

**Notice inviting applications from professionals for placement at  
Biswa Bangla Marketing Corporation Limited (BBMC)**

This has reference to the **Advertisement Notice dated 23.11.2015** inviting applications for the positions of Chief Financial Officer & Administrative & HR Manager at the Office of Biswa Bangla Marketing Corporation Limited (BBMC). It is a limited company which has been constituted by the Micro, Small & Medium Enterprise and Textiles Department, Govt of West Bengal with a view to selling and promoting various heritage products of Bengal under the umbrella brand Biswa Bangla. Already 7(seven) showrooms of Biswa Bangla are in operation and 3(three) more will come up shortly. For expanding its reach to the huge market in India and abroad and for managing the affairs of the organisation professionally, BBMC is looking for dynamic professionals from open market.

**Terms of Reference (TOR) for the positions are explained below :-**

**1. Chief Financial Officer (CFO) :**

**Job description** : The Chief Financial Officer will be responsible for all statutory financial / tax reports / returns and compliances in respect of accounts of the Corporation.

CFO would be responsible for : –

- Management of the accounting, investor relations, legal, tax, and treasury departments
- Ensuring that record keeping meets the requirements of auditors and government agencies
- Development of financial & operational strategies by evaluating trends
- Establishing critical measurements by determining production, productivity, quality, and customer-service strategies
- Management of the capital request and budgeting processes
- Development of strategy to transform BBMC to a joint venture company where 51% share will be held by the strategic private entrepreneurs and 49% by the organisations under the Department of MSME&T
- Reporting financial status to the Board of Directors
- Implementation of operational best practices

CFO will report to the COO, BBMC and would work under his general guidance and control.

**Eligibility Criteria :**

- a) The candidate should be a Chartered Accountant
- b) He/she should have preferably 5 years and essentially 3 years experience in reputed organisations.
- c) Eligibility criteria may be relaxed for candidates having experience with developing financial model for business plan.

**Compensation**: It may be fixed as per qualification, experience and expertise of the candidate for the position but will not exceed **Rs.12.00 lac per annum**.

**2. Administrative & HR Manager :**

**Job Description** : The Administrative & HR Manager should have working knowledge of Labour Laws & Regulations applicable on a Trading organization and also have exposure in redressing staff grievances, departmental proceedings & Pay fixation activities.

Administrative & HR Manager will be responsible for :

- a) all Establishment matters of the BBMC
- b) service matters (including payment of salaries) of the officers and staff
- c) hiring of staff through HR agencies
- d) transactions with customers, vendors, sales persons
- e) procurement of various Brand Bengal products

- f) all matters of lease/rent, security and housekeeping at all outlets of BBMC
- g) providing training to the store managers and salesmen
- h) any relevant matter as may be assigned by the Board

Administrative & HR Manager shall report to the CFO

**Eligibility Criteria :**

- a) The candidate should possess a Degree / Diploma in HR/ Personnel
- b) He/she should have preferably 5 years and essentially 3 years experience in HR and administrative function in reputed organisations
- c) Eligibility criteria may be relaxed for candidates having wide experience with companies in marketing and retail sector

**Compensation:** It may be fixed as per qualification, experience and expertise of the candidate for the position but will not exceed **Rs.9.00 lac per annum.**

Applications in the prescribed format given below along with all certified copies of testimonials/certificates in support of educational qualification, experience etc. should reach in a **sealed envelope** super-scribing “Application for CFO/ Administrative & HR Manager” to the Joint Secretary (MD), MSME&T Dept. Govt of West Bengal at Hemanta Bhaban, 4<sup>th</sup> Floor, Kolkata 700 001- latest by **10.12.2015.**

APPLICATION FORM FOR ENGAGEMENT AT BISWA BANGLA MARKEYING CORPORATION LTD.					
1	<b>Post Applied for</b>				
2	<b>Name of the Candidate</b>				
3	<b>Address &amp; Phone Number</b>				
4	<b>Date of Birth</b>				
5	<b>Educational Qualifications :</b>				
	Name of Examinations passed	Name of School / College / University	Year of passing	Division/Class	% age of Marks/ Grade obtained
a	School Final ( X standard)				
b	H.S.(XII standard)				
c	Graduation				
d	Post Graduation				
e	Any Other (Professional)				
6	<b>Past Working Experience :</b>				
	Name & Designation of the Posts held in last few years	Name of Company/ Organisation	Period of service	Salary obtained (in Rs.)	Duties & Responsibilities
a					
b					
c					
7	<b>Extra-curricular activities, if any</b>				

**Note:** Please attach **one page note** (word limit 200 words) on how you think you are suitable for the post.

**DECLARATION**

I hereby declare that all statements made in this application are true and correct to the best of my knowledge and belief. I understand that in the event of any information being found false or incorrect or not satisfying the prescribed eligibility for the post applied, my candidature is liable to be cancelled / rejected at any stage of selection without any notice to me.

Date:

Place:

**Signature of Candidate**