

S.No	Position and Number required	Minimum Qualification	Desired Professional Experience & Profile
1	Senior Consultant	Post Graduate in Business Administration / Project Management or a related field.	<ul style="list-style-type: none"> ▪ Minimum 12 years' experience in program management, government advisory, or leading large-scale e-commerce or MSME-focused initiatives. ▪ Prior experience in e-commerce ecosystem preferred <p>KEY RESPONSIBILITIES</p> <p>1. Program Management & Strategic Oversight:</p> <ul style="list-style-type: none"> ○ Develop and maintain the master project plan for the MSME sector initiative, defining clear phases, milestones, dependencies, and timelines for each component (e.g., workshops, onboarding, claims). ○ Act as the central point of control for all PMU operations, ensuring that all activities are aligned with the scheme's objectives as laid out in the SOP and that resources are allocated effectively. ○ Proactively identify, assess, and mitigate programmatic risks. This includes anticipating operational hurdles (e.g., low SNP participation in certain regions), financial risks (e.g., delays in fund flow), and reputational risks, and developing robust contingency plans to address them. <p>2. High-Level Stakeholder Management:</p> <ul style="list-style-type: none"> ○ Serve as the primary liaison and build strong working relationships with senior officials at the Central Ministry and key ecosystem partners. ○ Lead and prepare for high-level review meetings, including monthly progress updates leadership and quarterly presentations to the Scheme Monitoring Committee (SMC). ○ Manage and resolve escalations from all stakeholders. This involves stepping in to mediate complex issues such as policy interpretation disputes, persistent non-performance by a partner, or critical feedback from industry bodies. <p>3. Team Leadership & Performance Reporting:</p> <ul style="list-style-type: none"> ○ Lead, guide, and mentor the PMU team, fostering a collaborative and high-

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			<p>performance work environment. This includes setting clear performance goals (KPIs) for each team member and providing regular feedback and support.</p> <ul style="list-style-type: none"> ○ Assign and delegate tasks effectively across the team, ensuring a balanced workload and clear ownership of responsibilities. ○ Oversee the preparation and presentation of all program reports. This includes weekly flash reports for internal management, detailed monthly progress reports for the Ministry, and comprehensive analytical reports that provide strategic recommendations for scheme improvements. <p>DESIRED SKILLS AND COMPETENCIES</p> <ol style="list-style-type: none"> 1. Strategic thinking, planning, and multi-tasking abilities. 2. Strong leadership and team management skills. 3. Excellent coordination and communication skills for senior stakeholder engagement. 4. Proven track record of successfully managing complex, time-bound projects. 5. Strong analytical and problem-solving capabilities. 6. Ability to work under pressure and meet tight deadlines. 7. Willingness to travel as needed.
2	Consultant (Claims, Finance & MIS)	Post Graduate in Finance, Commerce, or Business Administration.	<ul style="list-style-type: none"> ▪ Minimum 8 years' experience in financial operations, claims processing, audit, or MIS management, preferably within a government scheme or large-scale project. ▪ Prior experience in e-commerce ecosystem preferred <p>KEY RESPONSIBILITIES</p> <ol style="list-style-type: none"> 1. Claims Management & Validation: <ul style="list-style-type: none"> ○ Design, implement, and manage the end-to-end claims processing workflow for all subsidy components, creating standardized checklists and verification

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			<p>protocols.</p> <ul style="list-style-type: none"> ○ Conduct thorough, first-level validation of all claims submitted by SNPs, ensuring completeness of documentation (e.g., invoices, auditor certificates, transaction logs) and adherence to SOP criteria. ○ Coordinate directly with SNP finance teams to resolve discrepancies, request additional documentation, and communicate reasons for any claim rejections in a clear and professional manner. <p>2. MIS & Reporting:</p> <ul style="list-style-type: none"> ○ Establish and maintain the master database for all financial transactions, including claims received, processed, rejected, and disbursed. ○ Generate regular MIS reports, including weekly dashboards on claims status, monthly reports on financial utilization against budget heads, and quarterly forecasts. ○ Ensure all financial documentation is meticulously organized and audit-ready for internal, statutory, and World Bank audits. <p>3. Fund Flow Coordination:</p> <ul style="list-style-type: none"> ○ Act as the bridge between the PMU and finance and accounts departments of scheme implementing agency to ensure timely disbursement of approved claims to SNPs. ○ Track the fund flow and take the lead in preparing and submitting Utilization Certificates (UCs) as per GFR norms. <p>DESIRED SKILLS AND COMPETENCIES</p> <ol style="list-style-type: none"> 1. Strong understanding of financial processes, compliance, and auditing principles. 2. High proficiency in MS Excel and data management tools. 3. Excellent attention to detail and analytical skills.

