

**CENTRAL WAREHOUSING CORPORATION****(A Government of India Undertaking)****A Navratna CPSE**

Corporate Office: 4/1, Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi-110 016

Website: www.cewacor.nic.in**“Warehousing for Everyone”****Advertisement No CWC/I-Engagement/Young Professional/2024/01****Date: 04.06.2024**

Central Warehousing Corporation, a Navratna, Central Public Sector Undertaking under the administrative control of Ministry of Consumer Affairs, Food & Public Distribution, providing Scientific storage facilities for agricultural inputs, produce and other notified commodities besides providing logistics infrastructure like CFSs/ICDs, Land Custom Stations, Air Cargo Complexes etc. for import-export cargo, proposes to engage **Thirteen (13)** dynamic and motivated Young Professionals to drive business development and marketing activities, project implementation/supervision, providing specific expert advice on technical subject and Corporate Communications initially for a fixed period of **two years** which may be extended by one year up to a maximum period of three years i.e. 2+1 years. Accordingly, the positions are advertised:

A. DETAILS OF POSITIONS

Position Code	Position	Essential Educational Qualifications	Experience Required*	No. of Vacancies	Place/Region of Work
01	Young Professional(Corporate Communication and Public Relation)	Two Years Full-time Regular Post Graduate Diploma/Post Graduate Degree in Mass Communication/ Public Relations/ Corporate Communication/ Advertising/ Journalism/Communication Management/Media Studies from a recognized University or Institution	0 to 3 years OR More than three years' experience in Corporate Communication/Public Relations in a Government Organization/ Public Sector Undertaking/ Commercial Organization/ Private Organization	01	Marketing Division, CWC Corporate Office, New Delhi
02	Young Professional (Marketing & Business Development)- Ahmedabad	Two years Full-time Regular Post Graduate Diploma/Post Graduate Degree in General Management/Marketing/ Logistics/Supply Chain Management/Sales & Marketing Management from a recognized University or Institution	0 to 3 years OR More than three years' experience in Warehousing or Logistics Sector in a Government Organization/Public Sector Undertaking/ Commercial Organization/Private Organization	01	CWC, Regional Office, Ahmedabad
03	Young Professional (Marketing & Business Development)-Bhopal			01	CWC, Regional Office, Bhopal
04	Young Professional (Marketing & Business Development)-Chennai			01	CWC, Regional Office, Chennai
05	Young Professional (Marketing & Business Development)-Jaipur			01	CWC, Regional Office, Jaipur
06	Young Professional (Marketing & Business Development)-Kolkata			02	CWC, Regional Office, Kolkata
07	Young Professional (Marketing & Business Development)-Lucknow			01	CWC, Regional Office, Lucknow
08	Young Professional (Marketing & Business Development)-Mumbai			01	CWC, Regional Office, Mumbai
09	Young Professional (Marketing & Business Development)-CO			01	Rail Operations Division (ROD), CWC Corporate Office, New Delhi
10	Young Professional (Marketing & Business Development)-ROD	Two years Full-time Regular Post Graduate Diploma/ Post Graduate Degree in Management with specialization in Marketing/ Logistic Management/EXIM/ Transportation/ Supply Chain Management from a recognized University or Institution	0 to 3 years OR More than three years' experience in Business Development/ Transportation management in the warehousing or logistics sector in a Government Organization/ Public Sector Undertaking/ Commercial Organization/ Private Organization	03	Rail Operations Division (ROD), CWC Corporate Office, New Delhi

***The experience only in the fields specified for the positions will be counted, no other experience will be considered. Further, the experience required should be clearly stated in the experience certificate. Only the post qualification experience will be considered.**

Note:

- I. The terms and conditions of engagement of the Young Professional will be governed by the extant guidelines laid down by CWC (also available on the website of the Corporation www.cewacor.nic.in). CWC reserves the right to cancel the process at any stage.
- II. Candidate may apply for more than one position as per eligibility.
- III. The upper age limit and the consolidated monthly remuneration of Young Professionals will be as follows:

Position Code	Position	Years of Experience*	Upper Age Limit*	Monthly Remuneration (Rs.)
01	Young Professional (Corporate Communication and Public Relation)	0 to 3 years OR More than three years	35 Years	Rs.50,000/-** (consolidated): In case of 0 to 3 Years' experience OR Rs. 60,000/-** (consolidated): In case of more than 3 Years' experience
02	Young Professional (Marketing & Business Development)-Ahmedabad	0 to 3 years OR More than three years	35 Years	Rs.50,000/-** (consolidated): In case of 0 to 3 Years' experience OR Rs. 60,000/-** (consolidated): In case of more than 3 Years' experience
03	Young Professional (Marketing & Business Development)-Bhopal			
04	Young Professional (Marketing & Business Development)-Chennai			
05	Young Professional (Marketing & Business Development)-Jaipur			
06	Young Professional (Marketing & Business Development)-Kolkata			
07	Young Professional (Marketing & Business Development)-Lucknow			
08	Young Professional (Marketing & Business Development)-Mumbai			
09	Young Professional (Marketing & Business Development)-CO			
10	Young Professional (Marketing & Business Development)-ROD	0 to 3 years OR More than three years	35 Years	Rs.50,000/-** (consolidated): In case of 0 to 3 Years' experience OR Rs. 60,000/-** (consolidated): In case of more than 3 Years' experience

