AYUSH EXPORT PROMOTION COUNCIL (AYUSHEXCIL)

Intern/Apprenticeship – Technical, Marketing and Export Promotion Support

Position	Intern – Technical, Marketing and Export Promotion Support
Organisation	Ayush Export Promotion Council (AYUSHEXCIL)
Reporting to	Designated Officer, AYUSHEXCIL
Job Location	Gautam Budh University,Greater Noida
Engagement type	As approved by the competent authority

The Ayush Export Promotion Council (AYUSHEXCIL) undertakes activities to promote exports of AYUSH products and related services, facilitate industry engagement, support market access and regulatory research, and coordinate export-promotion initiatives. AYUSHEXCIL requires internship support across technical research, marketing, export promotion, policy and regulatory documentation, stakeholder coordination and related programme activities.

2. Job Purpose

To provide research, documentation, coordination and administrative support across AYUSHEXCIL's technical, marketing, export-promotion and policy/regulatory-related activities. The intern will work under the guidance of the designated AYUSHEXCIL officer and assist in preparing research material, maintaining records, coordinating stakeholder engagement and supporting approved events and initiatives.

3. Key Roles and Responsibilities

A. Technical Research and Documentation

- Assist in compiling information on AYUSH products and services, quality standards, certification systems and technical requirements relevant to exports.
- Conduct preliminary desk research on importing-country requirements, technical regulations, labelling, testing, certification and other market-entry considerations, using reliable sources and recording references.
- Prepare draft research notes, checklists, comparison tables, presentations and briefing material for review by the designated officer.

B. Marketing and Export Promotion

- Assist in researching international markets, trade fairs, buyer-seller meets, business opportunities and relevant industry stakeholders for AYUSH products and services.
- Compile and update databases of exporters, manufacturers, importers, distributors, trade associations and other stakeholders using verifiable information.
- Support the preparation of market profiles, exporter briefs, event reports, presentations, newsletters, social media drafts and other promotional material for approval.

C. Policy and Regulatory Affairs Support

- Assist with desk research on trade agreements, tariff and non-tariff measures, market-access conditions, technical regulations and regulatory developments relevant to AYUSH exports.
- Compile and organise inputs received from industry stakeholders and prepare draft issue summaries, country-wise information sheets and comparison tables.
- Support monitoring of relevant official notifications, trade-policy developments and publications, maintaining source references and dates.

D. Stakeholder and Event Coordination

- Assist in coordinating trade delegations, exhibitions, webinars, workshops, B2B meetings, stakeholder consultations and other approved activities.
- Support preparation of agendas, meeting briefs and presentations; prepare minutes of meetings (MoM), maintain follow-up action trackers and assist in drafting event reports.
- Assist with routine stakeholder communication and follow-up drafts, subject to review and approval by the designated officer.

E. Records and General Programme Support

- Maintain organised digital records, databases, activity trackers and subject-wise files.
- Assist with data compilation, document formatting, presentation preparation and other related assignments entrusted by the supervising officer.
- Bring information gaps, inconsistencies or potential issues to the attention of the supervising officer.

4. Essential Qualifications

A Bachelor's degree or current enrolment in a recognised programme in International Business, International Trade, Marketing, Commerce, Economics, Business Administration, Public Policy, International Relations, Law, Pharmacy, Life Sciences, Biotechnology, Ayurveda or another relevant discipline. Candidates from multidisciplinary backgrounds with strong research, writing and coordination skills may also be considered.

5. Experience

- Freshers and students may apply; prior work experience is not mandatory.
- An interest in Ayush, international trade, export promotion, market research, technical documentation or policy/regulatory affairs will be an advantage.
- Prior exposure to research, content preparation, database management, event coordination or stakeholder communication is desirable but not mandatory.

6. Skills and Competencies

- Good written and verbal communication skills in English; knowledge of Hindi is desirable.
- Working knowledge of MS Word, Excel and PowerPoint; familiarity with online meeting and digital communication platforms is an advantage.
- Strong desk-research, information-compilation, drafting and presentation skills.
- Good organisational, coordination, follow-up and time-management skills.
- Attention to detail in maintaining records, references, databases and trackers.
- Ability to handle stakeholder and organisational information responsibly and maintain confidentiality.
- Willingness to learn AYUSH-sector terminology, export procedures and relevant policy and regulatory frameworks.

7. Scope and Supervision

The intern will provide support under the supervision of the designated AYUSHEXCIL officer. All official communications, policy positions, regulatory interpretations and external commitments will remain subject to review and approval by the competent officer. The intern will not independently issue official positions or make commitments on behalf of AYUSHEXCIL.