



Advt. No. N-22012/4/2022-NeGD

Digital India Corporation

Electronics Niketan Annexe, 6, CGO Complex Lodhi Road,

New Delhi – 110003

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Website: www.dic.gov.in

Web Advertisement

21.04.2023

Digital India Corporation has been set up by the 'Ministry of Electronics & Information Technology, Government of India', to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. It is a 'not for profit' Company under Section 8 of the Companies Act 2013. The Company has been spearheading the Digital India programme of the Government of India, and is involved in promoting use of technology for e-Governance/e-Health / Telemedicine, e-agriculture, e-Payments etc. The Digital India programme promotes safety and security concerns of growing cashless economy and addresses challenges confronting its wider acceptance. It also promotes innovation and evolves models for empowerment of citizens through Digital initiatives and promotes participatory governance and citizen engagement across the government through various platforms including social media.

Digital India Corporation is currently inviting applications for the following position purely on Contract/ Consolidated basis.

Sr. No.	Name of the Post	No. of Vacancies
1.	Team Lead Awareness & Communication	1
2.	Vice President- Program & Knowledge Management	1

** The place of posting shall be in New Delhi but transferable to project locations of Digital India Corporation as per existing policy of Digital India Corporation.

Screening of applications will be based on qualifications, age, academic record and relevant experience. Digital India Corporation 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 selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

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

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/>



1. Job Description: Team Lead Awareness & Communication

Job Title: Team Lead Awareness & Communication

Experience (Yrs): 25+

SUMMARY:

- Media and Communications lead with 25+ years of experience in conceptualizing and delivering IEC campaigns across private and government sectors through various media
- Hands-on experience in audio/video production, content writing, and management of large events & global conferences
- Building high performance teams that have produced and launched national campaigns on various media

Responsibilities and Experience

- **Media Production and Campaigns:** Undertaking Traditional and Digital Media Campaigns through different platforms- Mass Media and Social Media platforms
 - Developing communication strategy, conceptualizing, planning, executing and supervising campaigns
 - Conceptualizing, planning and execution of campaigns on Social Media
- **Content Writing:** Writing, reviewing and editing content for both internal and external audience, Social Media platforms, Press Releases, Articles for Blogs, Content for eBooks, Brochures, Newsletters, Posters, PowerPoint presentations, Speeches in conferences etc.
- **Management of various Events/Conferences/Workshops:** planning, organizing and executing events including logistics, stage management, audience management, coordination with anchor etc.
- Supervision and mid course correction of Audio-Visual and Print content for Government initiatives and services for branding & marketing, events, product launches etc. Reviewing and evaluating work done on traditional and new media - Posts for Social Media & Web, Short Videos, TV Ads, Films, Radio Ads, Print Ads, Outdoor Publicity creatives, Testimonials, Posters, e-Books & Brochures
- Preparation of Scope of Work/RFP documents for assigning specific work to agencies and evaluation of technical work, financial bids and presentations submitted by creative agencies
- Team Building: Managing, supervising and mentoring team members to enable them to enhance their skill sets for overall improvement in their performance standards

Basic Experience

1. Experience of working on Social Media Platforms
2. Experience of working in Events- national and international
3. Content Writing, Editing and reviewing skills
4. Ability to do gap analysis to understand improvement required in work

Essential Qualifications and Experience:

Degree / diploma in English/Journalism from a reputed institution
Hands-on training for at least 2 years in a reputed News organization
25+ experience in IEC work across private/government sectors
Excellent Communication Skills (Written and Verbal)



2. Job Description: Program & Knowledge Management

Division: NeGD

Function: Program & Knowledge Management

Band: Vice President

Reports To: Head – Program & Knowledge Management

Job Objective

The objective of this job is to support Head– Program & Knowledge Management in providing leadership and direction in areas like programme / project design, management, implementation, monitoring & evaluation, and assessment of the Digital India including various Mission Mode Projects (MMPs) and Components.

The job holder will be directly responsible for managing all aspects of activities across areas like developing and implementing Whole-of-the-Government Architecture Framework; developing qualitative and quantitative metrics for evaluation of various MMPs post implementation; and providing information to the empowered committee and other apex bodies on the status of the various Digital Government initiatives in the country, especially those related to the E-Governance.

