

Government of India
Ministry of Information & Broadcasting

Dated: 23/08/2023

Engagement of Young Professionals by the Ministry of Information and Broadcasting for deployment at various regional offices of Press Information Bureau (PIB).

The Ministry of Information and Broadcasting invites applications for hiring of thirty three (33) Young Professionals on a contract basis for one year (extendable up to three years) to work in the regional offices of PIB. The details regarding number of YPs required at each of the regional offices of PIB and the consolidated monthly remuneration admissible for the YPs to be engaged for these regional offices, and the eligibility criteria for engagement as Young Professionals is given in the **“Procedure and Guidelines for engagement of Young Professionals by the Ministry of Information and Broadcasting for deployment at various regional offices of Press Information Bureau (PIB)”**.

The candidates should be skilled in producing engaging content, designing graphics and devising meaningful messaging for communication needs of the Central Government especially in Indian language of the region/state of deployment, for reaching out to people through various media platforms such as Print, Radio, TV, Online & Social Media that resonate with masses in a clear and concise manner. It is an extraordinary opportunity to be a part of our exciting journey in Government communication for the nation and beyond!

If you're ready to take on this challenge, head over to our website - www.mib.gov.in - and check out the "Procedure and Guidelines for Engagement of Young Professionals at Regional Office of PIB". Don't miss out on this chance to make a difference and be a part of something big. Applications may be made on the Google Form. The web URL to access the Google Form is available on our website. **Last date of receipt of applications in the Ministry of Information and Broadcasting is 30th September, 2023.** For any clarification Shri Mihir Kumar Jha, Under Secretary (Tel: 23385586, email id: mihir.jha@nic.in) may be contacted.

TO APPLY PLEASE FILL THE FORM AT THE LINK :

<https://forms.gle/TVEp9SYLUnwkCaHp9>

Government of India
Ministry of Information & Broadcasting

Dated: 23 /08/2023

Subject: Procedure and Guidelines for Engagement of Young Professionals by the Ministry of Information and Broadcasting for deployment at various regional offices of Press Information Bureau (PIB).

The following guidelines and procedures are being prescribed for engagement of Young Professionals by the Ministry of Information & Broadcasting for deployment at various regional offices of PIB. These guidelines will come into effect from the date of issue.

1. Purpose and Scope of Application

1.1 The Young Professionals should be top-notch who can bring their expertise to the Government of India. As a Young Professional, you will play a crucial role in helping meet the publicity requirements of the Government of India and generate awareness among the masses through various media platforms

1.2 The General conditions of Contracts for the services of Young Professionals will be incorporated into the individual contracts.

2. Definitions: The following definitions apply for the purpose of the present instructions:

2.1 "**Young Professional**" means a person recruited in an individual capacity to work in the Ministry of Information & Broadcasting or various regional offices of PIB.

2.2 "**Services**" covers a range of services that are of professional nature and are provided by Young Professional. These services will be of specialized nature, focusing on content creation, designing, messaging, etc for the purpose of communication needs of the Central Government for reaching out to people through various media platforms. (Print, Radio, TV, Online & Social Media)

3. Contractual terms and conditions

3.1 Legal Status: The Young Professional shall be selected on a short-term contract basis and shall not be regarded, for any purpose, as being either a "staff member" of the Ministry of Information &

Broadcasting or the regional offices of PIB or an "official" of the Ministry of Information & Broadcasting or the regional offices of PIB. Accordingly, nothing within or relating to the Contract shall establish the relationship of employer and employee, or of principal and agent between the Ministry of Information & Broadcasting or the regional offices of PIB and the Young Professional.

3.2 Standards of Conduct

3.2.1 In general, the Young Professional shall neither seek nor accept instructions from any authority external to the Ministry of Information & Broadcasting or the regional offices of PIB in connection with the performance of its obligations under the Contract. The Young Professional shall not take any action in respect of performance of the Contract or otherwise related to obligations under the Contract that may adversely affect the interests of Government of India, and the Young Professional shall perform its obligations under the Contract with the fullest regard to the interests of the Government of India. The engagement as Young Professional warrants that it has not and shall not offer any direct or indirect benefit arising from or related to the performance of the Contract or the award thereof to any representative, official, employee or other agent of the Government of India. The Young Professional shall comply with all laws, ordinances, rules and regulations bearing upon the performance of its obligations under the Contract. In the performance of the Contract the Young Professional shall comply with the standards of Conduct. Failure to comply with same can be a ground of termination of the contract of the Young Professional.

