

F.No.1(13)/2024-Media Cell
Government of India
Ministry of Heavy Industries
Media Cell

Udyog Bhavan, New Delhi-110011
Dated: 18th October, 2024

Subject: Engagement of one Senior Consultant(Media) and one Consultant Grade-I (Media) in the Ministry of Heavy Industries (MHI) on contract basis– reg.

The Ministry of Heavy Industries proposes to engage one (01) Senior Consultant (Media) and one (01) Consultant Grade-I (Media) on contract basis in MHI to leverage social media effectively in line with government guidelines for various outreach activities/schemes. The persons with following terms and conditions as well as period of engagement, eligibility, experience etc. would be engaged as Consultants. Details of the post and terms & conditions as well as period of engagement, eligibility, experience etc. are as under:

Job title	Senior Consultant (Media)
No of Vacancies	01(one)
Job Description	<p>Devising media strategies to build linkages with print and electronic media/social media for dissemination of the objectives and the achievements of the Ministry.</p> <p>Develop and ensure publication of newsletters, booklets and other literature for use by different target groups/beneficiaries.</p> <p>Preparation of press release and briefs, facilitation of Press conferences/ meetings with journalists and other media representatives.</p> <p>Managing social media campaigns, and analysis of performance metrics to enhance awareness, engagement, and reach across social media platforms.</p> <p>Create visually engaging motion graphics and/or animations for a variety of media, including video content and stand-alone infographics for social media.</p> <p>Handling all the Social Media Accounts of the Ministry and enhancing the digital presence and reach of the Ministry and its policies on social media. This includes digital analytics and social media reporting.</p> <p>Any other related work assigned by the Senior Officers of the Ministry.</p>
Essential Qualifications	<p>(i) Graduation in any discipline from a recognized University/Institution.</p> <p>(ii) Post Graduate Degree/Diploma in Mass Communication and Journalism from a recognized University/Institution.</p>
Experience	Minimum of 15 years of experience working in Government/ Autonomous Organizations/ PSU/ reputed Mass media organization, etc.

Desirable Experience	At least 5 years of experience in handling the Media and Communication strategy in Government/Autonomous Organizations/ PSU, etc.	
Tenure	Initially for a period of 2 years, which may be extended by 1 year.	
Remuneration per month	Rs. 2,65,000/- per month.	
Age (as of the last date of receipt of the application)	Should not exceed 62 years.	
TA/DA for Domestic Official Tour	By Air in Economy Class or by Rail in AC Two Tier.	Hotel accommodation of up to Rs.4500/- per day; taxi charges for AC taxi upto 50 Kms within the city and food bills not exceeding Rs.1000/- per day.
Medical	<p>Prior to appointment as technical consultant, the individual consultant will have to submit a statement of Good Health from a recognized physician.</p> <p>In the event of death, injury or illness of any Individual Consultant which is attributable to the performance of engagement on behalf of MHI under the terms of the Consultancy Contract while the Individual Consultant is travelling at the expenses of MHI or to performing any responsibilities under the consultancy Contract in any offices or premises of MHI or Govt. of India, the Individual/Consultant or the Individual Consultants dependents, as appropriate, shall not be entitled to any compensation.</p>	
Leave	The consultant will be eligible for a maximum of 08 days of Casual Leave in a calendar year. The Casual Leave is to be granted on pro-rata basis, in case period of engagement is less than a year. In case of absence from duty other than on holidays & casual leave, proportionate amount would be deducted from the consultancy fee. Also non-availed leave shall neither be carried forward to next year nor enhanced.	
Mode of Selection	Short listed candidates who meets the Qualification/Experience criteria for the above vacancies will be called for interview through online or offline mode	
Other terms and conditions	Other terms and conditions not mentioned above will be as per the guidelines issued by this Ministry. (Annexure-I)	
Place of Posting	Udyog Bhavan, New Delhi.	

Consultant Grade-I (Media)

(II) Job title	Consultant Grade I (Media)
No of Vacancies	01(one)
Job Description	<p>Devising media strategies to build linkages with print and electronic media/social media for dissemination of the objectives and the achievements of the Ministry.</p> <p>Develop and ensure publication of newsletters, booklets and other literature for use by different target groups/beneficiaries.</p> <p>Preparation of press release and briefs, facilitation of press conferences/meetings with journalists and other media representatives.</p> <p>Managing social media campaigns, and analysis of performance metrics to enhance awareness, engagement, and reach across social media platforms.</p> <p>Create visually engaging motion graphics and/or animations for a variety of media, including video content and stand-alone infographics for social media.</p> <p>Handling all the Social Media Accounts of the Ministry and enhancing the digital presence and reach of the Ministry and its policies on social media. This includes digital analytics and social media reporting.</p> <p>Any other related work assigned by the Senior Officers of the Ministry.</p>
Essential Qualifications	<p>(i) Graduation in any discipline from a recognized University/Institution.</p> <p>(ii) Post Graduate Degree/Diploma in Mass Communication and Journalism from a recognized University/Institution</p>
Experience	At least 3 years of working in Government/ Autonomous Organizations/ PSU/ reputed mass media organization, etc.
Desirable Qualifications	<p>In-depth Knowledge of social media platforms and tools.</p> <p>Project Management abilities to manage campaigns simultaneously.</p> <p>Good Knowledge of user-friendly software packages like MS Office/Excel etc.</p> <p>Good knowledge of Adobe After Effects or similar motion graphic software</p>
Tenure	Initially for a period of 2 years which may be extended for another 1 year.
Remuneration per month	Rs.1,00,000/- per month.

