Web Advertisement   **07.01.2025**

Ministry of Electronics, and Information Technology, MeitY, has established India AI Independent Business Division (India AI) under Digital India Corporation for implementing the India AI mission. The India AI Mission aims to create a robust ecosystem that accelerates AI innovation through strategic initiatives and collaborations spanning both public and private domAIns. By democratizing access to computing resources, enhancing data quality, nurturing homegrown AI expertise, attracting top talent, fostering industry partnerships, supporting startup ventures, promoting socially impactful AI projects, and emphasizing ethical practices, the mission seeks to foster responsible and inclusive growth within India's AI landscape. Government of India has recently approved the IndiaAI Mission to democratize access to AI innovation pillars and ensure global competitiveness of India's AI ecosystem catalyzing AI innovation through strategic programs and partnerships across the public and private sectors. By democratizing computing access, improving data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects and bolstering ethical AI, it will drive responsible, inclusive growth of India's AI ecosystem.

India AI is currently inviting applications for the below position purely on Contract/ Consolidated basis.

Sr. No	Name of the Post	No. of Positions
1.	Manager – Content and Research	1

The place of posting shall be in New Delhi but transferable to project locations of IndiaAI as per existing policy of IndiaAI.

 The details can be downloaded from the official website of DIC, NeGD & MeitY, viz. www.dic.gov.in, www.negd.gov.in, & www.meity.gov.in

Eligible candidates may apply ONLINE: https://ora.digitalindiacorporation.in/ Last date for submission of application: 21.01.2025

About India AI

The IndiaAI Mission Aims to build a comprehensive ecosystem that fosters AI innovation by democratizing computing access, enhancing data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects, and promoting ethical AI. This mission drives responsible and inclusive growth of India's AI ecosystem through following seven pillars.

About DIC

The Digital India Corporation (formerly Media Lab Asia) has been set up by the Ministry of Electronics and Information Technology (MeitY), Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. Digital India Corporation plays the role of a leader in promoting e-Governance by taking forward the projects and activities of the Digital India Programme, to facilitate its stakeholders to realise its goals. It also provides strategic support to Ministries & Departments, both at the Central and State level for carrying forward the mission of the Digital India Programme by way of Capacity Building for e-Governance projects, promoting best practices, encouraging Public-Private Partnerships (PPP), nurturing innovation and technology in various domAIns. Digital India Corporation has several Independent Business Divisions under it and these include NeGD, MyGov, Bhashini, ISM, IndiaAI and MSH.

More details can be seen at https://dic.gov.in/

Job Description: Manager – Content and Research

Role/Position   :   Manager – Content and Research
Project   :   IndiaAI
Reporting to   :   COO, IndiaAI

About India AI   :

        Government of India has recently approved the IndiaAI Mission to democratize access to Al innovation pillars and ensure global competitiveness of India's Al ecosystem. The IndiaAI Mission will establish a comprehensive ecosystem catalyzing AI innovation through strategic programs and partnerships across the public and private sectors. By democratizing computing access, improving data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects and bolstering ethical AI, it will drive responsible, inclusive growth of India's AI ecosystem.

A. **Roles & Responsibilities**

- Conduct thorough research and develop high-quality content for social media, websites, blogs, speeches, talking points, and articles. Ensure the content is relevant, engaging, and aligned with the objectives of India AI.

- News Stories: Provide AI-related news stories per week, aligned with the publication schedule.

- Research Summaries: Create summaries of global AI research papers, offering an Indian perspective, as per given guidelines. Regularly update the portal with news on startups, events, and initiatives in the AI sector.

- Interviews: Conduct and write interviews of notable personalities in the AI space in India, providing unique insights into their contributions and thoughts on AI development in the country.

- Case Studies: Develop and write case studies on significant AI startups and organizations in India, showcasing their impact and innovative work in the AI ecosystem.

- Write AI related articles, news stories, summary of research papers, conduct and write interviews.
- Conducting research on new topics and trends in AI including data science, machine learning, robotics etc.
- Updating and optimizing existing content for better search engine placement.
- Collaborating with team members & different verticals on content ideation and strategy.
- Oversee the creation, curation, and publication of daily content (written, visual, and video) across various platforms, ensuring consistency in tone and message.
- Monitor, listen, and engage with online communities. Respond to user inquiries, conduct online advocacy, and drive cross-promotions to expand community outreach and influence.
- Provide strategic direction and consulting to stakeholders, including government departments and states, to help them achieve their marketing and promotional goals. Propose digital solutions, including content strategies, digital marketing, and analytics.
- Collaborate with planning, creative, and regional teams to develop and execute digital strategies, delivering high-impact marketing campaigns across India.
- Act as the point of contact for strategic awareness and communication projects. Coordinate promotional activities, ensuring successful execution of all India or region-specific events, awards, and articles to elevate the AI brand.
- Stay updated with current digital trends, tools, and social media strategies. Identify opportunities to enhance content formats, ensure multimedia integration, and create innovative digital solutions.

- Compile regular reports for management on campaign performance, digital trends, and media impact, translating qualitative and quantitative data into actionable insights to refine content strategies.
- Work closely with internal teams, including MeitY, to produce compelling content for press releases, brochures, articles, and award submissions that are aligned with organizational objectives.

B. **Essential Qualification and experience:**

- Postgraduate degree in Journalism, Mass Communication, or equivalent prior experience in writing & creating content related to technology are also encouraged to apply.
- 6+ years of experience in content and research with a preference to having prior experience of working in a Govt. set up
- Proven expertise in writing for diverse formats (web, social media, speeches, press releases) preferably in emerging technology.
- Experience in content creation, journalism, or communications with a focus on AI, technology, or a related field.
- Demonstrated ability to manage and grow client relationships and portfolios.
- Excellent communication skills with fluency in English (written and verbal).
- Strong project management skills with a track record of delivering projects on time.
- Creative, lateral thinker with the ability to generate new ideas and solutions.
- Ability to collaborate effectively across teams, drive initiatives, and remain calm under pressure.

General Conditions applicable to all applicants covered under this advertisement:

- 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.

- IndiaAI reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.

- The positions are purely temporary in nature for the project of India AI and the appointees shall not derive any right or claim for permanent appointment at India AI or on any vacancies existing or that shall be advertised for recruitment by IndiaAI in future.

- Screening of applications will be based on qualifications and relevant experience. IndiaAI 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 interviews. India AI reserves the right to not to select any of the candidates without assigning any reason thereof.

- IndiaAI 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.

- The maximum age shall be as on the last date of receipt of the applications.

- In case of a query, the following officer may be contacted at:

HR Division
India AI Division
4th Floor, Electronics Niketan 6-CGO, Complex Lodhi Road, New Delhi – 110003
Email: hrd-ai@indiaai.gov.in