

No. A.42013/1/2024-Administration
Government of India
Ministry of Food Processing Industries
(Establishment Section)

Panchsheel Bhawan,
August Kranti Marg,
New Delhi-110049

Dated: 11.01.2024

NOTICE

SUBJECT: Engagement of Social Media Executives on contract basis in the Ministry of Food Processing Industries – regarding.

Ministry of Food Processing Industries (MoFPI) invites application from interested and eligible Social Media Executives for engagement on Contract basis for a period of one year initially and extendable subsequently as per requirement and performance.

2. The detailed advertisement for engagement of Social Media Executives is available on the website of this Ministry i.e. <http://www.mofpi.nic.in>.

3. The application duly filled in and complete in all respects may be sent through e-mail only on or before **10.02.2024** to:

Shri Banshi Dhar Panwar
Under Secretary (Estt.),
Room No. 117, Panchsheel Bhawan,
August Kranti Marg, New Delhi -110049
Tel No. 26496527, E-mail: bd.panwar@nic.in

4. Any application received after the prescribed date will not be entertained.

5. The Ministry reserves the right to reject any application without assigning any reason for it and also revise the number of vacancies and Terms and Conditions of engagements of Social Media Executives.



(Ajay Kumar)

Deputy Secretary to the Government of India

Tele:-011-26406523

E-mail:- ajay.kr69@nic.in

To

1. The Director (CS.I), Department of Personnel and Training, Lok Nayak Bhawan, Near Khan Market, New Delhi - **It is requested to upload the circular in DoPT's Website.**

Copy

1. NIC, MoFPI for uploading the same in the Ministry's website.

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ADVERTISEMENT

Ministry of Food Processing Industry (MoFPI) hereby invites applications to engage following Social Media Executives in the Ministry for attending to specific and time-bound jobs in the Ministry. Only persons with requisite qualification and experience as prescribed would be hired as Social Media Executives. It is mandatory for applicants to provide email id & any application received without email id shall be rejected. The only means of communication between the department and candidates shall be email. The application should be submitted as per **Annexure-I** only (**application not submitted as per Annexure will be straightforwardly rejected**). The requisite qualification for applicants and details of the terms & conditions of engagement of Social Media Executive are as follows: -

1. Eligibility:

1.1 Qualifications:

S. No.	Position	Qualification & Experience	Job portfolio	Remuneration	Number of Positions
1.	Graphic Designer –Sr. (Team Leader)	Qualification: Essential - Master's in Fine Arts Experience: Minimum five years post qualification experience Experience of working with Govt. Departments will be a desirable qualification	Graphics and Creatives for social media posts, for banners and logos; for templates, brochure etc., video bytes, video editing, live telecast etc.	Rs. 75,000/-	01
2.	Graphic Designer - Jr.	Qualification: Essential - Bachelor's degree in Fine Arts/3-year diploma in computer graphics and animation Experience: Minimum three years post qualification experience	Assist Graphic Designer Sr. in all the above mentioned activities; and any additional work given	Rs.45,000/-	01

		Experience of working with Govt. Departments will be a desirable qualification	by Team leader.		
3	Social media professional (Content Writer – English)	Qualification Essential – Masters in mass communication and Journalism or Bachelor Degree with PG Diploma in Mass Communication and Journalism Experience: Minimum three years post qualification experience Experience of working with Govt. Departments will be a desirable qualification	Content writing in English for social media posts, prepare talking points for Senior Officers of the Ministry & press releases; ensure posting of events and posts on social media handles of the Ministry promptly	Rs.50,000/-	02
4	Social media professional (Content Writer – Hindi)	Qualification Essential – Masters Degree in mass communication and Journalism or Bachelor Degree with PG Diploma in Mass Communication and Journalism Experience: Minimum three years post qualification experience Experience of working with Govt. Departments will be a desirable qualification	Content writing in Hindi for social media posts, prepare talking points for Senior Officers of the Ministry & press releases; ensure posting of events and posts on social media handles of the Ministry promptly	Rs.50,000/-	02
5	Social Media Professional (O/o Hon'ble Minister)	Qualification Masters Degree in any subject with PG Diploma in Mass Communication	Content writing in English and Hindi for social media posts	70,000/-	02

	Basic knowledge of graphic designing	of w.r.t. all the activities of Hon'ble Ministers, prepare talking points and PR for Hon'ble Ministers, ensure posting of events and posts on social media handles of the Ministry promptly; Live coverage of events by Hon'ble Ministers Any other activities given by the Ministry		
	Experience: Minimum five years post qualification experience			
	Experience of working with Minister/Govt. Departments will be a desirable qualification			

1.2 Age limit: Candidates should be below 35 years of age as on 01.01.2024.

2. Remuneration and Allowances:

2.1 Remuneration: A consolidated amount as mentioned in table above (inclusive of Transport Allowance). There shall be an annual increase of five percent in remuneration, subject to satisfactory performance on the basis of Annual Performance Report (APR).

2.2 TA/DA:

2.2.1 No TA/DA shall be admissible for joining the assignment or on its completion.

2.2.2 No TA/DA shall be payable for attending the interviews/written test.

2.3 Social Media Executives may be asked to undertake domestic tours for which TA will be allowed for travelling by Rail in AC Two Tier. In emergencies they will be allowed to travel by Air in Economy class subject to approval of Secretary, FPI.

2.4 Reimbursement for Hotel accommodation of up to Rs. 800 per day; reimbursement of taxi charges of up to Rs. 150 per diem for travel within the city and reimbursement of food bills not exceeding Rs. 700 per day shall be allowed during tour.

