



राष्ट्रीय ग्रामीण विकास एवं
पंचायती राज संस्थान
National Institute of
Rural Development & Panchayati Raj



ग्रामीण विकास मंत्रालय
भारत सरकार
**MINISTRY OF RURAL
DEVELOPMENT**
GOVERNMENT OF INDIA

NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ

(An organisation of Ministry of Rural Development, Government of India)

Rajendranagar, Hyderabad-500 030

Advt. no. DDUGKY, NIRDPR- 09/2021/01

File no: NIRDPR/DDU-GKY/Admin/IEC/150/Director/2020-21

NIRDPR is the country's apex organisation for training and research in various aspects of rural development. We actively monitor several Government of India rural empowerment initiatives and serve as a think tank for policy formulation by the Ministry of Rural Development.

NRO & IEC Division at MoRD, New Delhi are looking for staff for the various positions on contract basis.

Detailed Job description, qualification, experience, work location, application submission and other requirements, are as following:

Human Resource Requirement in PMA, NRO and IEC MoRD, New Delhi

Sl. No	Position	Salary	No. of Positions	Location	Tenure	Method of Recruitment	Education Qualification	Experience	Skills and Competencies Required	Roles and Responsibilities
1.	Deputy PMA Head	Rs.1,50,000 /- per month	1	New Delhi	12 months	Direct on contract basis	Post Graduate in any discipline preferably in Business Administration/ Social Sciences/ Developmental Economics/ Rural Development /Management	A minimum 10 years of proven and professional experience with at least 5 years in the leadership role in social/rural/ educational/ skill projects of the Government of India and/or with the International Organisations.	<ul style="list-style-type: none"> • Natural leader, self-driven, self-motivated with an entrepreneurial ability to drive the organisation • Ability to work independently with lean resources • Ability to network and co-opt collaboration from diverse stakeholders in government and private entities who are part of the DDU-GKY eco system • Ability to work under pressure and tight deadlines • Unimpeachable integrity and 	<ul style="list-style-type: none"> • Support PMA Head in all his functions relating to DDU-GKY • Co-ordinate with and support MoRD in the formulation of policies and in the implementation of the programme across country • Skill and competency assessment of SRLMs on timely basis • Programme Monitoring and Performance Management Support • Keep track of performance against DDU-GKYs overall goals (achieve quality and sustainable skill development at scale) • Helping states in identifying the best practice ensuring implementation support in specific activities, locations, technical

									<p>strong work ethics and personal commitment</p> <ul style="list-style-type: none"> • Strong written and oral communication skills • High level of numeracy and high level proficiency in software application including some popular databases/ Ms-Office/ Data Analysis packages, etc. • Gender sensitivity • Ability to understand and consistently apply organizational policies and procedures in work • Willingness to travel. 	<p>assistance in thematic areas etc.</p> <ul style="list-style-type: none"> • Trainings of project officials and immersion modules to be implemented with the states • Supporting the state in identifying the key sectors and develop parameters of skill gap assessments from the block and below level • Identify implementation bottlenecks and suggest course corrections needed, at State, CTSA, MoRD and PIA level to improve outcomes • Propagate MoRD's future strategy, policy and sector choices • Support PIAs and States in course correction, in a prioritised manner (based on well-defined triggers) • SOP Upgradation/Maintenance • Any other tasks assigned by PMA Head
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Sl. No	Position	Salary	No. of Positions	Location	Tenure	Method of Recruitment	Education Qualification	Experience	Skills and Competencies Required	Roles and Responsibilities
2.	Communications Manager	Rs.70,000 to 90,000/- month	1	New Delhi	12 months	Direct on contract basis	Post Graduate Degree/Diploma in Mass Communication/ Marketing/ PR/ Advertising or other Communications related field	Minimum five years of professional experience in the field of communications with strong interest in social/development work	-	<ul style="list-style-type: none"> • Implement the media activities approved as per the annual communications plan for IEC Division, Ministry of Rural Development (MoRD) • Supervise and oversee all Social Media activities on MoRD handles, propose campaigns, develop monthly calendar/plan and ensure that the timelines are promptly followed and associated deliverables are as per the quality and standards set by the Ministry • Liaise with various MoRD programme divisions for collating inputs for various national level campaigns, events and other communication activities • Provide communications expertise and support to MoRD programme divisions whenever

