



F. No. 01-13/2021-Admn
Government of India
NATIONAL DISASTER MANAGEMENT AUTHORITY
NDMA Bhawan, A-1, Safdarjung Enclave, New Delhi -110 029
Tel. No. 26701700



Sub: Advertisement for the position of Consultant in National Disaster Management Authority (NDMA) on contract basis.

NDMA invites applications from Indian national having requisite qualification and experience for following position:-

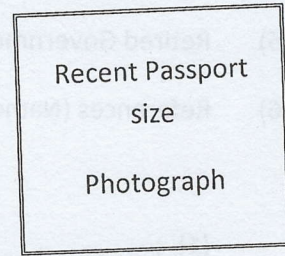
Sl. No.	Name of Position	Post in Nature	No. of Vacancy	Educational Qualification	Post Qualification Experience	Max. Age Limit
1.	Consultant (Print & Electronic Media)	Contractual	1 (One)	Essential:- Post Graduate Degree /PG Diploma in Mass Communication/ journalism/ print & electronic Media from a recognized University/ Institution. Desirable:- Degree/Diploma course on computer applications from recognized University/ Institution.	• 3 years Post Qualification Experience in handling print & electronic media in reputed organizations/ companies/ Govt./ PSUs/ Banks.	40 years (62 years for retired Govt. employee)

- Remuneration Band** Rs. 75,000/- to 1,00,000/- pm for Consultant. Remuneration in respect of retired Central Government employee engaged as a Consultant shall be regulated as per Ministry of Finance, Department of Expenditure O.M. No. 3-25/2020-E.III.A dated 09th December, 2020.
- The detailed terms and conditions and eligibility criteria (educational qualifications, age, experience etc) for engagement of above position are indicated in the Term of References (ToR) of the above position and may be seen on NDMA website at <http://ndma.gov.in>.
- Essential /desirable educational qualifications and experiences will be verified with original certificates.
- Interested individuals may send their bio-data in the prescribed proforma available on the NDMA website alongwith statement of purpose (SOP) in maximum 250 words, recent passport photograph and copies of certificates establishing their educational qualification, experience to Shri Abhishek Biswas, Under Secretary (Admn.), National Disaster Management Authority, NDMA Bhawan, A-1, Safdarjung Enclave, New Delhi-110029, Phone No. 011-26701700 within **20 days** from the date of publication of advertisement in the employment news.

(Abhishek Biswas)
Under Secretary (Admn)

Application of engagement as Consultant in the National Disaster Management Authority.

Post applied for : _____



(1) Name : _____

(2) Father's Name :- _____

(3) Sex (Male / Female) : _____

(4) Date of Birth _____ Age _____ Years.

(5) Category : SC/ST/OBC/General/Any Other (Pls. specify) _____

(6) Contact Address :- _____

(7) Permanent Address :- _____

(8) E-mail : _____ Phone _____

(9) Education (College education in reverse chronological order) (Pls add rows if required) :

S No.	Year	Degree/ Diploma	University/ Institution	Division/ GPA	Subjects

(10) Experience (in reverse chronological order) (Pls add rows if required)

S No.	Period			Organization / Institution	Nature of work	Accomplishments
	From	To	Total			

(11) Trainings: _____

(12) Publications:- _____

(13) Awards / recognitions: - _____

(14) Membership of Professional Bodies/ Associations: - _____

(15) Retired Government staff (Pls indicate Pay/Pay band) :- _____

(16) References (Name, Designation, Institution, address, e-mail and Phone Number) :-

(1) : _____ (2) : _____

I have carefully gone through the advertisement and I am well aware that the information furnished above is duly supported by the documents in respect of Essential Qualification/ Work Experience submitted by me will also be assessed by the Selection Committee at the time of selection for the position. The information/ details provided by me are correct and true to the best of my knowledge and no material fact having a bearing on my selection has been suppressed/ withheld.

Date _____

Signature _____

* Application form is to be submitted alongwith Statement of Purpose (SoP) in 250 words (maximum) and copies of certificates establishing educational qualifications, work experiences, trainings participated etc.

