

No. K-13/1/2019-PA
Government of India
Ministry of Food Processing Industries
Panchsheel Bhawan, August Kranti Mark
New Delhi

Dated the 21st March 2023.

NOTICE

SUBJECT: Engagement of Social Media Professionals 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 professionals 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 Young Professionals 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 email only, on or before 05.04.2023 to:

Shri Vikram Kesharee Pradhan
Deputy Secretary (Promotional Activities)
August Kranti Marg, New Delhi -110049
Tel No. 26496515
Email - vikram.p@mofpi.gov.in

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

5. Social Media Professionals already working with the Ministry must clearly indicate in their application the date from which they are working with the Ministry. A copy of the appointment letter/joining letter should be attached with the application alongwith other required documents.

6. 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 Professionals.

Sreemathi
(Sreemathi Ghosh)

Under Secretary to the Government of India
Tele.No.26406535

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To

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 to

NIC, MoFPI – for uploading the Notice on the website of the Ministry.

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New Delhi

Dated the 21st March, 2023

ADVERTISEMENT

Ministry of Food Processing Industry (MoFPI) hereby invites applications to engage **Eight numbers of Social Media Professionals (SMPs)** in the Ministry for attending to specific and time-bound jobs of social media activities of the Ministry. Only persons with requisite qualification and experience as prescribed would be hired as Social Media Professionals. 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** only. The requisite qualification for applicants and details of the terms & conditions of engagement of YPs is as follows: -

1. The eligibility criteria for recruitment of SMPs, their job portfolio and remuneration details are as below

S.No.	Position	Qualification & Experience	Job portfolio	Remuneration	Number of Posts
1.	Graphic Designer Sr (Team Leader)	Qualification: Essential - Master in Fine Arts Experience: Minimum five years' experience Experience of working with Govt. Departments will be added 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 Experience of working with Govt. Departments will be added qualification	Assist Graphic Designer Sr. in all the above mentioned activities; and any additional work given by Team leader.	Rs.45,000/-	01
3	Social media professional (Content Writer - English)	Qualification Essential - Masters in mass communication and Journalism or Bachelor Degree with PG Diploma in	Content writing in English for social media posts, prepare	Rs.50,000/-	02

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		<p>Mass Communication and Journalism</p> <p>Experience: Minimum three years post qualification experience</p> <p>Experience of working with Govt. Departments will be added qualification</p>	<p>talking points for Senior Officers of the Ministry & press releases; ensure posting of events and posts on social media handles of the Ministry promptly</p>		
3	<p>Social media professional (Content Writer - Hindi)</p>	<p>Qualification</p> <p>Essential – Masters in mass communication and Journalism or Bachelor Degree with PG Diploma in Mass Communication and Journalism</p> <p>Experience: Minimum three years post qualification experience</p> <p>Experience of working with Govt. Departments will be added qualification</p>	<p>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</p>	Rs.50,000/-	02
4	<p>Social Media Professional for attaching with Ministers</p>	<p>Qualification</p> <p>Masters in any with PG Diploma in Mass Communication</p> <p>Basic knowledge of graphic designing</p>	<p>Content writing in English and Hindi for social media posts 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</p>	70,000/-	02

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			Hon'ble Ministers Any other activities given by the Ministry		
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2. Allowances:

- (i) **Increment:** There shall be an annual increase of Rs. 5000/- subject to satisfactory performance on the basis of Annual Performance Report (APR).
- (ii) **TA/DA:** No TA/DA shall be admissible for joining the assignment or on its completion. No TA/DA shall be payable for attending the interviews/written test.
- (iii) **Tour:** SMPs 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.
- (iv) **Hotel:** Reimbursement for Hotel accommodation of up to Rs. 800 per day; reimbursement of taxi charges of up to Rs. 150 per day for travel within the city and reimbursement of food bills not exceeding Rs. 700 per day shall be allowed during tour.
- (v) **Other Allowances:** 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 Professionals.

3. **Tax Deduction at Sources (TDS):** TDS as admissible shall be deducted from the monthly remuneration of SMPs. A TDS certificate shall be issued by the concerned DDO on demand.

4. **Place of Posting:** SMPs shall be engaged with the Ministry of Food Processing industries, Panchsheel Bhawan, August Kranti Marg, New Delhi-110049.

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 SMPs.

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

7.4. **Service Condition:** The YP 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 pseudonymously in the name of any other person, if such book, article, broadcast, uses any information that he may gather as part of this YP assignment.

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8. Confidentiality and Secrecy:

During the period of assignment with Ministry of Food Processing Industries, the YP 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. Selected candidates shall provide integrity certificates from 2 references known to them.

9.1. 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.

9. Termination of Services and requirement of notice:

9.1. In case a professional wish 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.

9.2. 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).

9.3. 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.

9.4. All the applications received will be scrutinized. Scrutiny Committee will be headed by Additional Secretary (Admin.). The scrutinized/shortlisted applicant will be called for personal interview at Panchsheel Bhawan, New Delhi before a three-member Selection Committee headed by Additional Secretary (Admin.), FPI, with Joint Secretary (Promotional Activities), Director/Deputy Secretary (PMKSY Division) as the members. Direct interview will be held if number of shortlisted candidates remain upto 20 numbers.

9.5. Preference will be given to Social Media Professionals already working in the Ministry

9.6. If more than 20 candidates 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.

9.7. **Annual Performance Report:** An Annual Performance Appraisal of the Young Professionals would be undertaken through an Annual Performance Report (APR).

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

9.9. **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.

This is issued with the concurrence of Integrated Finance Division vide Dy. No.2265/IFD/2023 dated 17.03.2023 and approval of Secretary, Ministry of Food Processing Industries.

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(Sreemathi Ghosh)

Under Secretary to the Government of India

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Format for Application

- I. PHOTO (Self Attested)
 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 on ward	Year	Subjects	University/ Institute	Class/ distinction Any Division (if any)	other information

*[*Attach Self attested certificates]*

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

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

*[*Attach Separate copy if required]*

X. List of relevant technical and academic publications:

XI. Relevant experience:

- a) No, of total years of experience and name of organizations.
 b) Year-wise tasks of similar nature carried out during last three years. C. Relevant experience of working for Govt Bodies,
 c) Works of similar nature in hand and the expected date of completion
 d) 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)

Name & Signature of the applicant

Date:
Place:

Note: - All documents must be self-attested