OFFICIAL RECRUITMENT NOTIFICATION

NAV/REC/2026/001

RECRUITMENT OF BUSINESS ASSOCIATES

DIVISION 2 – COASTAL ANDHRA

First-Phase District-Wise Recruitment Drive | 2026

Recruitment plan	5 associates per district
District coverage	12 districts
Planned associates	60 positions
Applications open	15 November 2026
Applications close	31 December 2026
Examination date	To be communicated by email after application approval

This guide describes the planned recruitment drive. District-level vacancy allocation may be adjusted according to business requirements, applications and candidate suitability.

1. About Navakart Store

Navakart Store – Where Trends Begin is an e-commerce marketplace that aims to connect customers with sellers and products through a convenient online shopping platform. Navakart Store works with sellers and customers to support product discovery, online sales and marketplace operations.

Navakart Store invites motivated individuals interested in business development, vendor acquisition, digital marketing and marketplace operations to participate in its independent business associate opportunities.

2. Recruitment Drive – Division 2: Coastal Andhra

The first phase of Navakart Store's district-wise recruitment programme will cover the proposed Coastal Andhra operational region. The plan is to recruit five associates per district, subject to applications, assessment, suitability and final selection.

Districts covered: Kakinada; East Godavari; Dr. B.R. Ambedkar Konaseema; Eluru; West Godavari; NTR; Krishna; Guntur; Palnadu; Bapatla; Prakasam; and Markapuram.

This is Navakart Store's operational recruitment grouping and is not represented as an official government administrative division.

3. Positions and Planned Vacancies

Position	Per district	12-district plan
Vendor Acquisition Associate	2	24
Sales & Business Development Associate	1	12
Digital Marketing Associate	1	12
Marketplace Operations Associate	1	12
Total	**5**	**60**

4. Job Descriptions and Candidate Requirements

Vendor Acquisition Associate

Help Navakart identify potential sellers, connect with local businesses, explain the benefits of our marketplace and support seller onboarding.

Key Responsibilities

- Identify and approach potential sellers.
- Explain Navakart's marketplace and seller benefits.
- Assist sellers with registration and onboarding.
- Follow up with sellers to complete product listings.
- Maintain accurate seller lead and follow-up records.

Candidate Requirements

- Good communication and interpersonal skills.
- Interest in sales, business development and e-commerce.
- Ability to approach and communicate with local businesses.
- Self-motivation and willingness to learn.
- Freshers and final-year students are welcome.

Sales & Business Development Associate

Support business growth by identifying potential customers, developing opportunities, promoting marketplace services and converting interested prospects.

Key Responsibilities

- Identify and approach potential customers.
- Promote Navakart's marketplace, products and services.
- Generate enquiries and follow up with prospects.
- Support customer acquisition and sales conversions.
- Understand customer needs and recommend relevant products or services.
- Build relationships with prospective and existing customers.
- Coordinate with operations to address enquiries.
- Maintain lead and follow-up records and submit activity reports.

Candidate Requirements

- Strong verbal and written communication skills.
- Interest in sales, marketing and business development.
- Ability to identify customer needs and communicate benefits.
- Good interpersonal, negotiation and persuasion skills.
- Self-motivation and a target-oriented approach.
- Basic understanding of online shopping and e-commerce.

Digital Marketing Associate

Support Navakart's digital presence, promote marketplace products and services, create engaging content and expand brand awareness.

Key Responsibilities

- Plan digital marketing activities.
- Create content for social media platforms.
- Promote products, sellers and special offers.
- Manage Navakart's social media presence.
- Develop campaigns and monitor engagement.
- Review campaign performance and identify improvements.
- Coordinate with sales and operations teams.
- Maintain marketing activity records and reports.

Candidate Requirements

- Interest in digital marketing, social media and online promotions.
- Good written communication and creative thinking.
- Ability to create engaging digital content.
- Basic understanding of social media platforms.
- Design or content-tool familiarity is an advantage.
- Analytical thinking and willingness to learn.

Marketplace Operations Associate

Support marketplace operations by coordinating with sellers and customers, monitoring order activities and helping resolve operational issues.

Key Responsibilities

- Coordinate with sellers on product listings and availability.
- Monitor order activities and follow up on delays.
- Assist with customer order-related enquiries.
- Coordinate to resolve operational concerns.
- Report listing errors or inconsistencies.
- Follow up on pending seller tasks.
- Maintain operational records and reports.
- Identify opportunities to improve marketplace efficiency.

Candidate Requirements

- Interest in e-commerce and marketplace operations.
- Good communication and interpersonal skills.
- Ability to coordinate with sellers and customers.
- Basic understanding of online shopping processes.
- Problem-solving and coordination skills.
- Attention to detail and willingness to learn.