Sl. No.	Name of the Institution	Year	Grade	Remarks

Sl. No.	Nature of work	Organization / Institution	Period		
			From	To	Total

**National Disaster Management Authority
New Delhi**

NDMA Reference:

Title of the position: Consultant (Print & Electronic Media)

Level: Consultant

Budget Line/Head: Estt. Charges/Professional Services

Name of the Division: IEC Cell, Public Relations & Awareness Generation (PR&AG) Division

Purpose/Rationale of the Assignment: National Disaster Management Authority (NDMA) is responsible for laying down policies, plans and guidelines for disaster management for ensuring timely and effective response for disaster management in the country. NDMA also has the mandate to take other measures for the prevention of disaster, mitigation, preparedness and capacity building for dealing with the disasters. Educating and informing the communities is one of the important components of disaster risk reduction. In India, which is one of the most disaster-prone countries in the world, sustained information, education and communication (IEC) activities can result in better disaster management. IEC activities of NDMA aim at all the stakeholders encompassing Government functionaries at different levels and the entire population of the country. The IEC Cell of NDMA prepares and executes media plans and campaigns using all media platforms viz. print, electronic, social media, digital media establishing synergy with State/UTs/SDMAs/DDMAs with the objective of reaching out to the last mile.

In order to achieve the above objectives, IEC Cell of NDMA intends to hire services of an expert in the field of mass communication using the print and electronic media platforms of the day i.e. a consultant for harnessing the power of print and electronic media.

Duration: 3 years based on satisfactory Annual Performance Review and total duration not exceeding 5 years (extension after 3rd year shall be on 6 monthly review basis).

Number of Positions: One

Job description/Context: Consultant (Print & Electronic Media) shall work in close coordination with IEC team, lead by a Senior/Lead Consultant. Consultant (Print & Electronic Media) shall prepare annual print & electronic media plan according to the Communication Policy/Strategy of NDMA and in sync with the annual media plan of IEC activities of the Division. Consultant (Print & Electronic Media) shall be responsible for preparing and executing the print & electronic media campaigns as well as real-time authentic information dissemination before, during and after disaster events. Consultant (Print & Electronic Media) shall help other team members in preparation of Annual Communication Plan of PR&AG Division. He/She shall establish link with the IEC teams and their network of Central Ministries/Departments, Early

Warning Agencies (EWAs), States/UTs at different levels, Institutions/Organisations engaged in disaster management. He/She shall carry out regular as well as at the time of hazard/disaster specific print & electronic media campaigns in coordination with the respective Ministry/Department/State/UT/Institution.

Consultant (Print & Electronic Media) shall design, prepare and execute special programmes on Television and Radio on different disasters and relevant topics. He/She shall create attractive and informative creatives/infographics. He/She shall also conceptualize and prepare various IEC materials such as films, videos, audio-visuals, television commercials, radio jingles, exhibitions and print advertisements and follow up with the design and production agencies to ensure quality output.

He/She shall prepare press notes, media briefings, press releases etc. He/She shall also actively monitor the news related to NDMA and disasters on every day basis and bring it to the notice of the Members/Senior Officers.

Consultant (Print & Electronic Media) shall cover the workshops/events/seminars etc. organised by various Divisions of NDMA at different cities/locations of the country, from time to time, and shall prepare press briefs/notes for issue through PIB. He/She shall also prepare print & electronic media strategy/plan for such events/seminars, as and when needed. He/She shall be deputed on tours for official purposes.

He/She shall liaise with the respective print & electronic media houses for coverage of events/workshops/seminars of NDMA in media, from time to time.

Tasks/Deliverables: Consultant (Print & Electronic Media) shall -

- i. prepare print & electronic media plan which shall be part of Annual Media/Communication Plan of IEC Cell/PR&AG Division.
- ii. establish link with the IEC teams and their network, of Central Ministries/Departments, Early Warning Agencies (EWAs), States/UTs at different levels, Institutions/Organisations engaged in disaster management.
- iii. conceptualize, design and carry out print & electronic media campaigns with relevant IEC material, do's and don'ts, creatives, or any other useful information, etc on print & electronic media platforms, from time to time, engaging all stakeholders.
- iv. Monitor daily news items appeared in print and electronic media related to disasters and allied topics and bring them to the notice of Members/Senior Officers of NDMA on daily basis.
- v. create attractive and informative creatives/infographics and also conceptualize and prepare various IEC materials such as films, videos, audio-visuals, television commercials, radio jingles, exhibitions and print advertisements and follow up with the design and production agencies to ensure quality output.
- vi. arrange coverage of workshops/events/seminars etc. organised by various Divisions of NDMA from time to time, in print & electronic media.

