

MARKETING CONSULTANTS NEEDED

Coir Board proposes to prepare a panel of Consultants, on contract basis, for fine tuning its proposed new Marketing Strategy by engaging franchisees all over the country and to assist and advise the Board in its market development efforts. The person/ agency to be positioned should possess professional qualifications and not less than five years experience and proven track record in planning, evolving and successful implementation of strategies for the marketing and market development including brand building for consumer goods preferably coir products or similar floor covering products. In the case of firms/ agencies responding to this call, the curriculum vitae of the designated functionary would be reckoned for ascertaining the qualification criteria.

The proposal for New Marketing Strategy under Franchisee system is available for reference in the Board's site. Interested parties/ individuals may submit their applications in plain paper together with Bio-Data and copies of documents in proof of qualifications and experience in a sealed envelope superscribed "Application for empanelment as Marketing Consultant" so as to reach the Secretary, Coir Board at the above address on or before 15.11.2016. Secretary, Coir Board reserves the right to accept or reject any or all of the applications without assigning any reasons what so ever. Addendum, extension of time limit, modifications, amendments etc. If any, to this notification, shall be published only on Coir Board website www.coirboard.gov.in

All concerned may therefore visit Board's website regularly for updated information on this advertisement.

Sd/-
SECRETARY