

CALL FOR APPLICATIONS
FOR THE POST OF "BUSINESS MANAGER, BUSINESS DEVELOPMENT EXECUTIVE AND BUSINESS DEVELOPMENT EXECUTIVE (ACCOUNTS)"
NEATEHUB (An AIC-AAU Incubator)
ASSAM AGRICULTURAL UNIVERSITY
JORHAT, ASSAM

(A) LOCATION: AAU Campus, Jorhat and Extension Education Institute (EEI) campus, Khanapara

(B) DETAIL OF POSTS:

- i. Business Manager - 2 (Two)
- ii. Business Development Executive – 4 (Four)
- iii. Business Development Executive (Accounts) – 1 (One)

(C) AGE LIMIT: Upper Age limit is 45 Years

(D) REMUNERATION: (i) **Business Manager:** A consolidated remuneration of Rs. 1,00,000/- (One Lakh only) per month (ii) **Business Development Executive:** A consolidated remuneration of Rs. 20,000/- (Twenty thousand only) per month (iii) Business Development Executive (Accounts): A consolidated remuneration of Rs. 20,000/- (Twenty thousand only) per month

(E) Application starts on **13th Jan 2026** and Last date for submission of applications is **20th Jan, 2026 midnight** *How to apply: please visit www.neatehub.org for detailed advertisement and application link*

(F) ESSENTIAL CRITERIA & JOB DESCRIPTION:

1. DESIGNATION: Business Manager

(i) ELIGIBILITY CRITERIA:

- a. **ESSENTIAL QUALIFICATION:** Post-Graduation in Business Management Studies / Development Studies/Rural Management/Engineering graduate with Accounts/Computer Science/Economics or related fields or a professional degree like CA, ICWA, etc. Preference will be given to candidates from premier institutions like IRMA, IIMs, IITs, NITs, and other such institutions. The educational criteria will be relaxed, in case the candidate has higher relevant experience.
- b. **WORK EXPERIENCE:** At least 2 -5 years of experience in enterprise promotion / management – in a functional area like production/sales / procurement etc. It is advisable that out of two of Business Managers, one of them, should have at least three years sales experience. Will be expected to travel extensively and provide hands-on mentoring to approximately 60-75 enterprises selected for support by the incubator. Shall be responsible to ensure that his / her supported enterprises grow as per the desired rate and meet other business and governance KPI targets, on a monthly, quarterly, and annual basis. Shall seek help from the functional specialists for specific technical support and report to the Project Lead.

(ii) **JOB DESCRIPTION:**

The Business Manager of the incubation project focuses on mentoring and supporting non-farm (manufacturing and service sector) rural enterprises to achieve sustainable growth, sales and profitability. The role requires a blend of business acumen, sales of rural enterprise products/services, field engagement skills, and an understanding of the rural development ecosystem.

Key Responsibilities

The primary duties of the role involve intensive, hands-on support for a cohort of rural women owned/women-led entrepreneurs and their enterprises, such as Self Help Groups (SHGs) and Farmer Producer Organizations (FPOs).

- **Business Mentoring & Support:** Provide hands-on guidance across functional areas including production, procurement, operations, and sales.
- **Business Planning:** Support entrepreneurs in preparing, executing, and refining comprehensive business plans.
- **Performance Tracking:** Ensure enterprises achieve key performance indicators (KPIs) related to revenue growth, profitability, and governance, tracking progress on a regular basis.
- **Market Linkages:** Facilitate both backward and forward market linkages, organize participation in trade fairs, and provide insights on market trends and competitor strategies. Help the incubated enterprise increase revenue by 15 % from the baseline (on year-on-year basis)
- **Credit Linkage:** Improve creditworthiness of the enterprise and enable minimum 75 to 100 rural enterprise to access credit from formal financial institutions.
- **Financial Management:** Assist with improving operations, managing working capital, and facilitating access to finance or credit from commercial sources or government schemes.
- **Capacity Building:** Identify skill and technology gaps and coordinate training/capacity-building programs for entrepreneurs and field staff.
- **Stakeholder Coordination:** Liaise with domain experts, government departments, banks, and other ecosystem stakeholders for technical, strategic, and financial support.
- **Documentation & Reporting:** Document case studies, success stories, and impact data, and ensure all program reporting (MIS) is submitted on time.

(iii) SUPERVISION:

The Business Manager will supervise, manage Business Development Executives and guide the work of others who perform essentially the same work. May organize, set priorities, schedule and review work, and provide input into performance reviews.

(iv) REPORTING:

As part of the Project Management Unit (PMU), the two incumbent Business Manager's will directly report to the Project Lead.

2. DESIGNATION: Business Development Executive

(i) ELIGIBILITY CRITERIA:

- a. **ESSENTIAL QUALIFICATION:** Post Graduation/ Graduation preferably in Rural Development/Rural Management/Rural Marketing/ Business Management/Supply Chain Management/Economics/Entrepreneurship/Development Studies, Accounts. Preference will be given to candidates from premier institutions like AAU, CAU and other such institutions. The educational criteria will be relaxed, in case the candidate has higher relevant experience.
- b. **WORK EXPERIENCE:** At least two (02) years of professional work experience in livelihoods promotion/value chain development/product marketing and sales. Field experience of working in a large-scale livelihood promotion program. Good communication skills in Assamese, Hindi and English. Proficiency in MS Office is must. Willing to travel extensively in the field for 10-15 days a month and provide hands-on mentoring to approximately 60-75 enterprises selected for support by the incubator.

