



MSME PROMOTION COUNCIL INDIA

(National Level Organization for MSME Promotion, Entrepreneurship
Development and Economic Empowerment)

Ministry of MSME Registered Organization

CIN: U85300DL2020NPL368975

Ref. No.: MSMEPCI/SHEMART/2026-27/01

Date: 27th May 2026

CIRCULAR / NOTIFICATION

Applications Invited for Various Positions Under SHE MART Initiative Across India

Subject: Invitation for Applications for State Head, District Manager & Other Positions under SHE MART Program

MSME Promotion Council India (MSME PCI) is pleased to invite applications from dynamic, dedicated and socially committed individuals for various leadership and management positions under its nationwide **SHE MART Initiative**.

SHE MART is a flagship program focused on Women Entrepreneurship Development, MSME Promotion, Skill Development, Self-Employment, Market Linkage, and Economic Empowerment of women across urban and rural India.

In order to strengthen the implementation structure across the country, applications are hereby invited for the following positions:

AVAILABLE POSITIONS

1 State Head - SHE MART	2 District Manager - SHE MART	3 Block Coordinator	4 Field Executive / Enrollment Coordinator	5 Training & Entrepreneurship Promotion Associate	6 Women Entrepreneurship Mobilizer
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BASIC ELIGIBILITY CRITERIA

FOR STATE HEAD

Graduate or above qualification preferred.
Experience in MSME, entrepreneurship, social sector, women empowerment, marketing, or administration.
Strong leadership and public relations skills.
Ability to manage district-level teams and state operations.

FOR DISTRICT MANAGER

Minimum 10+2 qualification.
Experience in field operations, marketing, entrepreneurship promotion, or social work preferred.
Good communication and local networking skills.

ADDITIONAL PREFERENCE

Preference may be given to:

- Women candidates
- Existing entrepreneurs
- NGO professionals
- SHG leaders
- Individuals associated with skill development or MSME activities
- Candidates having strong local networks

ROLES & RESPONSIBILITIES		
<ul style="list-style-type: none"> • Promotion of women entrepreneurship • Awareness & enrollment drives • Organizing EDPs and training programs 	<ul style="list-style-type: none"> • Market linkage and branding support • Coordination with local institutions and stakeholders 	<ul style="list-style-type: none"> • Expansion of SHE MART activities within allotted areas

SELECTION PROCESS	IMPORTANT INSTRUCTIONS	HOW TO APPLY	VISION OF SHE MART
<ul style="list-style-type: none"> • Application Screening • Telephonic / Personal Interview • Document Verification • Final Approval by Competent Authority 	<ul style="list-style-type: none"> • Appointments shall be project/organizational based. • Candidates must maintain professional ethics and organizational discipline. • Performance review may be conducted periodically. • The organization reserves all rights regarding appointment approval or termination. 	<p>Interested candidates may submit:</p> <ul style="list-style-type: none"> • Updated Resume / Bio-data • Passport Size Photograph • Educational Documents • Identity Proof • Experience Details (if any) <p>Applications may be submitted through: Website: www.msmepci.in Email: info@msmepci.in Contact No.: +91 97118 01888</p>	<p>SHE MART aims to create a nationwide ecosystem for:</p> <ul style="list-style-type: none"> • Women-led Enterprises • MSME Promotion • Rural Entrepreneurship • Self-Reliance • Skill & Livelihood Development • Financial Inclusion <p>We invite dedicated individuals from every district and state of India to become a part of this transformational mission.</p>

With Regards,

Shailendra Singh

Shailendra Singh

Chairman

MSME Promotion Council India (MSME PCI)

EMPOWERING WOMEN • STRENGTHENING MSMEs • BUILDING ATMANIRBHAR BHARAT