										<p>required, especially on social media and events related activities</p> <ul style="list-style-type: none">• Support the Behaviour Change Communication Specialist on all communication activities comprising of multi-media campaigns, on-ground campaign, development of roll-out plans, concept notes, documentation etc.• Document success stories, press releases, creative briefs, reports, content for annual report etc. for various MoRD IEC activities• Liaise with vendors such as multi-media agencies, social media agencies, production houses, etc. to develop quality communication material within tight deadlines• Assist in developing impact assessment tools to ensure evidence based communication planning
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Other Conditions:

1. Last date for the online submission of application: 26th July 2021. Candidates are advised to visit the website for updates on the last date for submission of online application.
2. The above posts are purely on contract basis.
3. There is no application fee for applying for the above post.
4. The above positions are based at New Delhi.
5. Candidates are advised to self-verify before applying that they possess at least the minimum essential qualification laid down in the advertisement.
6. The candidate should submit application ONLINE only and no need to apply through post.
7. During interview process, an online/written test will be conducted for certain positions.
8. NIRDPR reserves the rights to alter or modify the recruitment process.
9. Changes viz., notice, corrigendum, addendum, cancellation, if any will be updated at the NIRDPR website. Hence, candidates may visit website at regular intervals.
10. The candidates who fulfil the qualifications / experience may apply online in the prescribed format ([Click here for Online Application](#)). The candidate may save a copy of the submitted on-line application. At the time of interview, the original certificates of qualification / experience should be presented for verification along with attested copies. Only the shortlisted candidates will be called for interview. No TA / DA will be given for attending the Interview.
11. The application is available in NIRDPR website; <http://www.nird.org.in>; <http://career.nirdpr.in/>
12. The tenure of contract will be for a period not exceeding one year on such terms and conditions governing the rules of NIRDPR from time to time and extendable on the basis of performance review and requirement of the project. The incumbent may be required to travel or relocated, based on the requirement of the project. Employed personnel should submit their applications through proper channel. Advance copies within prescribed due date will be considered. However, applicants will have to produce NO OBJECTION CERTIFICATE from the employer at the time of interview.
13. In case of large number of applications, the Institute may shortlist the candidates as may be necessary.
14. Only Indian Nationals are eligible to apply.
15. No correspondence will be entertained from the candidates regarding postal delays, short-listing, reasons for not being called for interview, selection or appointment.

16. Experience and qualification will be reckoned as on the last date of submission of application. Clear quality attested photocopies of all important certificates and documents must be uploaded with the online application.
17. The prescribed qualifications and experience are minimum and the mere fact that a candidate possesses the same will not entitle him/her for being called for interview.
18. NIRDPR reserves the right to conduct the skill test and interview online or face to face depending on the COVID19 protocols.
19. Institute reserves the right not to fill any of the vacancies advertised, if the circumstances so warrant. The Institute reserves the rights to withdraw the advertised post(s) at any time without giving any reason. Any consequential vacancies arising at the time of interview may also be filled up from the available candidates. The number of positions is thus open to change. The Institute may relax the qualification/experience and age limit at its discretion at any stage in case of candidates with exceptional merit.
20. Canvassing in any form will be treated as disqualification.
21. The Competent Authority reserves the right to decide to fill up or not to fill up these advertised posts.
22. In case of any disputes/suits or legal proceedings against the Institute, the Jurisdiction shall be restricted to the Courts of Hyderabad.
23. In case of any inadvertence in the process of selection which may be detected at any stage even after the issue of appointment letter, the Institute reserves the right to modify/withdraw/cancel any communication made to the candidates.
24. In case of any dispute/ ambiguity that may occur in the process of selection, the decision of the Institute shall be final.
25. Application incomplete in any respect and not accompanied by relevant certificates/documents/ photograph will be summarily rejected.
26. Documents would be verified before commencement of recruitment process.
27. Date of interviews shall be communicated to shortlisted candidates only.
28. The final results shall be communicated to the selected candidates only.

TERMS OF REFERENCE

Deputy PMA Head

1. About DDU-GKY

The Ministry of Rural Development (MoRD), Government of India, is implementing a placement linked skill development program called the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY). The vision of DDU-GKY is “Transforming Rural Poor Youth into Economically Independent and Globally Relevant Workforce”.

DDU-GKY aims to achieve this vision with an inclusive agenda, standards-led delivery focused on industry requirements and its outreach that makes skills acquisition aspirational amongst the rural poor, thereby helping to create a productive and empowered workforce.