442001/2024/ADMINISTRATION **2.5. Perquisites:** No other facilities such as DA, accommodation, residential phone/ conveyance/ transport, foreign travel, personal staff, medical reimbursement, CGHS etc. would be admissible to the Social Media Executives.

2.6 Tax Deduction at Sources (TDS): TDS as admissible shall be deducted from the monthly remuneration of Social Media Executives. A TDS certificate shall be issued by the concerned DDO on demand.

3. Job Description and Responsibilities: As stated in the table above.

4. Place of Posting: Social Media Executives shall be engaged in Ministry of Food Processing industries, New Delhi on contract basis.

5. Period of Engagement: Initially for a period of 1 year (can be extended upto 3 years - one year at a time depending on requirement/vacancy within Ministry).

6. Leave: Leave of 8 days shall be allowed in a year on pro-rata basis. The leaves shall accrue to them on completed month basis calculated from their date of joining on pro-rata basis.

7. Attendance & Working days:

7.1 The working hours of the professionals shall be same as regular Government employees working in MoFPI. No extra remuneration shall be allowed for working beyond office hours or on Saturdays/ Sundays/ Gazetted holidays. Compensatory leave in such cases shall be at the discretion of the AS/JS of the concerned division.

7.2 The attendance shall be marked in the Biometric system by the Social Media Executives.

7.3 A Social Media Executive shall not draw any remuneration in case of his/her absence beyond 8 days in a year (Calculated on pro-rata basis).

8. Service Condition: The Social Media Executives shall not, except with the previous sanction of Ministry of Food Processing Industries, in the bona fide discharge of his duties, publish a book or a compilation of articles or participate in a radio broadcast or representing any private entity in legal or commercial matters or contribute an article or write a letter to any newspaper or periodical, either in his own name or anonymously or pseudonymous in the name of any other person, if such book, article, broadcast, uses any information that he may gather as part of this Social Media Executives assignment.

9. Confidentiality and Secrecy:

9.1 During the period of assignment with Ministry of Food Processing Industries, the Social Media Executives would be subject to the provisions of the Indian Official Secret Act, 1923 and will not divulge any information gathered by him during the period of his assignment to anyone who is not authorized to know the same.

9.2 Selected candidates shall provide integrity certificates from 2 references known to them.

9.3 A self-undertaking shall be provided by the candidate to the effect that he/she has no criminal record or criminal case in any court is pending against them

10. Termination of Services and requirement of notice:

Handwritten signature

10.1 In case a professional wishes to resign from his/her position, he/she shall furnish at least one month's notice period or salary in lieu thereof. Secretary (MoFPI) may waive off the condition for notice period/salary in lieu thereof, in deserving cases.

10.2 MoFPI shall have powers to terminate any or all the professionals at any time without assigning any reason, with the approval of the Secretary (MoFPI).

10.3 Absence from duty for a continuous period of 8 days, without any information or any valid reason shall lead to automatic termination of contractual engagement.

11. Selection Procedure:

11.1. All the applications received will be scrutinized as per the eligibility criteria . The scrutinized/shortlisted applicant will be called for personal interview at Panchsheel Bhawan, New Delhi before a three-member Selection Committee . Direct interview will be held if number of shortlisted candidates remain upto 30 numbers (for the individual positions).

11.2. If more than 30 candidates (for the individual positions) are shortlisted by the scrutiny committee, then a written test as well as interview will be held. The weightage of written test and interview will be in the ratio 70:30.

12. Annual Performance Report: An Annual Performance Appraisal of the Social Media Executives would be undertaken through an Annual Performance Report (APR).

13. Review of Guidelines: These instructions may be reviewed as and when the circumstances so warrant with the approval of the Competent Authority.

14. Relaxation: Any relaxation in the above guidelines would require prior approval of Secretary (FPI) on a proposal moved by Administration Division at the request of the user Division.

15. This issues in consultation with Integrated Finance vide Dy No. 2265/IFD/2023 dated 17.03.2023 and approval of Secretary (Food Processing Industries).

(Ajay Kumar)

Deputy Secretary to the Government of India

Tele. No. 011-26406523

Email. Id:- ajay.kr69@nic.in

Format for Application

I. PHOTO

Self-Attested

II. Name:

II. Father's Name:

III. Date of Birth:

IV. Address for Correspondence:

V. Permanent Address:

VI. Contact No.: Landline: Mobile:

VII. Email: (it is mandatory to provide email id)

VIII. **Academic Qualification** (In reverse order, starting from the latest)*:

S. No.	Degree or ward	Year	Subjects	University/ Institute	Class/ distinction/ Division (if any)	Any other information

*Attach Self attested certificates.

IX. **Professional Qualification** (In reverse order, starting from the latest)*:

S. No.	Degree or ward	Year	Subjects	University/ Institute	Class/ distinction/ Division (if any)	Any other information

*Attach Separate copy if required.

X. List of relevant technical and academic publications:

XI. Relevant experience:

- No. of total years of experience and name of organizations.
- Year-wise tasks of similar nature carried out during last three years.
- Relevant experience of working for Govt Bodies.
- Works of similar nature in hand and the expected date of completion
- A short note on your suitability for the post.

XII. Whether agreed to the terms and conditions indicated in the circular to which the proforma is annexed? (Your answer must be yes or No, otherwise application will be liable for rejection)

XIII. Name of the Post applied for:

Date:
Place:

Name & Signature of the applicant

Note: - All documents must be self-attested.