13	<b>Manager-Accounts</b>	1 (New Delhi)	The candidate should have the experience in finance and accounts with thorough knowledge of GFR, government procedures, GST and Income taxes.  At least 6-7 years of post-professional qualifications experience at Govt./Semi-Govt./Autonomous	Post graduate in Commerce/ MBA in Finance from a reputed Indian/ International Institute/ university or qualified Chartered Accountant /Cost Accountant	Strong analytical and problem solving skills.  Complete knowledge of Tally latest software, MS Word, Excel & Powerpoint presentation.	We are looking for an experienced, self-motivated and optimistic person who has a head for analysis and problem solving and ability to handles the work independently.  To maintain and manage day-to-day	60,000-80,000



			Body/reputed organization/s		<p>Ability to explain the nuances of accounts to non-finance people.</p> <p>Ability to explain &amp; reply to the Govt. Auditor</p> <p>Good articulation and communication skills.</p>	<p>finance and accounts, cash management, budgeting, Audit and all tax related issues. Preparation of Vouchers, Reconciliations and Final Accounts, MIS with timely deliverables. Support to design team in all respect.</p> <p>To assess risks and ensure that all accounting activities comply with the rules and regulations.</p>	
14	<b>Manager-Administration</b>	1 (New Delhi)	<p>The candidate should have the experience in administration with thorough knowledge of GFR, purchase and government administrative procedures.</p> <p>At least 6-7 years of post professional qualifications</p>	Postgraduate in Commerce or MBA or MSW from a reputed Indian/ International Institute/ university.	<p>Strong analytical and problem solving skills.</p> <p>Complete knowledge of administrative procedures.</p>	<p>We are looking for an experienced, self-motivated and optimistic person who has a head for analysis and problem solving and ability to handles the work independently.</p>	60,000-80,000

			<p>experience at Govt./Semi-Govt./Autonomous Body/reputed organization/s</p>		<p>Complete knowledge of Tally latest software, MS Word, Excel &amp; Powerpoint presentation.</p> <p>Good articulation and communication skills</p>	<p>To manage the entire administration work of CoEK hubs &amp; spokes. Preparation of Tender Documents and float Tender through GeM, Government e-procurement portal, procurement as per Government norms, Insurance &amp; maintenance of Government properties. Administrative support to the CoEK team for events &amp; other related work.</p> <p>Good understanding of MIS, Maintenance of Fixed Assets, Stocks and reconciliations.</p> <p>To optimize the resources of the</p>	
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						CoEK at hub and spokes by advising on best practices for procurements, travel and prototyping with KIs and designers.	
15	<b>Assistant Manager-Administration</b>	1 (New Delhi)	<p>The candidate should have the experience in office administration.</p> <p>At least 3-5 years of post qualifications experience in Office Administration at Govt./Semi-Govt./Autonomous Body/reputed organization/s</p>	Graduate/Postgraduate in Commerce, or BBA/DSW/MBA from a reputed Indian/International Institute/ university.	<p>Complete knowledge of Office administrative procedures. Complete knowledge of Tally latest software, MS Word, Excel &amp; Powerpoint presentation.</p> <p>Good articulation and communication skills.</p>	<p>We are looking for a young, energetic, experienced, self-motivated and optimistic person who has analysis and problem solving skills and handles the work independently.</p> <p>To manage the day to day Administrative work of the office of CoEK, processing Bills for payment, reconciliations etc.</p>	45,000-60,000
16	<b>Assistant Manager-MIS</b>	1 (New Delhi)	The candidate should have the experience in Management Information Systems (MIS).	Graduate/ Postgraduate in Statistics/ Computer Science/ Economics/ Mathematics from a reputed	In-depth understanding of data models and reporting packages.	We are looking for a self-motivated energetic person with an analytical mind and inclination for	45,000-60.000

			At least 3-5 years of post qualifications experience at Govt./Semi-Govt./Autonomous Body/reputed organization/s	Indian/International Institute/ university.	<p>Good knowledge of related software.</p> <p>Ability to analyze data and write comprehensive reports</p> <p>Strong verbal and written communication skills.</p>	<p>problem solving and attention to detail.</p> <p>To make impact reports for CoEK and make presentations</p> <p>Preparation of Templates, Data collection, graphical representation and interpretation in order to analyze results and timely deliverables to the Heads.</p> <p>To identify patterns and trends in data sets.</p> <p>Work with teams at the hub and spokes to gather information, analyze and predict trends for presentations.</p>	
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						To make impact reports and presentation	
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