3.2.2 Prohibition of Sexual Exploitation and Abuse: In the performance of the Contract, the Young Professional shall comply with the "Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013" The Young Professional must acknowledge and agree that any breach of any of the provisions hereof shall constitute a breach of an essential term of the Contract, and, in addition to any other legal rights or remedies available to any person, shall give rise to grounds for termination of the Contract. In addition, nothing herein shall limit the right of the Government of India to refer any alleged breach of the foregoing standards of conduct to the relevant national authorities for appropriate legal action.

3.3 Title Rights, Copyrights, Patents and Other Proprietary Rights:

3.3.1 Title to any equipment and supplies that may be furnished by the Ministry of Information & Broadcasting or the regional offices of PIB to the Young Professional for the performance of any obligations under the Contract shall rest with Ministry of Information & Broadcasting or the regional offices of PIB, and any such equipment shall be returned to Ministry of Information & Broadcasting or the regional offices of PIB at the conclusion of the Contract or when no longer needed by the Young Professional. Such equipment, when returned to Ministry of Information & Broadcasting or the regional offices of PIB, shall be in the same condition as when delivered to the Young Professional, subject to normal wear and tear, and the Young Professional shall be liable to compensate Ministry of Information & Broadcasting or the regional offices of PIB for any damage

or degradation of the equipment that is beyond normal wear and tear.

3.3.2 Ministry of Information & Broadcasting or PIB shall be entitled to all intellectual property and other proprietary rights, including, but not limited to, patents, copyrights and trademarks, with regard to products, processes, inventions, ideas, know-how or documents and other materials which the Young Professional has developed for Ministry of Information & Broadcasting or the regional offices of PIB under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Young Professional acknowledges and agrees that such products, documents and other materials constitute works made for hire for Ministry of Information & Broadcasting or the regional offices of PIB. Subject to the foregoing provisions, all documents and compiled by or received by the Young Professional under the Contract shall be the property of Ministry of Information & Broadcasting or the regional offices of PIB, shall be made available for use or inspection by Ministry of Information & Broadcasting and the regional offices of PIB at reasonable times and in reasonable places, shall be treated as confidential and shall be delivered only to Ministry of Information & Broadcasting or the regional offices of PIB authorized officials on completion of work under the Contract.

3.4 Confidential Nature of Documents and Information: The Young Professional would be subject to the provisions of the Indian Official Secrets Act, 1923. The Young Professional shall not, except with the previous sanction of Ministry of Information & Broadcasting or PIB or in the bona fide discharge of his or her duties, publish a book or a compilation of articles or participate in radio broadcast or contribute an article or write a letter in any newspapers or periodical either in his own name or anonymously or pseudonymously in the name of any other person, if such book, article, broadcast or letter relates to subject matter assigned to him by Ministry of Information & Broadcasting or the regional offices of PIB.

3.5 Use Of Name, Emblem or Official Seal of Ministry of Information & Broadcasting and other Ministries/ Departments of Government of India: Young Professional shall not advertise or otherwise make public for purposes of commercial advantage that it has a contractual relationship with Ministry of Information & Broadcasting or the regional offices of PIB, nor shall the Young Professional, in any manner whatsoever use the name, emblem or official seal of Ministry of Information & Broadcasting or the regional offices of PIB or any abbreviation of the name of Ministry of Information & Broadcasting or the regional offices of PIB, in connection with its business or otherwise without the written permission of Ministry of Information & Broadcasting or the regional offices of PIB.

3.6 Insurance: The Young Professional shall be solely responsible for taking out and for maintaining adequate insurance required to meet any of its obligations under the Contract, as well as for arranging, at the Young Professional's sole expense, such as life, health and other forms of insurance as the Young Professional may consider to be appropriate to cover the period during which the Young Professional provides services under the Contract.