DDU-GKY is unique in its focus and approach to skilling. It is the only national level program that is fully focused on youth from rural families to ensure that the majority of the potential demographic dividend which resides in the villages of the country are equipped with skills to participate in economic growth of the country. In its design and mandate, DDU-GKY gives priority to disadvantaged groups such as the SCs/ STs/ women/ minorities and People with Disability (PWD), victims of human trafficking and Particularly Vulnerable Tribal Groups (PVTGs) and other such vulnerable groups.

DDU-GKY has many “firsts” to its credit. It is the first program to launch “**Roshni**” which is a placement linked skill training program aimed at rural youth in left-wing extremist (LWE) districts of the country. Similarly, DDU-GKY is a pioneer in launching “**Himayat**” aimed at providing skills and employment to the youth of Jammu and Kashmir. Both of these programs have been highly appreciated by all stakeholders and have now become the norm for providing productive alternatives in conflict areas. DDU-GKY has also been pioneer in setting the very first standards for infrastructure and processes for skill delivery in the country, supported by a quality framework that puts self-regulation at the heart of its quality policy. In its objective to benchmark skills to global standards, DDU-GKY has also been the first mover to introduce information technology supported by tablets for every trainee, soft-skills and english language delivery.

DDU-GKY is implemented through a 3 tier structure with:

- a. MoRD at the apex as the policy making, facilitation and coordination agency supported by two Central Technical Support Agencies - NIRDPR & NABCON;
- b. the State Skill Missions (SSMs) / State Rural Livelihood Missions (SRLMs) as the state level nodal implementation support agencies playing central role for SSMs/SRLMs in driving program delivery, its quality and outcomes; and
- c. external organizations (Corporates, Societies, NGOs, Private Skill Training providers) as Project Implementation Agencies (PIAs) who serve as the skill and placement providers under the program.

The DDU-GKY guidelines provide additional information on the program. The guidelines can be accessed under the resource section of DDU-GKY website at <http://www.ddugky.gov.in>.

2. National Resource Centre (NRO) at NIRDPR

The National Institute of Rural Development and Panchayati Raj (NIRDPR), an autonomous organisation under the Union Ministry of Rural Development, is a premier national centre of excellence in rural development and panchayati raj. Recognized internationally as one of the UN-ESCAP Centres of Excellence, it builds capacities of rural development functionaries, elected representatives of PRIs, bankers, NGOs and other stakeholders through inter-related activities of training, research and consultancy. The major thrust is on development of knowledge, skills, attitude of the rural development functionaries. The institute is located in the historic city of Hyderabad in Telangana state. In addition to the main campus at Hyderabad, this institute has North-Eastern Regional Centre at Guwahati, Assam to meet the NE-regional needs.

The DDU-GKY unit of NIRDPR functions as a Central Technical Support Agency (CTSA), NIRDPR and supports MoRD for the implementation of DDU-GKY programme in the 18 states & UTs assigned to it by discharging following key functions:

- a. Standard based monitoring and evaluation of DDU-GKY, Roshni and Himayat projects
- b. Help MoRD in Policy Formulation - Guidelines & SOPs
- c. Training & Capacity Building of states and PIAs
- d. Research & Impact Analysis
- e. Project Appraisal

In order for it to bring in more professionalism and focus more on policy matters relating to skilling of rural poor youth, with the funding from World Bank, MoRD has approved a plan to set up a National Resource Organisation (NRO) at NIRDPR. NRO will have a Project Management Agency (PMA) based at NMMU at New Delhi. As an NRO, NIRDPR shall strive to bring all the stakeholders under one roof using appropriate technology like a web portal and to provide technical and implementation support to all stakeholders involved.

The vision of the NRO is to be a Centre of Excellence (COE) in skilling for providing strategic advisory, consultative, and program implementation support and guidance with particular reference to rural communities and disadvantaged sections of the population not only in India but to other developing countries in Asia and Africa.

3. Professional Required

NIRDPR requires the services of 1 highly qualified and experienced professionals as Deputy PMA Head immediately, who will be responsible for achieving defined goals and objectives of their respective areas in the NRO. The description of roles & responsibilities, qualification, competencies, experience, remuneration, etc. for these positions is elaborated in the following sections.

