

**Digital India Corporation**  
National e-Governance Division (NeGD)

**NeGD/Admn/1(1)/2019-Pers.**

**Date: 09.08.2019**

**CIRCULAR**

**Subject: Filling up of the position of Senior Management in National e-Governance Division (NeGD) on Deputation.**

The National e-Governance Division (NeGD), under Digital India Corporation, a not for profit company of Ministry of Electronics & Information Technology (MeitY), was set up to facilitate and support, MeitY in Programme Management of the Digital India Programme with a vision to transform India to a digitally empowered society and knowledge economy. NeGD has a judicious mix of Professionals from Private Sector and Deputationists from Government to ensure that requisite skill sets are available to execute the designated tasks.

2. NeGD is currently inviting applications for the post of Director (Awareness & Communication) on deputation basis from officers of the Central & State Government, PSUs, Autonomous or Statutory bodies of Government of India, States & UT Govt. The initial period of deputation shall be for two years, extendable as per Government instructions. The deputation of Government Officers shall be under Foreign Service terms and conditions. The Eligibility Criteria & Job Description for the position is at **Annexure-I & II**. The pay of the selected candidates will be regulated under the provisions contained in the DoP&T OM No.6/8/2009-Est.(Pay-II) dated 17/6/2010 as amended time to time. Other benefits shall be as per NeGD norms of Deputations.

3. Interested/eligible officers may send their applications in the prescribed proforma (**Annexure-III**) along with attested copies of the APAR for the last five years, cadre clearance and vigilance clearance through proper channel to the undersigned within 30 days from the date of publication of the advertisement for this vacancy. **Prescribed proforma of application form, eligibility conditions and other details can be downloaded from the official website of NeGD viz. [www.digitalindia.gov.in/www.meity.gov.in](http://www.digitalindia.gov.in/www.meity.gov.in)**

4. The maximum age limit in case of recruitment by deputation shall be **not exceeding 58 years** on the closing date of receipt of application.

5. Applications, which are incomplete or are not accompanied with the required documents will not be entertained and no correspondence will be made or entertained in this regard.

**Shri R.A.Dhawan**  
**Sr. General Manager, DIC – NeGD**  
**4<sup>th</sup> Floor, Electronics Niketan,**  
**6-CGO Complex Lodhi Road, New Delhi – 110003**

**Senior Management**

**I. Director (Awareness & Communication)/IEC  
(On Deputation)  
No. of Position-01**

**a. Level & Grade Pay**

Pay Matrix Level-14, PB-4, Rs. 37,400-67,000 (Grade Pay Rs. 10,000) (Pre-revised)

**b. Eligible Grade Pay**

- (i) Holding analogous post on regular basis in the Parent Cadre/ Department.
- (ii) 3 years is Pay Level 13 A (GP Rs. 8900 Pre-revised)

OR

5 years is Pay Level 13 (GP Rs. 8700 Pre-Revised)

**Qualifications and Experience**

**Experience:**

- (i) 16 years of experience in Government.
- (ii) 5 years of experience in Information Education & Communications (IEC) in any Central/State Govt./PSUs/ Department in a leadership role in conceptualization, implementation evaluation and assessment of projects. Familiarity with tools and techniques for IEC & Assessments.

**Essential Qualification:**

Graduation in any discipline

(Preferably in Mass Communication)

**Desirable Qualification:**

Preferably from Indian Information Services

## National e –Governance Division

Job Description	
Division	NeGD
Function	Awareness & Communication/IEC
Band	Senior Management
Reports To	President & CEO, NeGD

**Job Objective**

The objective of this job is to provide leadership and direction in areas of awareness & communication initiatives, evaluation and assessment of the various Digital India Programs and use of Social Media for furtherance of Digital India initiative.

Primary Responsibilities
<p><b>Awareness &amp; Communication</b></p> <ul style="list-style-type: none"><li>• Developing strategy of Awareness &amp; Communication to be adopted for Digital India including developing methodologies for a comprehensive communications strategy targeting different stakeholders.</li><li>• Devising suitable interventions to build the brand of Digital India including identification of media channels for Awareness &amp; Communication, determine the media mix to be used including Print, Electronics, Social Media &amp; on-ground activities.</li><li>• Identification and empanelment of agencies for developing brand related communication / merchandise /advertisements etc.</li><li>• Supporting State Governments and Central Line Ministries in designing and implementing respective Awareness &amp; Communication strategies.</li><li>• Developing Awareness and Communication Strategy for Digital and Social Media.</li><li>• Act as key editor for contents on Social Media sites/ Print/electronic.</li><li>• Use Digital media to promote Digital India Programs/services.</li><li>• Liaisoning with other Stakeholders, academia, civil society organization for organizing workshops/seminars.</li><li>• Subject matter expert and Liaison for Promotion, Review and Assist in creating sound digital media solutions.</li><li>• Act as a single point of contact and take ownership for organizing National/international level events/Conferences. Liaisoning with Industry/Trade bodies for collaboration and participation.</li><li>• Conceptualizing and rolling out Pan India level outreach campaigns in coordination with State Government / Agencies regular monitoring and evaluation of such campaigns.</li><li>• Act as a mentor to the A &amp; C team and continuously motivate them to meet up the expectations.</li><li>• Seeking budgetary and all necessary financial approvals as per Govt. rules/norms.</li></ul>



12. Total Experience in number of Years and Months \_\_\_\_\_ Years \_\_\_\_\_  
 Months Employment history, in chronological order

No	Office/ Inst./Orgn.	Post held	Period (from – to)	Pay Band & Grade Pay with present pay	Nature of duties/ responsibi lities	Significant Accomplish ments (If any)

13. Relevant Training programmes attended :

14. Special Achievements (Please give details) :

15. Details of present post held :

16. Designation :

17. Date from which held :

18. Scale of pay - Pay Band & Grade Pay :

19. (Revised) with present pay drawn :

20. Whether present post is held on regular/  
 tenure/deputation/temporary/permanent/  
 officiating or ad-hoc basis and since when :

21. If on deputation,, please provide following  
 additional details :

i. Details of post held on regular basis :

ii. Scale of pay :

iii. Since when is the regular post held :

iv. Period of appointment on  
 deputation/contract :

v. Name of the parent office/organization :  
 to which you belong:

vi. Name of the Ministry/Department/ :

vii. Organization where presently employed  
 with full address indicating name and  
 designation of contact officer and Telephone/Fax Numbers :

22. Additional details about present employment Please state whether working under
- a) Central Government
  - b) State Government
  - c) PSU
  - d) Autonomous Bodies

23. Remarks - The candidates may indicate information with regard to:
- a) Research publications and reports and special projects
  - b) Awards /Scholarships/Official appreciation
  - c) Affiliation with the professional bodies/institution/societies and
  - d) Any other information.

*I hereby solemnly declare and undertake that all information furnished by me is true, correct and complete to the best of my knowledge and belief. I undertake that, if at any stage of selection or even after selection, any of the information furnished by me is found to be false, incorrect or misleading, then my candidature / appointment / services will stand cancelled / terminated without assigning any reasons thereof.*

Date: .....

Signature: .....

Place:.....

Address.....