

No. : 7/55/2021-PESB

**भारत सरकार**  
**Government of India**  
**कार्मिक एवं प्रशिक्षण विभाग**  
**Department of Personnel & Training**  
**(लोक उद्यम चयन बोर्ड)**  
**(Public Enterprises Selection Board)**

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ब्लॉक संख्या 14, सी.जी.ओ. कॉम्प्लेक्स, लोदी रोड  
 Block No.14, C.G.O. Complex, Lodhi Road  
 नई दिल्ली / New Delhi- 110003  
 Dated : 10/02/2022

सी. पी. एस. ई. का नाम NAME OF THE CPSE	Bharat Electronics Limited (BEL)
पद का नाम NAME OF THE POST	Director(Marketing)
रिक्ति की तारीख DATE OF VACANCY	01/09/2022
सी. पी. एस. ई. की अनुसूची SCHEDULE OF THE CPSE	Schedule A
पद का वेतनमान SCALE OF THE POST	Rs. 180000-340000 (IDA)

## I. COMPANY PROFILE

Bharat Electronics Limited (BEL) is a Schedule 'A' Navratna Company, established in 1954 with the administrative jurisdiction of Department of Defence Production, Ministry of Defence. BEL has Strategic Business Units operating in nine Units across India with core competencies in areas of Radars & Weapon Systems, Sonars, Communication, Electronics Warfare, Electro-Optics and Tank Electronics. In Non-Defence Sector, BEL's product range includes Electronic Voting Machine, Tablet PCs, Microcircuits, Semiconductors, Solar cells etc. BEL is primarily an R&D focused organization with R&D facilities in all nine Units to achieve self-reliance. Around 85% of the Company's turnover is generated through Indigenous technology. Being at the forefront in the Strategic Electronics segment with 85% of its supplies to Defence, BEL's vision is to be a world-class enterprise in professional electronics.

Its Registered and Corporate offices are in Bangalore, Karnataka.

The company employed 9175 regular employees (Executives: 6128, Non-executives: 3047) as on 31.03.2021.

The authorized and paid up capital of the company was Rs. 250 crores and Rs. 243,65,92,943/- respectively as on 31.03.2021.

The shareholding of the Government of India in the company is 51.14% as on 31.03.2021.

## II. JOB DESCRIPTION AND RESPONSIBILITIES

Director(Marketing) is responsible for evolving a marketing strategy for the company's products both in domestic and international markets. He has to initiate programmes for new customer development, identify diversification programmes for the Company and to ensure a healthy order book position for the company's products. He has to ensure a system for market intelligence and research on a continuous basis.. He has to initiate major marketing proposals and policies for the Company. He has to ensure steady expansion of export of BEL products through in-house manufacture of company designed products and manufacture of products of any design solely for exports, where such opportunities are available, promoting indigenisation under Atma Nirbhar Scheme of the Government.

### III. ELIGIBILITY

1. **AGE** : On the date of occurrence of vacancy (DOV)

<b>Age of superannuation 60 years</b>			
<b>Internal</b>		<b>Others</b>	
<b>Minimum</b>	<b>Maximum</b>	<b>Minimum</b>	<b>Maximum</b>
45	2 years residual service as on the date of vacancy w.r.t. the date of superannuation.	45	3 years residual service as on the date of vacancy w.r.t. the date of superannuation.

### 2. EMPLOYMENT STATUS:

The applicant must, on the date of application, as well as on the date of interview, be employed in a regular capacity – and **not** in a contractual/ad-hoc capacity – in one of the followings:-

- (a) Central Public Sector Enterprise (CPSE) (including a full-time functional Director in the Board of a CPSE);
- (b) Central Government including the Armed Forces of the Union and All India Services;
- (c) State Public Sector Enterprise (SPSE) where the annual turnover is **\*Rs 5,000 crore or more**;
- (d) Private Sector in company where the annual turnover is **\*Rs 5,000 crore or more**.

**Preference would be given to candidates from listed Companies.**

*(\* The average audited annual turnover of three financial years preceding the calendar year in which the post is advertised shall be considered for applying the approved limits)*

### 3. QUALIFICATION:

The applicant should be a graduate with good academic record from a recognized University/ Institute.

Applicants with MBA/ PGDM qualifications will have added advantage.

### 4. EXPERIENCE:

The applicant should have at least 5 years of cumulative experience/exposure during the last 10 years in Marketing/Market Research/Product Development/Sales/ Forecasting and Planning in manufacturing industry preferably in Electronics Sector.

### 5. PAY SCALE:

**(a) Central Public Sector Enterprises-**

**Eligible Scale of Pay**

- (i) Rs. 7250-8250 (IDA) Pre 01/01/1992
- (ii) Rs. 9500-11500 (IDA) Post 01/01/1992
- (iii) Rs. 20500-26500 (IDA) Post 01/01/1997
- (iv) Rs. 51300-73000 (IDA) Post 01/01/2007
- (v) Rs. 120000-280000 (IDA) Post 01.01.2017
- (vi) Rs. 18400-22400 (CDA) Pre-revised post 01.01.1996
- (vii) Rs. 37400-67000 + GP 10000 (CDA) post 01.01.2006
- (viii) Rs. 144200-218200 (Level 14) CDA post 01.01.2016

The minimum length of service required in the eligible scale will be one year for internal candidates, and two years for others as on the date of vacancy.