Primary Responsibilities

Program / Project Management & Monitoring

- Development of adequate Project Monitoring Framework for Digital India Initiatives & Components
- Conceptualization & Implementation of Programme / Project Monitoring System
- Collection of progress data on the MMPs and other Digital Initiatives aspects from the implementing agencies
- Review regular progress assessment reports with qualitative inputs and flagging off any deviations/ issues that would need to be looked into by the higher authorities
- Assist Head – Program and Knowledge Management in identifying potential issues and devising strategies to overcome the same for effective project implementation
- Bring out comparative analysis and provide assistance in formulating best practices
- Provide guidance to respective Line/ State Ministries and recommend process improvement to enhance project planning and scheduling based on past data and experience
- Ensure timely preparation of reports and circulars for both internal and external distribution on project progress
- Ability to manage projects having vanilla as well as emerging technologies such as Artificial Intelligence, Blockchain, IoT, etc

Impact Assessment

- Develop the Impact Assessment Framework including qualitative and quantitative metrics for evaluation of MMPs
- Ensure that the implementing agencies are aware of the evaluation framework and that their projects conform to the success criteria
- Liaise with the external agencies, if employed, to conduct the impact assessment exercise
- Ensure collation of data related to the projects in order to assess their efficacy along the evaluation parameters
- Bring out regular assessment reports of various MMPs and provide inputs to higher authorities as well as to the relevant line Ministries/ States



- Provide regular inputs to key stakeholders (PMO/ Apex Committee etc) overseeing rollout of Digital India Initiatives and on the health of various projects
- Bring out comparative analysis and provide assistance in formulating best practices

Strategic Formulation And Implementation

- Development of vision, roadmap, artefacts for the legacy and futuristic projects / programmes
- Ability to steer multi-stakeholder consultation and incorporating diverse view points
- Ability to convert strategy to implementation

Desired Competencies

Team Leadership	Ability to achieve results through people by encouraging, inspiring and motivating individuals and teams to give their best and create a positive impact on the work culture. It also includes ability to resolve conflicts and channelize energy of the team to meet/ exceed targets as well as ensuring the development of subordinates.
Decision Making	Ability to make timely decisions within limits of authority after due consideration of all available information and resources and weighing priorities. It includes the ability of calculated risk taking and taking ownership of decisions.
Result Orientation	Ability to do one's own work well against a standard of excellence and raising the bar based on his/ her past performance or on performance of others. Ability to demonstrate persistence and a strong personal belief to succeed despite obstacles. Ability to display ownership and initiative, by doing more than required or is expected to be done in the job, doing things that no one has requested which will improve job results, avoid problems, or help create new opportunities
Impact & Influence	Ability to influence the thought process of others to enlist their support by effective management of relationships and convincing through persuasion. It also includes giving forceful reasons and negotiating with others to accomplish a particular agenda.
Customer & Stakeholder Management	Underlying desire and understanding of the importance of proactively identifying and satisfying implicit and explicit needs of customers/stakeholders. It includes the ability to build and maintain long term relationships. The customer/stakeholder may be an external/internal customer, vendors, agencies and State & Central Governments/Ministries.
Problem Solving	Ability to systematically think through work related issues and their constituent parts. It is the ability to identify links and relationship between various parts of work related issues and prioritize the same. Also the ability to anticipate problems and prepare contingency plans to manage crisis situations.
Strategic Orientation	Ability of having the "big picture perspective", the ability of being able to assess long term implications of what is being done today and articulate strategies that need to be adopted / designed to achieve long term goals.
Personal Effectiveness	Ability to inspire others by displaying qualities of a role model - such as self-belief/ confidence, interpersonal sensitivity, transparency and openness, mutual trust and integrity. Also includes the virtue of investing in self development to reach greater professional heights. Also includes an understanding of others' behavior and adaptation of own approach/ strategy



	accordingly
Planning & Organizing	Ability to plan and schedule a series of interlinked activities to achieve the larger goals and objectives. Also includes an ability to anticipate potential issues that might arise and develop contingency plans to take care of the same

General Conditions applicable to all applicants covered under this advertisement:

1. 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.
2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. Digital India Corporation 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.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience.
6. In case of a query, the following officer may be contacted

Ms. Vinaya Viswanathan
Head- HR
Digital India Corporation
Electronics Niketan Annexe,
6 CGO, Complex Lodhi Road,
New Delhi – 110003
Phone No. 011-24303500, 24360199