



NORTH EASTERN REGIONAL AGRICULTURAL MARKETING CORPORATION LTD.

P&A/48/I-V/Part-III/261

Date: 13/07/2026

North Eastern Regional Agricultural Marketing Corporation (NERAMAC), a Government of India Enterprise under the Administrative Control of the Ministry of Development of North Eastern Region (DoNER), invites applications from eligible candidates for filling up the below mentioned position on a **Contractual Basis**.

<u>Details</u>	<u>Requirements/Information</u>
Position	Assistant General Manager - Marketing
No of Vacancies	One (01)
Age Limit	Not exceeding 45 years as on 1 st August, 2026
Education Qualification	MBA/ PGDM in Marketing/Agribusiness Management from any Govt. recognized University.
Work Experience	Overall 10 years of post-qualification work experience, including a minimum 3 years of experience in Agriculture Marketing Bulk/Retail and Agri-Inputs. Preference will be given to candidates having work experience in Govt./Semi-govt./PSU/Autonomous body particularly in Agri-Horti Sector. The candidate must have good communication skill along with proficiency in computer applications (MS Office, MS excel, etc.)
Job Location	Guwahati
Total Emoluments (In Rupees)	Upto Rs.80,000/- per Month

A. Job Role

The Assistant General Manager – Marketing shall be responsible for planning, coordinating, and implementing marketing and business development activities of the Corporation. The key responsibilities include:

- I. Develop and implement marketing strategies to promote NERAMAC's products and services in domestic and institutional markets.
- II. Identify new business opportunities and expand market linkages for agricultural and horticultural produce from the North Eastern Region.
- III. Manage bulk (bulk sale of items produced by FPOs and Others) and retail marketing operations, support entrepreneur, supply of seeds, planting materials & other inputs including procurement, sales, distribution, and inventory coordination.
- IV. Develop and maintain strong relationships with farmers, Farmer Producer Organizations (FPOs), buyers, government agencies, and other stakeholders.
- V. Prepare annual marketing plans, sales targets, revenue forecasts for the Marketing division and monitor their achievement.
- VI. Conduct market research and analyse market trends, consumer preferences, pricing, competitor activities and demand for agricultural produce and agri-inputs.
- VII. Coordinate participation in trade fairs, exhibitions, buyer-seller meets, and promotional campaigns to enhance brand visibility and market reach of NERMAC's products.
- VIII. Liaise with Central/State Government departments, PSUs, autonomous bodies, and other agencies for implementation of marketing and agri-business projects.
- IX. Supervise and monitor regional offices, retail outlets, and marketing teams to ensure efficient operations and achievement of business objectives.
- X. Prepare project proposals, business reports, presentations, and periodic MIS reports for Management and Government authorities.
- XI. Ensure compliance with organizational policies, statutory requirements, and quality standards in all marketing and agri-input supply activities.
- XII. Assist the Management in formulating business development strategies, introducing new products, and strengthening market presence and expanding business partnerships
- XIII. Perform any other duties assigned by the Management from time to time in the interest of the Corporation.

B. General Terms and Conditions.

1. The management will call the candidates for an interview only on the basis of their declaration in the application form and interview date will be informed to the shortlisted candidates only.
2. Before appearing for the interview, candidates should ensure that he/she fulfils the conditions and other criteria mentioned in this advertisement.
3. All qualifications must be from a UGC recognized University/ UGC recognized deemed University or AICTE approved autonomous institutions/ equivalent

degree recognized by the Govt. of India (where ever applicable). Only full-time regular degree is eligible.

4. Interested candidates may appear for the interview along with their full Bio-data, necessary educational and experience certificates in original.
5. Relaxation may be granted at the discretion of the Competent Authority.
6. The applicant must be a citizen of India.
7. The candidates having maximum experience of Public Sector Undertaking/Large Organization of repute would be preferred.
8. Post probation period of 3 months, the engagement will be initially for a period of two (02) years. However, depending upon the requirement of the Corporation and the performance of the person engaged, the period of engagement can be extended/ renewed.
9. The engaged person will be entitled to draw a consolidated monthly remuneration only. During the validity of this contract no other allowance, remuneration, shall be payable to him/her on account of working on holidays and/or outside office hours. However, he/she will be entitled to Leaves as per the Corporation rules for contract employees. Further, the selected candidate would be eligible for increment as per policy promulgated from time to time.
10. The engaged person is liable to be transferred to any other location/ branch as and when required by the Corporation.
11. During the validity of the contract of engagement, while on duty, the engaged person shall
 - a) Observe punctuality and discipline.
 - b) Attend office on all working days, and if necessary, on holidays. If required, he/she will have to work even beyond normal office hours.
12. This contract of engagement is terminable by the Corporation at any point of time by giving one month's prior notice if the performance of the engaged person is not found satisfactory.
13. The engaged person(s) also reserves his/her right of terminating this contract of engagement by giving the Corporation one months prior notice in writing or payment of his/ her consolidate remuneration for one month in lieu thereof
14. The engaged person(s) will have no right to claim any addition of benefit/compensation/ absorption/regularization of services in the Corporation during or after the period of engagement under any provision.
15. Persons working under Central/State Govt./Public Sector Undertaking/

Autonomous bodies should submit “NO OBJECTION CERTIFICATE” at the time of interview, from their present Employer.

16. The candidates are advised to give specific, correct, full information. In case it is detected at any stage that a candidate does not fulfil the eligibility criteria, his/ her candidature shall be rejected/ cancelled without assigning any reason, thereof. Similarly, even after joining, if it is found that he/she has furnished any incorrect information or suppressed any material information, his/her services shall be summarily terminated.
17. NERAMAC Management reserves the right to cancel candidature of any candidate/ or cancel recruitment process of any aforesaid post without assigning any reason.
18. Mere fulfilment of eligibility criteria/norms does not entitle a candidate to be called for test/interview. Management reserves the right to raise standard of specifications i.e., qualification/percentage of marks/ experience higher than that of the minimum prescribed in the advertisement to restrict the number of candidates to be called for test/interview.
19. Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/ or an application in response there to shall be subjected to jurisdictions of Court at Guwahati only.
20. No TA/ DA will be paid to any candidate for appearing in the interview.
21. Appointment to the post will be subject to being found medically fit as per the prescribed Health Standards.
22. Any modifications/ amendments in the advertisement will be given on the NERAMAC website only i.e., www.neramac.com and no separate advertisement will be issued.
23. In case of any clarification applicant can contact AM-HR, NERAMAC (7002266904).
24. All candidates are requested to submit their application forms along with relevant testimonials via email at amhr@neramac.com or by post to the address on or before 31/07/2026 (Friday).
25. Only shortlisted candidates shall be called to appear for an interview at the address mentioned below:

Office Address: NERAMAC Complex, Panjabari Road, (Near Six-mile Flyover), Sixmile, Guwahati, Pin – 781019, Assam.

Note: Candidates should bring their original testimonials on the date of Interview.

**Sd/-
Managing Director**