*** The reckoning date for calculation of age and experience will be the last date of application.**

****The consolidated remuneration will be inclusive of all applicable taxes and no other facility or allowance will be allowed.**

- IV. TA/ DA: Young Professionals may be required to undertake domestic tours subject to approval of the Controlling Authority and they shall be entitled to TA/DA/Lodging charges as follows:

Position Code	TA/DA/Lodging Charges
01,02,03,04,05,06,07,08,09 & 10 - with less than three years' experience	Equivalent to E-2 pay scale posts of the Corporation
01,02,03,04,05,06,07,08,09 & 10- with more than three years' experience	Equivalent to E-3 pay scale posts of the Corporation

- V. The Young Professionals are to be engaged for the defined place/region of work; however, the place/region of work may be changed/modified depending upon the requirement of the Corporation across its project sites, regional offices distributed on PAN India basis.

B. JOB DESCRIPTION & RESPONSIBILITIES

POSITION CODE	JOB DESCRIPTION/ RESPONSIBILITIES
<p>Position Code: 01 Young Professional (Corporate Communication and Public Relation)</p>	<ul style="list-style-type: none"> ▪ Collaborate with officers/ departments and stakeholders to develop communication material and campaigns related to policies, schemes, announcements, and events of the Corporation. ▪ Write and edit content for press releases, policy briefs, fact sheets, speeches, editorials, advertorials and other communication materials. ▪ Create visually appealing graphics, such as infographics and social media posts, to support communication efforts. ▪ Develop and produce videos, including script writing, and editing, to convey key messages and information to the stakeholders, as also on social media platforms. ▪ Ensure that all communication materials are accurate, consistent, and aligned with branding, style, and messaging guidelines. ▪ Create all aforesaid and other creative content as requirement of various platforms viz. blogs, X(Twitter), Koo, LinkedIn, Instagram, Facebook, YouTube etc. and run campaigns by publishing posts to the web and Social Media Platforms as per campaign plan. ▪ Manage multiple projects and media campaigns simultaneously and deliver them on time and within budget.
<p>Position Code: 02 Young Professional (Marketing & Business Development)- Ahmedabad</p>	<ul style="list-style-type: none"> ▪ Market Research: Conduct comprehensive market research to identify different stakeholders, market trends, competitor and potential customers/users and analysis to position CWC's services effectively. ▪ Stakeholder Engagement: <ol style="list-style-type: none"> (i) Warehousing for Post Harvest Value Chain: Engage with farmers, traders, FPOs, FPCs, Banks, trading platforms and other related stakeholders at Panchayat, Block and District level to understand their requirements and educate them about CWC's facilities and services. (ii) Warehousing and Incidental Services for Private Foodgrain, e-Commerce & Industrial Business: Engage with manufactures and traders who are bulk procurers of agricultural commodities at identified procurement clusters to understand their requirements and educate them about CWC's facilities and services from procurement as an agent, to warehousing, to handling and transportation. Engage with e-Commerce operators, OEMs and their agents for Warehousing requirements of e-commerce supply chain, industrial goods. (iii) 3PL, 4PL, 5PL: Engage with operators and their agents in the 3PL, 4PL, 5PL domain to understand their requirements in identified clusters and educate them about CWC's facilities and services. (iv) EXIM & CTO: Engage with all the stakeholders of EXIM and PCTO (Pvt. Container Train Operator) including but not limited to Shipping Lines, Freight Forwarders, Consolidators, OEMs, statutory authorities like Customs, Indian Railways, PFT/GCT Operators, 3PL/4PL and their agents, sister-concerns, allied departments and organizations etc. to understand their requirements and educate them about CWC's facilities and services. ▪ Business Development: Help to develop and implement strategies to promote CWC's business verticals, attract new clients, and expand the customer base for the different services offered giving due consideration to the commercial, operational and statutory aspects of stakeholders viz. Indian Railway, Customs etc. by leveraging domain knowledge in the said aspects. ▪ Relationship Building: Establish and maintain strong relationship with key stakeholders to foster long-term partnerships and repeat business opportunities. Maintain regular communication with existing and potential stakeholders to understand their needs and address any concerns and provide them after sales – support and ensure stakeholder satisfaction. ▪ Sales & Marketing Publicity: Create marketing materials, presentations, and other relevant documentation to showcase CWC's services effectively during stakeholder meetings and events. Young professionals are expected to reach target stakeholders through door-to-door marketing, social media, WhatsApp and cold calling targeted to specific demographics. ▪ Training and Workshops: Organize training sessions, workshops, and awareness campaigns and field visits at CWC's warehouses and facilities to educate stakeholders about the benefits and value of utilizing CWC's services. Provide information on the process, procedures, and requirements for availing CWC's services by potential stakeholders. ▪ Feedback Collection: Gather feedback from stakeholders to understand their needs
<p>Position Code: 03 Young Professional (Marketing & Business Development)- Bhopal</p>	
<p>Position Code: 04 Young Professional (Marketing & Business Development)- Chennai</p>	
<p>Position Code: 05 Young Professional (Marketing & Business Development)- Jaipur</p>	
<p>Position Code: 06 Young Professional (Marketing & Business Development)- Kolkata</p>	
<p>Position Code: 07 Young Professional (Marketing & Business Development)- Lucknow</p>	
<p>Position Code: 08 Young Professional (Marketing & Business Development)- Mumbai</p>	
<p>Position Code: 09 Young Professional (Marketing & Business Development)-CO</p>	