3.1 Deputy PMA Head

3.1.1 Roles and Responsibilities

Deputy PMA Head will be the nodal persons in their respective area on all matters pertaining policies, procedures, implementation, Monitoring, etc. pertaining to DDU-GKY programme execution in the country. They will be performing and responsible for the following services:

- a. Support PMA Head in all his functions relating to DDU-GKY
- b. Co-ordinate with and support MoRD in the formulation of policies and in the implementation of the programme across country
- c. Skill and competency assessment of SRLMs on timely basis
- d. Programme Monitoring and Performance Management Support
- e. Keep track of performance against DDU-GKYs overall goals (achieve quality and sustainable skill development at scale)
- f. Helping states in identifying the best practice ensuring implementation support in specific activities, locations, technical assistance in thematic areas etc.
- g. Trainings of project officials and immersion modules to be implemented with the states
- h. Supporting the state in identifying the key sectors and develop parameters of skill gap assessments from the block and below level
- i. Identify implementation bottlenecks and suggest course corrections needed, at State, CTSA, MoRD and PIA level to improve outcomes
- j. Propagate MoRD's future strategy, policy and sector choices
- k. Support PIAs and States in course correction, in a prioritised manner (based on well-defined triggers)
- l. SOP Upgradation/Maintenance
- m. Any other tasks assigned by PMA Head

3.1.2 Qualification and Experience

- a. Post Graduate in any discipline preferably in Business Administration/ Social Sciences/ Developmental Economics/ Rural Development/Management
- b. A minimum 10 years of proven and professional experience with at least 5 years in the leadership role in social/rural/educational/skill projects of the Government of India and/or with the International Organisations.

3.1.3 Skills and Competencies

- a. Natural leader, self-driven, self-motivated with an entrepreneurial ability to drive the organisation
- b. Ability to work independently with lean resources
- c. Ability to network and co-opt collaboration from diverse stakeholders in government and private entities who are part of the DDU-GKY eco system
- d. Ability to work under pressure and tight deadlines
- e. Unimpeachable integrity and strong work ethics and personal commitment
- f. Strong written and oral communication skills
- g. High level of numeracy and high level proficiency in software application including some popular databases/ Ms-Office/ Data Analysis packages, etc.
- h. Gender sensitivity

- i. Ability to understand and consistently apply organizational policies and procedures in work
- j. Willingness to travel.

3.1.4 Term and Location

Deputy PMA Head shall be appointed initially on contract for 1 year and the tenure is extendable on mutual agreement. The job shall be based out of PMA of NRO in New Delhi and will involve travel to all over the country in states as required.

3.1.5 Reporting

This role shall be reporting into the PMA Head.

3.1.6 Remuneration

Consolidated remuneration for this position will be 1,50,000/- p.m. This will not be constraint to the right candidate.

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TERMS OF REFERENCE
For the post of Communications Manager, IEC Divisions (MoRD)

Key Responsibilities:

- Implement the media activities approved as per the annual communications plan for IEC Division, Ministry of Rural Development (MoRD)
- Supervise and oversee all Social Media activities on MoRD handles, propose campaigns, develop monthly calendar/plan and ensure that the timelines are promptly followed and associated deliverables are as per the quality and standards set by the Ministry
- Liaise with various MoRD programme divisions for collating inputs for various national level campaigns, events and other communication activities
- Provide communications expertise and support to MoRD programme divisions whenever required, especially on social media and events related activities
- Support the Behaviour Change Communication Specialist on all communication activities comprising of multi-media campaigns, on-ground campaign, development of roll-out plans, concept notes, documentation etc.
- Document success stories, press releases, creative briefs, reports, content for annual report etc. for various MoRD IEC activities
- Liaise with vendors such as multi-media agencies, social media agencies, production houses, etc. to develop quality communication material within tight deadlines
- Assist in developing impact assessment tools to ensure evidence based communication planning

Experience:

- Post Graduate Degree/Diploma in Mass Communication/ Marketing/ PR/ Advertising or other Communications related field
- Minimum five years of professional experience in the field of communications with strong interest in social/development work
- Proven good track record of managing national level Government and Development sector related communication campaigns including social media management
- A good understanding of current digital/social media platforms with attention to detail, ability to collect data and interpret it for effective management of the social media platforms and increase the reach
- Ability to work under tight deadlines and manage multiple projects
- Good creative writing skills with ability to generate simple yet engaging ideas to reach out to the rural population of India as well as other stakeholders
- Strong team player with respect towards ideas from other members and at the same time can work independently while owning the project
- Excellent written and spoken English and Hindi language skills

Remuneration:

Rs. 70,000 – 90,000 per month

Location:

IEC Division, Ministry of Rural Development, New Delhi