5. Eligibility Criteria

Age: Applicants must be at least 18 years old and not more than 30 years old as of the application closing date, 31 December 2026.

Education: Applicants from any educational background or academic stream may apply. No specific degree or formal qualification is mandatory.

Experience: Freshers, pre-final-year students, final-year students and homemakers (women) seeking opportunities in the relevant areas are encouraged to apply. Prior work experience is not mandatory.

6. Engagement, Compensation and Incentives

No fixed salary: There is no fixed monthly salary or guaranteed income under these opportunities.

Performance-based incentives: Associates may be eligible for incentives based on verified individual contributions and the applicable incentive policy.

Review and settlement: Eligible incentives will be calculated and reviewed monthly, subject to verification and approval. Incentive eligibility, calculation and settlement conditions will be communicated during onboarding.

Engagement terms: Responsibilities, performance expectations, reporting requirements and other conditions will be governed by mutually agreed engagement terms.

7. Application Instructions and Important Dates

Candidates should visit the Navakart Store Careers page and submit the online application using the Apply Now link for the relevant position. Applicants should provide accurate contact, education and experience details.

Careers page: https://navakartstore.com/careers

Application page: https://navakartstore.com/application-form-navakart-store/

Applications open: 15 November 2026.

Applications close: 31 December 2026.

Examination date: Examination date and access instructions will be communicated by email after application approval.

Candidates should monitor the email address provided in their application for recruitment updates, approval information and examination instructions.

8. Selection Process

1. Online application: Candidate submits the application through the official application page.
2. Application screening: Submitted details are reviewed for completeness and basic eligibility.
3. Shortlisting: Eligible applicants may be shortlisted for the written online assessment.
4. Written assessment: Shortlisted candidates receive examination access instructions by email and complete the online assessment within the permitted time window.
5. Interview / interaction: Candidates meeting assessment and screening requirements may be invited for a further discussion or interview.
6. Final selection: Final decisions are made after review of the application, assessment and interview/interaction, subject to position and district requirements.

Meeting the examination qualifying score does not by itself guarantee an interview, offer or final selection.

9. Examination Pattern

Section	Questions	Marks
Aptitude	15	15
English	10	10
Business	10	10
Computer	10	10
Workplace	15	15
Total	**60**	**60**

Duration: 60 minutes. **Qualifying score:** 24 out of 60.

Scoring: Correct answer +1; incorrect answer –0.25; unanswered 0. Multiple-select questions receive +1 for an exact match and –0.25 for a partial or incorrect response. The final score will not be less than zero.

10. Examination Syllabus – Broad Study Areas

Aptitude: Basic numerical ability, percentages, ratios, averages, logical reasoning, number patterns and simple problem-solving.

English: Reading comprehension, grammar, vocabulary, sentence correction and basic written communication.

Business: Basic business concepts, sales and customer handling, e-commerce and marketplace fundamentals, seller/customer relationships and business communication.

Computer: Basic computer knowledge, internet and email usage, digital communication, office productivity tools and safe online practices.

Workplace: Professional communication, teamwork, time management, responsibility, problem-solving, customer service and workplace conduct.

These are broad preparation areas. The assessment will use the approved examination question bank; individual questions are not disclosed in this guide.

11. Examination Instructions

Candidates should read the examination access email carefully and follow the roll-number and date-of-birth login instructions supplied to them.

The examination is time-limited. Candidates should ensure a stable internet connection, use a suitable device and begin only when they can complete the assessment without interruption.

Candidates must complete the assessment independently. Sharing login credentials, impersonation or attempting to manipulate the assessment may lead to disqualification.

Candidates should follow all instructions displayed on the examination portal. The examination access window and individual deadline will be communicated in the candidate's access email.

12. Interview and Final Selection

Shortlisted candidates may be contacted using the details provided in their application. Further interaction may assess role suitability, communication, understanding of the position, availability and district-level requirements.

Final selection is subject to verification of submitted information, assessment and interview/interaction outcomes, available requirements and acceptance of the independent engagement terms.

13. Important Candidate Information

Applicants must provide genuine and accurate information. Any material discrepancy may affect application consideration or selection.

Submitting an application does not guarantee shortlisting, examination access, interview, selection or engagement.

Planned vacancy numbers are recruitment targets and may be adjusted based on business requirements and candidate suitability.

All recruitment-related communications, including application status, examination scheduling, interview details and selection updates, will be sent through email. Candidates should check the email address provided in their application.

14. Contact Information

Navakart Store

Website: https://navakartstore.com

Careers: https://navakartstore.com/careers

Recruitment email: support@navakartstore.com

MSME Registration: UDYAM AP-03-0091244

Thank you for your interest in opportunities with Navakart Store.