

F.No.12/275/2024-SD/AM
Indira Gandhi National Centre for the Arts
Janpath Building, Janpath Road, New Delhi – 110001

Dated: 31.07.2026

The Indira Gandhi National Centre for the Arts (IGNCA), an autonomous institution under the Ministry of Culture, Government of India is visualized as a centre encompassing the study of all arts, especially in their dimension of interrelationship and mutual interdependence. The IGNCA seeks to place the arts within the context of the natural and human environment. The fundamental approach of the centre in all its work is multi-disciplinary and holistic.

This post is being advertised by IGNCA for project Aatmanirbhar Bharat Centre for Design at the Red Fort, Delhi. This Centre has been functioning as a craft and design collaborative space for master artisans, designers, institutions, business and marketing experts. These partnerships are facilitating innovative solutions for indigenous traditions and practices. The long-term benefit of this project is to contribute to the cultural economy by empowering the craftsmen of the country.

POSITION: PROJECT ASSOCIATE (MARKETING)

No. of Post: 1 (One)

Duration of work: Initially for a period of one year, and extendable based on performance and requirement.

Age Limit: Not more than 40 years as on 01.04.2026

Remuneration: Rs.40,000/-

A. Essential Qualification:

- ✓ Postgraduate Degree in Business Management/ Marketing/ Retail Management or Art/ History/ Museology/ History/ Fine Arts/ Conservation/ Anthropology or related or allied field from any recognized University.

B. Work Experience:

- ✓ Prior work experience of at least 2 years in programme management including organising events, exhibitions, marketing, project design, and outreach activities in the arts and culture space either in an individual capacity or as part of a Government or private arts organisation.
- ✓ Strong communication, negotiation, and networking skills.
- ✓ Experience of working with artisan clusters, NGOs, or government projects will be an added advantage.
- ✓ Proficiency in MS Office, basic proposal writing and event management skills.
- ✓ Excellent written and communication skill in English and Hindi
- ✓ Ability to work efficiently on fast-paced projects with defined timelines.

C. Key Responsibilities

- ✓ Develop and implement business, retail, and marketing strategies for crafts and heritage-based products.
- ✓ Establish and strengthen market linkages with retail chains, e-commerce platforms, and cultural outlets.
- ✓ Coordinate with artisan clusters, design institutions, and partner agencies to ensure product visibility and reach.
- ✓ Manage brand positioning, promotions, and sales channels for crafts under the PPP model.
- ✓ Prepare business plans, progress reports, and strategies to enhance artisans' income generation.
- ✓ Preparation of quarterly project reports
- ✓ Willingness to travel widely for project related work

D. Other Details:

- ✓ **Mode of selection:** Walk in Interview
- ✓ **Place of Posting:** New Delhi
- ✓ **Date of Interview:** **07.08.2026**
- ✓ **Time of Interview:** 11:00 am
- ✓ **Reporting Time:** 10:00 am
- ✓ **Place of Interview:** Room no.105, First Floor, A Wing, IGNCA, Janpath, New Delhi - 110001

Candidates are requested to bring the filled application form given below along with updated resume and self-attested copies of all testimonials (Academic Marksheet (10th onwards) / Experience Certificates). Original and Copy of Identity Proof (Aadhar Card/ PAN Card/ Voter-ID/ Driving License) is mandatory to bring. Candidates are requested to report on time for verification of original certificates and only eligible candidates will be allowed to appear for the interview.

A candidate, if selected, will have to submit, at the time of joining, two reference letters/ testimonials obtained from previous employer/ organisation/ institution where the candidate has either worked or studied and such reference letters should have been issued within a month.

The IGNCA reserve the right to accept or reject any or all applications without assigning any reason. The decision of the IGNCA regarding selection of applications for interview and/ or engagement shall be final and binding.

Deputy Secretary (A)
IGNCA

INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS

Application form for the position of

Recent Passport
size Photograph

1. Name & Address (in block letters) :
2. Father's Name :
3. Date of Birth (in Christian era) :
4. Address for correspondence with :
Ph Nos.
Office/Res./Mobile e-
mail ID.
5. Address (Permanent) :
6. Aadhar No. :
7. PAN Card No. :
8. Educational Qualifications (beginning with Matriculation, onwards) :

Qualification	Year of passing	University/ Institution	% of marks	Class/Division

9. Whether educational qualifications/professional qualifications required for the post are satisfied. (If any qualification has been treated as equivalent to the one prescribed in the rules, state the authority for the same):
10. Please state clearly whether in the light of entries made by you above, you meet the requirement of the post .

11. Details of Employment, in chronological order, enclose a separate sheet duly authenticated by your signature, if the space below is insufficient

Office/ Institution	Post held	From & To	i)Scale of pay ii)Basic Pay iii)Grade pay iv)Present/past pay scale in the Grade pay	Nature of duties In detail (attach Separate sheets, If required)

12. Additional Information, if any, which you would like to mention in support of your suitability for the post. This among other things may provide information with regard to

- (i) Additional academic qualification
 - (ii) Profession training
 - (iii) Work experience over and above prescribed in the vacancy circular/advertisement
- (Note: enclose a separate sheet, if space is insufficient)

13. Remarks: The candidates may indicate information with regard to

- (i) Reports and special projects
 - (ii) Awards/scholarships/official appreciation
 - (iii) Affiliation with the professional bodies/institutions/societies and
 - (iv) Any other information
- (Note: enclose a separate sheet, if space is insufficient)

14. Service to which belongs :

15. Nature of present employment if any. :

I have carefully gone through the vacancy circular/advertisement and I am well aware that the Selection Committee will also assess the Curriculum Vitae duly supported by documents submitted by me at the time of selection for the post.

(Signature of the Candidate)