3.7 Travel, Medical Clearance and Service Incurred Death, Injury or Illness:

3.7.1 Ministry of Information & Broadcasting or the regional offices of PIB may require the Young Professional to submit a Statement of Good Health from a recognized physician prior to commencement of work in any offices or premises of the Ministry of Information & Broadcasting or the regional offices of PIB.

3.7.2 In the event of the death, injury or illness of the Young Professional which is attributable to the performance of services on behalf of Ministry of Information & Broadcasting or the regional offices of PIB under the terms of the Contract while the Young Professional is traveling at Ministry of Information & Broadcasting or the regional offices of PIB expense or is performing any services under the Contract in any offices or premises of Ministry of Information & Broadcasting or the regional offices of PIB, the Young Professional or the Young Professional's dependents, as appropriate, shall not be entitled to any compensation.

3.8 Force Majeure and other Conditions:

3.8.1 Force majeure as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, or any other acts of a similar nature or force, provided that such acts arise from causes beyond the control and without the fault or negligence of the Young Professional.

3.8.2 The Young Professional acknowledges and agrees that, with respect to any obligations under the Contract that the Young Professional must perform in or for any areas in which Ministry of Information & Broadcasting or the regional offices of PIB are engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar operations, any delay or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself constitute force majeure under the Contract.

3.9 Termination: The Ministry of Information & Broadcasting or the regional offices of PIB can terminate the contract at any time without prior notice and without providing any reason for it. However, in normal course, termination of contract may be done by giving one month's notice/salary, as the case may be, without providing any reason for it. The Young Professional can also seek termination of the contract upon giving one month's notice to the Ministry of Information & Broadcasting and concerned Ministries/ Departments of Government of India.

3.10. Audits and Investigations: Each invoice paid by Ministry of Information & Broadcasting or the regional offices of PIB shall be subject to a post-payment audit by auditors, whether internal or external, of Ministry of Information & Broadcasting or the regional offices of PIB or by other authorized and qualified agents of Ministry of Information & Broadcasting or the regional offices of PIB at any time during the term of the Contract and for a period of two (2) years following the

expiration or prior termination of the Contract. The Ministry of Information & Broadcasting or the regional offices of PIB shall be entitled to a refund from the Young Professional for any amounts shown by such audits to have been paid by the Ministry of Information & Broadcasting or the regional offices of PIB other than in accordance with the terms and conditions of the Contract. The Young Professional acknowledges and agrees that, from time to time, the Ministry of Information & Broadcasting or the regional offices of PIB may conduct investigations relating to any aspect of the Contract or the award thereof, the obligations performed under the Contract, and the operations of the Young Professional generally relating to performance of the Contract. The right of the Ministry of Information & Broadcasting or the regional offices of PIB to conduct an investigation and the Young Professional's obligation to comply with such an investigation shall not lapse upon expiration or prior termination of the Contract. The Young Professional shall provide his/her full and timely cooperation with any such inspections, post- payment audits or investigations. Such cooperation shall include, but shall not be limited to, the Young Professional's obligation to make available his/her personnel and any relevant documentation for such purposes at reasonable times and on reasonable conditions and to grant to Ministry of Information & Broadcasting or the regional offices of PIB access to the Young Professional's premises at reasonable times and on reasonable conditions in connection with such access to the Young Professional's personnel and relevant documentation.

3.11 Settlement of Disputes: Ministry of Information & Broadcasting or the regional offices of PIB and the Young Professional shall use their best efforts to amicably settle any dispute, controversy or claim arising out of the Contract or the breach, termination or invalidity thereof.

3.12 Arbitration: Any dispute, controversy or claim between the parties arising out of the Contract, or the breach, termination, or invalidity thereof, unless settled amicably, as provided above, shall be referred by either of the parties to the Principal Director General, PIB, who may appoint an arbitrator for the settlement of the dispute/controversy.

