



Advt. No. DIC/9/(20)/Op/ecom/MoT/SVS/12/20-Part(1)

Digital India Corporation

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Website: www.dic.gov.in

Web Advertisement

20.11.2025

Digital India Corporation has been set up by the 'Ministry of Electronics & Information Technology, Government of India', to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. It is a 'not for profit' Company under Section 8 of the Companies Act 2013. The Company has been spearheading the Digital India programme of the Government of India, and is involved in promoting use of technology for e-Governance/e-Health / Telemedicine, e-agriculture, e-Payments etc. The Digital India programme promotes safety and security concerns of growing cashless economy and addresses challenges confronting its wider acceptance. It also promotes innovation and evolves models for empowerment of citizens through Digital initiatives and promotes participatory governance and citizen engagement across the government through various platforms including social media.

Digital India Corporation is currently inviting applications for the following positions purely on Contract/ Consolidated basis : -

Sr. No.	Name of the Post	No. of Positions
1.	Product Manager - eCommerce	1

**** The place of posting** shall be in Noida but transferable to project locations of Digital India Corporation as per existing policy of Digital India Corporation.

Screening of applications will be based on qualifications, age, academic record and relevant experience. Digital India Corporation reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

The details can be downloaded from the official website of DIC viz. www.dic.gov.in

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/>



Job Description: Product Manager - eCommerce

Looking for an experienced Product Manager who can lead product strategy, innovation, and technical evolution of the India Handmade platform built on Magento 2.4.5 and modern cloud technologies like RabbitMQ, Docker, Kafka, MySQL 8, and MariaDB, PHP 8.2+. India Handmade is a flagship digital multi-vendor commerce initiative designed to empower Indian artisans, weavers, and craftspeople by providing a nationwide online marketplace for authentic handmade products.

A. Key Responsibilities

- Define and drive the product vision, strategy, and roadmap for the platform built on Magento 2.4.5.
- Collaborate with cross-functional teams (engineering, design, operations, and marketing) to translate business goals into product features and enhancements.
- Oversee the end-to-end product lifecycle, from conceptualization to launch, ensuring timely and high-quality delivery.
- Evaluate and integrate modern cloud and backend technologies including RabbitMQ, Docker, Kafka, MySQL 8, and MariaDB to enhance scalability and performance.
- Analyze user feedback, market trends, and platform analytics to identify opportunities for innovation and continuous improvement.
- Manage stakeholder expectations and ensure alignment between technical capabilities and business priorities.
- Ensure an optimized multi-vendor marketplace experience, balancing artisan empowerment with customer satisfaction.
- Monitor key product KPIs (conversion, engagement, uptime, retention) to drive continuous improvement and ROI.

B. Product Vision, Strategy & Roadmap

- Define the long-term product vision for IndiaHandmade.
- Develop feature roadmap aligned with Digital India objectives.
- Conduct market research, stakeholder studies and user analysis.

C. Requirements Gathering & Documentation

- Create PRDs, user stories, epics and acceptance criteria.
- Coordinate with ministries, artisans and field teams.
- Maintain a well-structured product backlog.

D. Marketplace & E-Commerce Expertise

- Define and drive the product vision, strategy, and roadmap for the India Handmade platform built on Magento 2.4.5.



- Collaborate with cross-functional teams (engineering, design, operations, and marketing) to translate business goals into product features and enhancements.
- Oversee the end-to-end product lifecycle, from conceptualization to launch, ensuring timely and high-quality delivery.
- Evaluate and integrate modern cloud and backend technologies including RabbitMQ, Docker, Kafka, MySQL 8, and MariaDB to enhance scalability and performance.
- Analyze user feedback, market trends, and platform analytics to identify opportunities for innovation and continuous improvement.
- Manage stakeholder expectations and ensure alignment between technical capabilities and business priorities.
- Ensure an optimized multi-vendor marketplace experience, balancing artisan empowerment with customer satisfaction.
- Monitor key product KPIs (conversion, engagement, uptime, retention) to drive continuous improvement and ROI.

E. Cloud, Scalability & High-Performance Platform

- Architects and enables a cloud-native, scalable platform capable of supporting high-volume eCommerce traffic.
- Ensures low-latency performance, 99.9% uptime, and robust monitoring across all environments.
- Collaborates with DevOps teams to implement automated scaling, CI/CD pipelines, and real-time alerting.
- Continuously evaluates cost efficiency, performance metrics, and infrastructure resilience to ensure optimal resource utilization.

F. Execution, Delivery & Agile Leadership

- Acts as Product Owner for Agile teams, defining product vision, priorities, and success metrics.
- Demonstrates expertise in Agile and Scrum frameworks, including Epic definition, Sprint planning, and iterative delivery.
- Leads sprint planning, backlog refinement, and release management to ensure predictable delivery cycles.
- Oversees UAT and production rollout, ensuring seamless deployment and stakeholder readiness.
- Facilitates cross-team communication between business, design, and engineering for faster decision-making.
- Uses product analytics and feedback loops to guide roadmap evolution and validate hypotheses.

G. Qualification and Experience

- Bachelor's or Master's degree in Engineering, Computer Science, or a related field.
- **Over 10 years** of proven experience in eCommerce product management and large-scale digital platform delivery.
- Demonstrated success in defining strategy, launching features, and scaling platforms that drive measurable impact.



H. Desirable Experience

- In-depth expertise in Magento 2.4.5+ architecture, performance optimization, extension development, and customization for high-traffic commerce systems.
- Strong technical proficiency in PHP 8.2+, MySQL 8, MariaDB, RabbitMQ, Docker, Git, Composer, OpenSearch, Redis, ActiveMQ Artemis, Valkey, and Nginx.
- Proven experience with major cloud platforms (AWS, Azure, GCP) including scalable deployments, CI/CD automation, monitoring, and observability tools.
- Deep understanding of modern backend architectures, including APIs, microservices, caching frameworks, CDN integration, and enterprise-grade security best practices.
- Experience working on government or public-sector digital transformation initiatives is a strong advantage.
- Demonstrated collaboration with cross-functional teams (UI/UX, QA, DevOps, Engineering) to ensure seamless delivery pipelines and product stability.
- Prior experience with multivendor handicraft and handloom e-commerce ecosystems, with an understanding of artisan workflows, diverse craft-based catalogs, seller onboarding, and marketplace operations.



General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of Digital India Corporation, and the appointees shall not derive any right or claim for permanent appointment at Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. Digital India Corporation reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience. The designation against the position shall be mapped as per the approved policy.
6. In case of a query, the following officer may be contacted

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