

Subject: Hiring of Consultant (E-Commerce) in NBCFDC - reg.

National Backward Classes Finance & Development Corporation (NBCFDC) is a Govt. of India undertaking under the aegis of Ministry of Social Justice & Empowerment, Govt. of India, working for the upliftment of economic status of the poor amongst the Backward Classes by providing concessional financial assistance to the target group through the Channel Partners, Regional Rural Banks (RRBs) and Public Sector Banks (PSBs). The Corporation additionally undertakes Skill Development and other promotional activities for its target groups as defined by Government from time to time.

Traditional Artisans Upliftment Livelihood Program (TULIP) is a fast-growing brand committed to empowering sellers and building a trusted ecosystem for digital commerce. We are focused on scaling e-commerce operations and driving online visibility for our brand and its network of partner sellers. As we expand our presence across online platforms and ONDC, we are looking for a strategic e-commerce consultant to accelerate our digital journey.

TULIP is seeking a dynamic and experienced E-commerce Consultant to support our brand's online growth and guide our seller network on best practices in digital commerce. The ideal candidate will bring expertise in marketplace strategy, platform optimization, and performance marketing to help us and our sellers thrive in the e-commerce space.

The Corporation is looking for Consultant (E-Commerce) from Open Market, purely on contract basis initially for a period of 06 months, expertise in E-Commerce and Digital Strategy etc.

Key Responsibilities:

- Conduct a comprehensive audit of TULIP's current e-commerce ecosystem, identifying opportunities for improvement
- Create and execute strategies to increase online sales and customer engagement for TULIP and its sellers
- Ensure product cataloging, pricing, inventory management, and fulfillment best practices
- Facilitate onboarding of TULIP and its products on various e-marketplaces and ensure seamless end-to-end operations of the same.
- Optimize user experience and streamline buyer journeys on TULIP's brand page and other digital channels
- Work closely with the marketing team to enhance digital campaigns, SEO/SEM, and brand visibility
- Analyze sales data, platform performance, and customer behavior to develop actionable insights

- Train and support internal teams and partners seller on e-commerce tools and marketplace management
- Any other activity for successful implementation of activities under TULIP

The positions will be at the Corporations' Head Office located at New Delhi. Desirous applicants may submit their applications alongwith educational/experience certificates within 10 days from the date of publication of this advertisement to HoD(HR), NBCFDC, 5th Floor, NCUI Building, 3-Siri Institutional Area, August Kranti Marg, New Delhi 110016 or through email at "admn@nbcfdc.gov.in".

The details and Educational Qualification of the above are at Annexure-I.

Details of Post & Educational Qualification-

1.	Name of Post	Consultant (E-commerce)– on contractual basis
2.	No. of Post	One (01)
3.	Remuneration	Competitive salary commensurate with qualification and experience.
4.	Upper age limit	35 years as on 31.05.2025
5.	Educational Qualification	- Bachelor's Degree in Business, Marketing, IT or related field. - MBA Preferred
6.	Experience	<ul style="list-style-type: none">• Minimum 03 years in E- commerce operations• Proven track record as an e-commerce consultant or similar role• Strong understanding of online marketplaces and platform operations (including ONDC is a plus)• Excellent communication and stakeholder management skills• Ability to manage multiple projects across diverse teams and seller segments