3.13 Conflict of Interest: The Young Professional shall be expected to follow all the rules and regulations of the Government of India which are in force. He/she will be expected to display utmost honesty, secrecy of office and sincerity while discharging his/her duties. In case the services of the Young Professional are not found satisfactory or found in conflict with the interests of the Ministry of Information & Broadcasting or the regional offices of PIB, his/her services will be liable for discontinuation without assigning any reason.

4. Terms of reference

The tasks to be performed by the Young Professionals shall be based on the “Key Responsibilities” indicated in Para 6.3 below and decided by Principal Director General, Press Information Bureau, or the Director Generals (DGs)/ Additional Director Generals(ADGs) in-charge of the regional offices of PIB.

5. General Terms & Conditions

5.1. Tenure: Engagement will be for a period not exceeding three years; continuation beyond first and subsequent year to be contingent on satisfactory annual performance review.

5.2 The Young Professionals will be appointed on full-time basis and would not be permitted to take up any other assignment during the period of engagement as Young Professional in the Ministry of Information and Broadcasting /PIB.

5.3 The appointment of Young Professionals is of a temporary nature and the Ministry of Information & Broadcasting can cancel the appointment at any time without providing any reason for it.

5.4 Number of Young Professionals: A total of 33 Young Professionals will be engaged by the Ministry of Information & Broadcasting and the regional offices of PIB, which may be scaled up as per requirements.

5.5 Place of Posting, Language of Proficiency and Remuneration: The deployment of Young Professionals at various regional offices of PIB, the Indian language(s) in which proficiency is required and the remunerations in respect deployment at these regional offices are as under :

S. No.	PIB Regional Office	State/UT	Indian Language	Number of YPs required	Remuneration/ month (in ₹)
1	Srinagar	UTs of Jammu & Kashmir and Laddakh	Urdu	2	50000
2	Chandigarh	Punjab, Haryana and Himachal Pradesh	Punjabi & Hindi	2	50000
3	Kolkata	West Bengal	Bengali	2	60000
4	Bengaluru	Karnataka	Kannada	2	60000
5	Mumbai	Maharashtra	Marathi & Hindi	2	60000
6	Guwahati	Assam	Assamese	2	50000
7	Ahmedabad	Gujarat	Gujarati	2	60000
8	Chennai	Tamil Nadu & Pudduchery	Tamil	2	60000

9	Bhubaneswar	Odisha	Odia	2	50000
10	Thiruvananthapuram	Kerala	Malayalam	2	50000
11	Hyderabad	Telangana	Telugu	2	60000
12	Vijayawada	Andhra Pradesh	Telugu	1	50000
13	Lucknow	Uttar Pradesh	Hindi	2	50000
14	Patna	Bihar	Hindi	2	50000
15	Ranchi	Jharkhand	Hindi	1	50000
16	Raipur	Chhatisgarh	Hindi	1	50000
17	Jaipur	Rajasthan	Hindi	2	50000
18	Bhopal	Madhya Pradesh	Hindi	2	50000
	Total			33	

6. Educational Qualification, Experience, Key Responsibilities, Requirements :

6.1 Educational Qualification:

- **Essential** - Master's Degree/ Diploma in Journalism/ Mass Communication/ Visual Communication/ Information Arts/ Animation & Designing/ Literature and Creative writing.

6.2 Experience, Basic Skills, Responsibilities, Age and Remuneration:

- a) **Essential: Minimum** two-year work experience after Master's Degree/ Diploma, preferably in the field of Communication, designing, marketing, animation, editing and book publishing.
- b) Proficiency in English and the Indian language(s) of the particular State/UT, as indicated in Para 5.5. (language competency to be mentioned in resume which may be further evaluated by a written test)

6.3 Key Responsibilities:

- Collaborate with officers/ departments and stakeholders to develop communication material related to policies, schemes, announcements, and events of the Central Government.
- Write and edit content for press releases, policy briefs, fact sheets, speeches, and other communication materials
- Create visually appealing graphics, such as infographics and social media posts, to support communication efforts

- Develop and produce videos, including script writing, and editing, to convey key messages and information to the public, as also on social media platforms
- Ensure that all communication materials are accurate, consistent, and aligned with branding, style, and messaging guidelines
- Manage multiple projects simultaneously and deliver them on time and within budget