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			<p>4. Effective communication skills for coordinating with financial stakeholders.</p> <p>5. Ability to work independently and manage time-sensitive tasks.</p>
3	Consultant (Outreach & Onboarding Support)	Graduate or Post Graduate in Business Administration, Marketing, Communications, or a related field.	<ul style="list-style-type: none"> ▪ Minimum 8 years' experience in event management, marketing, business development, or a client-facing coordination role. ▪ Prior experience in e-commerce ecosystem preferred <p>KEY RESPONSIBILITIES</p> <p>1. Event Execution & Management:</p> <ul style="list-style-type: none"> ○ Plan and manage the logistics for various nationwide awareness workshops, including venue identification and booking, vendor management for materials and catering, and sending out invitations. ○ Organize and moderate virtual conferences (VCs) with MSME clusters, industry associations, and state government bodies, managing the technical setup and participant coordination. ○ Act as the on-site lead during events, managing the registration desk, providing information to attendees, and ensuring the smooth flow of the agenda. ○ Ensure follow up and uptake of the workshop for onboarding of attendees. <p>2. Outreach & Campaign Execution:</p> <ul style="list-style-type: none"> ○ Execute mass outreach campaigns by creating and disseminating promotional mailers, social media content, and newsletters. ○ Coordinate closely with Branch Offices of scheme implementing agency to ensure seamless execution of local outreach activities, providing them with standardized promotional materials, presentations, and support. ○ Track and report on the effectiveness of outreach campaigns by monitoring

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			<p>registrations, attendance figures, lead conversion rates, and post-event feedback.</p> <p>3. Onboarding & Helpdesk Support:</p> <ul style="list-style-type: none"> ○ Provide back-end support for resolving MSE registration issues on the portal, guiding them through the process. ○ Manage the first level of queries coming to the helpdesk via email and phone, resolving them directly or escalating them to the appropriate resource within the PMU. <p>DESIRED SKILLS AND COMPETENCIES</p> <ol style="list-style-type: none"> 1. Strong event management and organizational skills. 2. Excellent interpersonal and communication abilities. 3. Proficiency in Microsoft Office Suite. 4. Ability to work effectively both independently and as part of a team. 5. Proactive and solution-oriented mindset. 6. Willingness to travel extensively.
4	Consultant (Partnerships & Ministry Engagement)	Post Graduate in Public Policy, Business Administration, or a related field.	<ul style="list-style-type: none"> ▪ Minimum 8 years' experience in government relations, corporate affairs, strategic partnerships, or working with industry associations. ▪ Prior experience in e-commerce ecosystem preferred <p>KEY RESPONSIBILITIES</p> <p>1. Inter-Ministerial Coordination & Convergence:</p> <ul style="list-style-type: none"> ○ Build and maintain strong working relationships with nodal officers in partner ministries and flagship schemes ○ Drive large-scale MSE onboarding by developing and executing concrete plans for integrating with the beneficiary databases of these partner schemes,

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			<p>including data-sharing protocols and joint awareness campaigns.</p> <p>2. Stakeholder & Industry Engagement:</p> <ul style="list-style-type: none"> ○ Serve as the primary liaison for major industry associations (e.g., FICCI, CII), chambers of commerce, and state MSME departments to embed the initiative into their regular programs. ○ Represent the organisation at industry events, seminars, and expos to promote the scheme, forge new partnerships, and identify potential high-impact clusters for targeted intervention. ○ Gather, collate, and analyze structured feedback from industry stakeholders to provide actionable insights for scheme improvements and policy recommendations. <p>3. Strategic Campaign Support:</p> <ul style="list-style-type: none"> ○ Support the Team Lead in developing targeted onboarding campaigns for specific high-potential sectors (e.g., Handicrafts, Food Processing, Auto Components) and geographical clusters. ○ Prepare high-quality briefing notes, presentations, and background documents for high-level meetings with senior government officials and industry leaders. <p>DESIRED SKILLS AND COMPETENCIES</p> <ol style="list-style-type: none"> 1. Proven track record in building and managing strategic relationships. 2. Strong networking and government liaison skills. 3. Excellent verbal and written communication skills for preparing formal documents and presentations. 4. Strategic thinking and the ability to identify and leverage partnership opportunities. 5. Deep understanding of the government and MSME ecosystem.

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			6. Ability to work independently and drive initiatives with minimal supervision.