(ii) JOB DESCRIPTION:

The Business Development Executive of the incubation project primarily focuses on the ground-level execution and coordination of entrepreneurship and livelihood initiatives. They act as the on-site link between the startups/entrepreneurs and the main incubation center, ensuring smooth program delivery and support.

Key Responsibilities

- **Program Execution & Monitoring:** Coordinate the day-to-day operations and execution of assigned incubation programs, ensuring all activities and startup milestones are achieved on time.
- **Stakeholder Coordination:** Liaise with local stakeholders, including government departments, partner organizations, community groups (like Self-Help Groups or SHGs), mentors, and investors.
- **Startup/Entrepreneur Support:** Work closely with entrepreneurs to facilitate training, capacity-building activities, and provide technical assistance. This includes helping them access quality resources, develop business models, and make pitch decks.

- **Data Collection & Reporting:** Conduct regular field visits to collect data, monitor project progress, identify challenges, and document case studies or success stories. They prepare detailed reports for the core management team and funding agencies.
- **Event Management:** Support the planning and organization of workshops, training sessions, awareness programs, and other startup-centric events (e.g., pitching sessions, demo days).
- **Outreach & Mobilization:** Conduct community outreach and mobilization efforts to identify and onboard potential entrepreneurs and startups into the incubation program

(iii) SUPERVISION:

The Business Development Executive does not have direct reports reporting to them however they guide and collaborate the work of other Business Development Executives who perform essentially the same work.

(iv) REPORTING:

As part of the Project Management Unit (PMU), the incumbent Business Development Executives will directly report to the assigned Business Manager.

3. DESIGNATION: Business Development Executive (Accounts)

(i) ELIGIBILITY CRITERIA:

- a. **ESSENTIAL QUALIFICATION:** At least Graduation in Commerce related fields or a professional degree like CA, ICWA, etc. The educational criteria will be relaxed, in case the candidate has higher relevant experience.
- b. **WORK EXPERIENCE:** At least two (02) years of experience in accounting/general financial rules, UC, tally, credit/debit note, audit, taxation. Must be computer literate-able to use MS office applications and internet. Experience of working with government would be an advantage. Government servant having similar experience and qualifications are may also apply.

(ii) JOB DESCRIPTION:

The Business Development Executive (Accounts) of the incubation project primarily assists the Project Lead and the Project Team for the satisfactory operations of all finance and accounting functions of the project ensuring compliance and supporting the incubators overall operations and its portfolio startups with financial guidance. The role combines general project management with specific accounting expertise in the context of dynamic startup ecosystem.

Key Responsibilities

- **Financial Management & Reporting:** Manage internal accounting systems (e.g., Tally) and related procedures. Maintain accurate financial records, ledgers, and

journals (accounts payable/receivable). Prepare monthly, quarterly, and annual financial statements, including Balance Sheets, Profit & Loss accounts, and cash flow statements. Track project expenses and monitor budgetary compliance for specific events and programs. Prepare and submit reports, including Utilization Certificates (UCs) and Management Information Systems (MIS) reports, to management and funding agencies/donors in the required formats.

- **Compliance and Auditing:** Ensure compliance with accounting standards, tax laws (GST, TDS, Income Tax, PF, Professional Tax, etc.), and other statutory regulations. Handle the filing of all statutory returns by their due dates. Coordinate and support internal and external audits, including resolving audit queries. Manage documentation related to government grants and ensure their effective administration and compliance as per the agreements.
- **Startup Support & Mentorship (Accounting/Finance focus):** Provide financial guidance and support to incubated startups, assisting them with financial planning, budgeting, and projections. Advise startups on funding opportunities and financial management strategies. Help startups with the basics of bookkeeping and maintaining simple financial records.
- **General Operations & Administration:** Perform day-to-day banking operations, including processing payments (NEFT, RTGS, cash, cheques) and managing receipts. Maintain the fixed assets register and calculate depreciation. Support general administrative tasks related to the incubator's operations, such as procurement of goods and vendor management. Collaborate with cross-functional teams (admin, marketing, operations, etc.) for seamless execution of programs and events.

(iii) SUPERVISION:

The Business Development Executive (Accounts) does not have direct reports reporting to him/her however he/she supports the work of other Business Development Executives to accelerate the delivery of the time bound project deliverables and achievement of milestones.

(iv) REPORTING:

As part of the Project Management Unit (PMU), the incumbent Business Development Executive (Accounts) will directly report to the assigned Project Lead.

(G) TERMS AND CONDITIONS OF APPOINTMENT:

- a. The nature of appointment is contractual and co-terminus with the project.
- b. The appointment will be initially for a period of one year with a probation period of three months. Further extension will be based on review and assessment of performance.
- c. The positions will require field travel extensively and expenses for travel will be paid separately.
- d. The joining date will be decided based on the confirmation from the funding agency. Candidates who can join at a short notice are preferred. Shortlisted candidates should be prepared to attend personal interview (PI) at a short notice in Assam Agricultural University, Jorhat. The interviews are scheduled to take place in the last week of Jan 2026. (Helpdesk: aau.incubator@gmail.com)