6.4 Requirements:

- Expertise in content writing, video editing, graphic design, journalism with a strong base in communication
- Excellent writing and editing skills, with the ability to communicate complex ideas in a clear and concise manner
- Graphic design skills, with proficiency in Adobe Photoshop & Illustrator, Canva, etc is desirable
- Proficiency in video editing software such as Adobe Premiere Pro or Final Cut Pro is desirable
- Familiarity with social media platforms and best practices for creating engaging content
- Strong attention to detail and ability to prioritize tasks

Note: In respect of Para 6.3.and 6.4, the Young Professionals must be proficient in undertaking these responsibilities in the Indian language indicated in Para 5.5.

The candidates may be asked to share their work portfolio during the selection procedure.

The upper Age Limit for applicants is 32 years (as on closing date of advertisement). The remuneration provided to the Young Professionals at various regional offices of PIB will be as per the Table in Para 5.5. The consolidated remuneration will be inclusive of all applicable taxes. No allowances such as Dearness Allowance, Residential Telephone, House Rent Allowance, CGHS, Medical reimbursement etc. are admissible.

7. TA/DA- TA/DA is allowed for travel in the country in connection with official work, subject to approval of Competent Authority. The permissible mode of journey may be via Air in Economy Class or by Rail in AC Two Tier. Hotel accommodation of up to Rs. 2250/- per day; taxi charges of up to Rs. 338/- per day for travel within the city and food bills not exceeding Rs. 900/- per day shall be allowed.

8. Selection Process

8.1 The selection of Young Professionals shall be made in accordance with the provisions contained in GFR 2017 under Rules 177 to 196 and Chapter 7-Selection of Individual Consultant /Service Provider (para 7.1 and 7.2) Chapter 6 (para 6.5) of Manual for Procurement for Consultancy and Other Services 2017.

8.2 In case a large number of applications are received, the Ministry of Information and Broadcasting may conduct a written test, which will carry a weightage of 70% of the total marks. Only the candidates who are eligible as per the qualification criteria in this guideline will be considered for selection and for appearing in the written examination. The candidates shortlisted after the written test (based on the number of positions to be filled in a particular region) will have a brief interaction with an Expert Committee constituted by the Ministry of Information and Broadcasting and in case of such interaction, it will carry a weightage of 30% of the total marks. Candidates who do not appear for such interaction will not be considered for engagement.

9. **Payment:** The payment will be released by the Ministry of Information & Broadcasting or the regional offices of PIB, depending on the place of deployment, preferably within one week after completion of the month based on the biometric attendance registered by the Young Professional or on certification by concerned Competent Authority at the regional offices of PIB.

10. **Leave :** The Young Professionals shall be entitled to leave for 18 days in a year on a pro rata basis. Further, the absence up to one month may be considered without remuneration. Apart from this, the women Young Professionals may be eligible for maternity leave as per the Maternity Benefit (Amendment) Act, 2017 issued by Ministry of Labour and Employment vide no S-36012/03/2015-SS-1 dated 12th April 2017.

11. **Tax Deduction at Source:** The Income Tax or any other tax liable to be deducted as per the prevailing rules will be deducted at source before effecting the payment, for which the Ministry of Information & Broadcasting will issue TDS Certificate/s. Goods and Service Tax, as applicable shall be admissible to the Young Professionals. The Ministry of Information & Broadcasting or the regional offices of PIB undertakes no liability for taxes or other contribution payable by the Young Professional on payments made under this contract.

12. **Police Verification:** Police verification of the Young Professionals shall be done as per the latest instructions issued by MHA. In case the police verification is received as negative, the contract of Young Professional shall cease to exist with immediate effect without any notice.

13. **Training:** After joining, a three day induction training program may be organized for all the Young Professionals by the Ministry of Information & Broadcasting or the regional offices of PIB , where they are posted.

14. **Relaxation:** Where Secretary (I&B) is of the opinion that it is necessary or expedient to do so, it may by order and for reasons to be recorded in writing, relax any of the provisions of these rules.



(Amarendra Singh)

Deputy Secretary

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Last date for receipt of applications: 30.9.2023

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