**(b)**

**(i) Applicants from Central Government / All India Services** should be holding a post of the level of Joint Secretary in Government of India or carrying equivalent scale of pay on the date of application.

**(ii) Applicants from the Armed forces of the Union** should be holding a post of the level of Major General in the Army or equivalent rank in Navy/Air Force on the date of application.

**(c)**

**Applicants from State Public Sector Enterprises/ Private Sector** should be working at Board level position or at least a post of the level immediately below the Board level on the date of application.

**6. CONDITION OF IMMEDIATE ABSORPTION FOR CENTRAL GOVERNMENT OFFICERS**

Central Government Officers, including those of the Armed Forces of the Union and the All India Services, will be eligible for consideration only on immediate absorption basis.

**IV. DURATION OF APPOINTMENT**

The appointment shall be for a period of five years from the date of joining or upto the date of superannuation or until further orders, whichever is earlier.

**V. SUBMISSION OF APPLICATIONS**

**Applicants should submit their applications on-line only as per the format .**

1. The applicants should submit their applications through proper channel as follows:

- (a) Government Officers, including those of the Armed Forces of the Union and All India Services: through Cadre Controlling authority;
- (b) CMDs/MDs/Functional Directors in CPSE: through the concerned Administrative Ministry;
- (c) Below Board level in CPSE: through the concerned CPSE;
- (d) CMDs/MDs/Functional Directors in State PSE: through the concerned Administrative Secretary and Cadre Controlling Authority, if any, of the State Government;
- (e) Below Board level in SPSE: through the concerned SPSE;

(f) Private Sector: directly to the PESB.

2. Applicants from Private Sector must submit the following documents along with the application form:

(a) Annual Reports of the Company in which currently working for the 3 financial years preceding the calendar year in which the post is advertised (**please provide URL or attach/enclose copies**);

(b) Whether the company is listed or not; if yes, the documentary proof (**please provide URL or attach/enclose copies**);

(c) Evidence of working at Board level or at least a post of the level immediately below the Board level;

(d) Self-attested copies of documents in support of age and qualifications;

(e) Relevant Jobs handled in the past with details.

## **VI. UNDERTAKING BY THE APPLICANT**

An applicant has to give an undertaking as a part of the application that he/she will join the post, if selected. If an applicant does not give such undertaking, the application would be rejected.

### **1. For candidates from Central Government/Armed Forces of the Union/ All India Services**

(a) The appointment is on immediate absorption basis.

(b) If a candidate conveys his/her unwillingness to join after the interview is held, he/she would be debarred for a period of two years from the date of interview, for being considered for a Board level post in any CPSE.

(c) Further, if a candidate conveys his/her unwillingness to join after the issue of offer of appointment, he/she would be debarred for a period of two years from the date of offer of appointment for being considered for a Board level post in any CPSE.

### **2. For candidates from CPSE**

a. If a candidate conveys his/her unwillingness to join after the interview is held, he/she would be debarred for a period of two years from the date of interview, for being considered for a Board level post in any CPSE other than the one to which the candidate belongs.

b. Further, if a candidate conveys his/her unwillingness to join after the issue of offer of appointment, he/she would be debarred for a period of two years from the date of offer of appointment for being considered for a Board level post in any CPSE other than the one to which the candidate belongs.

### **3. For candidates from SPSE/ Private Sector**

a. If a candidate conveys his/her unwillingness to join after the interview is held, he/she would be debarred for a period of two years from the date of interview, for being considered for a Board level post in any CPSE.

b. Further, if a candidate conveys his/her unwillingness to join after the issue of offer of appointment, he/she would be debarred for a period of two years from the date of offer of appointment for being considered for a Board level post in any CPSE.

4. In the above cases, no request for relaxation or otherwise would be entertained.

## **VII. THE APPLICANTS CAN EITHER**

(a) fill up the **Application Form online only** against this Job Description on the website of PESB - <https://pesb.gov.in/> and thereafter **forward it online**, as specified in para V(1);

**Or**

**(b)** fill up the **Application Form online only** against this Job Description on the website of PESB - <https://pesb.gov.in/>, take a printout and send it offline, as specified in para V(1).

**Last time/date of receipt of complete application duly forwarded to PESB is by 15.00 hours on 21/04/2022. No application shall be entertained under any circumstances after the stipulated time/date. Incomplete applications and applications received after the stipulated time/date shall be REJECTED. Board reserves the right to shortlist applicants for interview.**

Applications are to be addressed to

Smt Kimbuong Kipgen

Secretary,

Public Enterprises Selection Board, Public Enterprises Bhawan,

BlockNo. 14, CGO Complex, Lodhi Road, New Delhi-110003.

**ALL CORRESPONDENCE WITH THE PUBLIC ENTERPRISES SELECTION BOARD SHOULD BE ADDRESSED TO SECRETARY, PUBLIC ENTERPRISES SELECTION BOARD ONLY.**