

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:

	Head office and Spoke	Location
1	Delhi- Head Office	NIFT New Delhi
2	Bengaluru	NIFT Bengaluru
3	Bhubaneswar	NIFT Bhubaneswar
4	Gandhinagar	NIFT Gandhinagar
5	Guwahati	KVIC Guwahati
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 17th February 2025

- 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.

Checklist for the Application:

1. **CV & Portfolio (For Associate Social Media & Content Creator)**
2. **Educational Qualifications Certificates**
3. **Experience Certificates of current & previous employment**
4. **Proof of last salary drawn.**

Fill the attached form and attach all the required documents and mail it on recruitment.khadi@nift.ac.in **lastest by 17th Feb 2025.**

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	Assistant Social Media & Content Creator	1(New Delhi)	The candidate should have experience in handling social media for design/fashion/Textiles/craft At least 1-2 years of experience with handling social media and content writing post-professional qualification from a	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 graphic/publication design software	We are looking for a young, energetic and creative person with a keen interest in social media, graphic and written content	35,000-45,000

			reputed Indian/ International Institute.		and their application. Good photography, videography and editing skills and understanding of designing campaigns. Good articulation and communication skills with a aptitude for story telling/ narrative building	Should be able to build new narratives around khadi. To design the graphics and presentations Graphic designing & logo designing Ability to work with the design team in order to build a new narrative. Plan social media grids and content for the website. Travel as per requirement.	
2	Managerr/St ore/VM	1 (New Delhi)	The candidate should have experience in handling a premium store. At least 6 -8 years of experience with management of a store, post-professional qualification from a	Graduate/Postgradu ate in Marketing/or related disciplines from a reputed Indian/ International institute/ university.	In-depth understanding of Store management Strong analytical and business development skills.	To manage the retail of Khadi India stores. Coordinate CoEK design production with other merchandise for the Khadi India store.	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.	
3	Merchandiser	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 6-8 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.	Ability to work in a team and has good knowledge of sourcing, costing, quality control in textiles and products. Timely sampling and production with the vendor Good articulation and	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,	60,000-80,000

			Candidates who have worked with a reputed retail brand/export house/buying house would be preferred.		communication skills.	<p>quality checking as per the norms of the domestic and international market.</p> <p>Travel to production houses for trouble shooting.</p> <p>Assist in research for quality standards and material for the Knowledge portal on Khadi.</p>	
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