	<p>and preferences better, and communicate their valuable inputs to the CWC management for continuous improvement.</p> <ul style="list-style-type: none"> ▪ Market Expansion: Identify potential areas for market expansion and recommend business development strategies to penetrate new regions and markets. ▪ Sales Targets: Set and achieve sales targets for respective business verticals, track progress, and report on regular basis. ▪ Reporting: Prepare regular reports on business development activities, achievements, challenges, and opportunities for management’s review. ▪ Stay acquainted and up to date with all the verticals of CWC, policies newly implemented by CWC/GOI and which are in pipeline, prevailing relevant Gol schemes, guidelines for e-Commerce, logistics and supply chain operators etc. ▪ Work in coordination with Regional Marketing Head of the Region and Regional Manager of the respective region.
<p>Position Code: 10</p> <p>Young Professional (Marketing & Business Development)-ROD</p>	<ul style="list-style-type: none"> ▪ Facilitating Business development & ensuring smooth and efficient working in the Rail Operations Division. ▪ Contacting existing clients, potential customers & maintain relationship and liaisoning with External stake-holder to exchange information and provide required support, as per Divisions requirement. ▪ Data analysis and dealing with Government and non-Government stake holders. ▪ Preparation of internal reports and MIS through close contacts with Regional Offices and the Rail linked facilities. ▪ Coordinate the timely completion of deliverables, meetings, and/or other requests relating to Division and ensuring all necessary documents and preparation and distribution of relevant post-event documents (meeting minutes, action plan, summary documents etc.)

NOTE:

a. **The job description and responsibilities are intended to outline the general nature and level of work to be performed by the Young Professionals. It is not an exhaustive list of all duties, responsibilities, and qualifications required for the role. The specific duties and responsibilities may vary based on the needs of the Corporation and the qualifications of the selected candidate.**

b. **In all cases whether posted at project site and /or CWC offices, Young Professionals shall be required to work by maintaining the code of ethics, Integrity and in a professional manner. They shall be required to maintain and demonstrate discipline at all times.**

C. SUBMISSION OF APPLICATION

Eligible candidates may apply online through the CWC’s website (www.cewacor.nic.in) which will start from 04.06.2024 at 00:00 Hrs and will end on 17.06.2024 at 23:59 Hrs, after which no application shall be accepted.

D. ANNOUNCEMENTS

All further announcements/ details pertaining to this process will only be published/ provided on the authorized CWC website www.cewacor.nic.in from time to time. Corrigendum to this advertisement, if any, shall be published only on the CWC website www.cewacor.nic.in. Candidates are advised to keep a close watch on the authorized CWC website www.cewacor.nic.in for latest updates. Any intimations will be sent by email only to the email ID registered in the online application form.

E. IMPORTANT POINTS TO NOTE

- (i) The incomplete applications (like educational qualifications not filled, experience details not filled (where required), not specified the position for which applied, photo not uploaded, signature not uploaded etc.) will be out rightly Rejected. Candidates should carefully fill all the information in the application form and no information should be left blank.
- (ii) In cases, where candidates have not yet received the Qualifying Degree/ Provisional Certificate, they shall upload all the mark sheets till latest semester exam taken.
- (iii) Candidates shall upload a certificate to effect that the qualifying degree/diploma is of regular course, if the same is not clearly mentioned in the degree/diploma certificate.
- (iv) Candidates shall upload Post Qualification Work Experience certificates issued by past/ present employers as a proof of having requisite experience with pay details and duration (wherever applicable). CANDIDATES MAY NOTE THAT SALARY/ PAY SLIP SHALL NOT BE CONSIDERED AS A PROOF OF WORK EXPERIENCE.
- (v) The Corporation reserves the right to fix criteria for shortlisting the candidates for Personal Interaction, in order to restrict the number of candidates to be called for Personal Interaction to commensurate with the number of positions advertised.