- vii. prepare print & electronic media strategy/plan for such events/seminars, as and when needed.
- viii. monitor and review the campaigns of NDMA on print & electronic media and suggest suitable changes from time to time to make the campaigns/programmes more interesting and informative.
- ix. liaise with print and electronic media houses, Prasar Bharati/PIB officials for campaigns, coverage and for issuing press notes/briefs.
- x. explore and engage available as well as emerging print & electronic media platforms for awareness generation campaigns of NDMA.
- xi. carry out work/assignments of other consultants of IEC Cell during their absence period.
- xii. carry out any other work assigned from time to time by the senior officers of NDMA.

Qualifications:

a) Essential – Post Graduate Degree /PG Diploma in Mass Communication/journalism/print & electronic Media from a recognized University/Institution.

b) Desirable – Degree/Diploma course on computer applications from recognized University/Institution.

Work Experience: 3 year post qualification experience in handling print & electronic media in reputed organizations/companies/Govt./PSUs/Banks.

Age: Upper age limit of 40 year.

Remuneration: Remuneration Band with steps (Rs.75,000 - 80,000 - 85,000 - 90,000 - 95,000 - 1,00,000). Consultant (Social Media) shall be initially placed at Rs.75,000/- level and receive the consolidated sum per month. TDS, as applicable shall be deducted from the monthly remuneration. Annual increase shall be given on satisfactory performance. For outstanding performance, a two-step increase may be given, as decided by the competent authority. In any case the remuneration of a Consultant shall not increase beyond the highest range of the corresponding remuneration band.

Competencies: Consultant (Print & Electronic Media) is expected to -

- have good writing and comprehension ability in English and Hindi language;
- acquire working knowledge of e-office/filing system of the Government.
- be able to plan, organize, implement and report on work;
- facilitate teamwork and coordination;
- display cultural, gender, religion and age sensitivity and adaptability;
- maintain official decorum at all the time;
- demonstrate and safeguard ethics and integrity.

Reporting mechanism: Consultant (Print & Electronic Media) shall work under overall supervision and guidance of Senior Consultant (IEC) and report to Divisional Head(DS/DIR) and Advisor. He/She shall put up his/her proposals/papers/files through Under Secretary/equivalent officer of the Division to senior officers.

Support to be provided by NDMA: NDMA shall provide a work station to the consultant with desktop, printer, etc. Mobile Phone shall not be provided by NDMA.

Screening/Assessment: In addition to the screening processes indicated in the Revised Recruitment Handbook of May 2023 of NDMA viz. short-listing and interview, the candidates shall also have to undergo a written assessment.

Qualification - Post Graduate Degree / PG Diploma in Mass Communication/Journalism & Electronic Media from a recognized University/Institution.
or
B. Sc. (Journalism) or B. Sc. (Electronic Media) course on computer applications from recognized University/Institution.

Work Experience: 2 year post qualification experience in handling print & electronic media in reputed organizations/companies/Govt./PSUs/Banks.

Age: Upper age limit of 40 years.

Remuneration: Remuneration band with steps Rs. 72,000 - 80,500 - 82,500 - 85,000 - 87,000 - 89,000 - 91,000. Consultant (Social Media) shall be initially placed at Rs. 72,000/- level and receive the consolidated pay per month. TD2 as applicable shall be deducted from the monthly remuneration. Annual increase shall be given on satisfactory performance. For outstanding performance a two step increase may be given as decided by the competent authority. In any case the remuneration of a Consultant shall not increase beyond the highest range of the existing remuneration band.

Competency: Consultant (Print & Electronic Media) is expected to

- have good writing and comprehension ability in English and Hindi language.
- acquire working knowledge of a office filing system of the Government.
- be able to plan, organize, implement and report on work.
- facilitate teamwork and coordination.
- display cultural, gender, religion and age sensitivity and adaptability.
- maintain official demeanor at all the time.
- demonstrate and safeguard ethics and integrity.

Reporting mechanism: Consultant (Print & Electronic Media) shall work under overall supervision and guidance of Senior Consultant (IC) and report to Divisional Head/DG/DCI and Advisor. He/she shall put up regular progress reports/letter through Under Secretary/equivalent officer of the Division to senior officer.