

URGENTLY REQUIRED

Requirement of Product Development Coordinator on Outsourcing Basis for our Client ORMAS, Bhubaneswar

Sl. No.	Position, Remuneration, Age Limit, Place of Posting,	No. of Position	Minimum Qualification and Professional Experience	Minimum Experience and Desirable Skills	Key Responsibility and Deliverables
1.	Position: Product Development Coordinator Remuneration: Rs. 50,000/- per month Place of Posting: ORMAS, Bhubaneswar	01 No.	2 years- Masters in Fashion Management/ Fashion Design	3 years of experience in working with government or government-aided projects, focusing on rural product development. Proven track record in product design, development, and market linkages. Sound knowledge in software like CorelDraw, Photoshop are essential.	1. Identify and develop rural products that align with local resources, skills, and market demands. 2. Conduct research to introduce innovative techniques and best practices in product design and manufacturing. 3. Conduct market research to understand consumer preferences, pricing trends, and competition. 4. Develop strategies for branding, packaging, and positioning rural products to attract a broader market. 5. Identify and explore new market opportunities for rural products at local, national, and international levels. 6. Build and maintain relationships with buyers, distributors, and retail partners to establish sustainable market linkages. 7. Plan and execute product development projects, ensuring alignment with timelines and budgets. 8. Develop promotional materials, including catalogs, brochures, and digital content, to enhance visibility. 9. Prepare detailed reports on product development activities, outcomes, and 6. challenges. 10. Maintain accurate records of product designs, costs, and market feedback for future reference. 11. Any other tasks assigned.