Age (as of the last date of receipt of the application)	Should not exceed 45 years.
TA/DA for Domestic Officials tours	By 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.
Medical	Prior to appointment as technical consultant, the individual consultant will have to submit a statement of Good Health from a recognized physician. In the event of death, injury or illness of any Individual Consultant which is attributable to the performance of engagement on behalf of MHI under the terms of the Consultancy Contract while the Individual Consultant is travelling at the expenses of MHI or to performing any responsibilities under the Consultancy Contract in any offices or premises of MHI or Govt. of India, the Individual/Consultant or the Individual Consultants dependents, as appropriate, shall not be entitled to any compensation.
Leave	The consultant will be eligible for a maximum of 08 days of Casual Leave in a calendar year. The Casual Leave is to be granted on pro-rata basis, in case period of engagement is less than a year. In case of absence from duty other than on holidays & casual leave, proportionate amount would be deducted from the consultancy fee. Also non-availed leave shall neither be carried forward to next year nor enhanced.
Mode of Selection	The Short listed candidates who meets the Qualification/Experience criteria for the above vacancies will be called for interview through online or offline mode.
Other terms and conditions	Other terms and conditions not mentioned above will be as per the guidelines issued by this Ministry.(Annexure-I)
Place of posting	Udyog Bhavan, New Delhi

General Terms and conditions are placed at Annexure-I.

Submission of application: Eligible candidates may apply in the prescribed format (Annexure-II) within 15 days from the date of publication of this advertisement on the MHI website (www.heavyindustries.gov.in). Applications shall be sent to the following email address:

- (a) kdprasad-upsc@nic.in
- (b) rajiv.sharma@nic.in

Rajiv Kumar
18/10/2024
(Rajiv Kumar)

Under Secretary to the Govt. of India

Copy to:

1. NIC for publication on website of MHI
2. GA Section for publication of Short Notice in 2 leading newspapers.

No.A-45011/9/2019-Admn (19578)
Government of India
Ministry of Heavy Industries

Dated 27th August 2024

Subject: Procedure and Guidelines for Engagement of Senior Consultants/ Consultants Grade-2/ Consultants Grade-1/Young Professionals in Ministry of Heavy Industries.

In supersession of 'Procedure and Guidelines for engagement of Technical/ Professional Consultants in the Ministry of Heavy Industries' dated 21st October 2021, the following guidelines and procedures are being prescribed for the engagement of Senior Consultants/ Consultants Grade-2/ Consultants Grade-1/ Young Professionals in the Ministry of Heavy Industries until such time as these guidelines are amended or new guidelines are issued. The engagement of such Consultants will be done by the concerned Divisions based on their own requirement approved by Secretary, MHI. These guidelines will come into effect from the date of issue.

1. Educational Qualifications, Age, Experience and Remuneration

1.1 Educational Qualification: In general, the following qualifications are required. However, any specific Educational Qualifications may be prescribed as per actual requirement of the Divisions.

Essential - Master's Degree in relevant subject or BE/B.Tech or 2 Years PG Diploma in Management or LLB or CA or ICWA or possessing any Professional Degree earned after a study of 4 years or more acquired after 10+2.

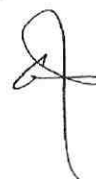
Desirable - Persons with M.Phil., M.Tech. M.S., LL.M, Ph.D, additional qualifications, research experience, published papers and post qualification experience in the relevant field would be preferred.

1.2 The Consultants are grouped into the following categories:

Name of the Position	Experience in Years*	Upper Age**	Remuneration (₹)
Young Professional	1	32 years	70,000
Consultant Grade - 1	3-8	45 years	1,00,000
Consultant Grade - 2	8-15	50 years	1,45,000
Senior Consultant	15 years & above	62 years	2,65,000

* Experience includes upto 3 years for Ph.D. holder, provided no work experience is counted during those 3 years.

** In case of retired Government servant, the ceiling of age limit may be relaxed. The remuneration will be regulated in terms of DoE's O.M. dated 09.12.2020. Accordingly, a fixed monthly amount shall be admissible, arrived at by deducting the basic pension from the pay drawn at the time of retirement. The amount of remuneration so fixed shall remain unchanged during the term of the contract. There will be no annual increment/percentage increase during the contract.



2. Medical

- 2.1 Prior to appointment as technical consultant, the individual consultant will have to submit a statement of Good Health from a recognized physician.
- 2.2 In the event of death, injury or illness of any Individual Consultant which is attributable to the performance of engagement on behalf of MHI under the terms of the Consultancy Contract while the Individual Consultant is traveling at the expense of MHI or is performing any responsibilities under the Consultancy Contract in any offices or premises of MHI or Government of India, the Individual Consultant or the Individual Consultant's dependents, as appropriate, shall not be entitled to any compensation.

3. Duration of Engagement

- 3.1 Individual Consultants will be engaged for a fixed period of two years which may be extended by one year i.e., 2+1 years for providing high quality services on specific projects as per requirement of the concerned Divisions. However, their continuation in their respective position beyond the first and subsequent years would be contingent on a satisfactory Annual Performance Review based on clearly defined Key Performance Indicators. Extension beyond five years may be considered under exceptional circumstances with the approval of Secretary (HI). However, no extension will be given beyond the age of 65 years.
- 3.2 Professionals with requisite qualification and experience as prescribed would be engaged as Individual Consultants. Retired Government servants who fulfill the eligibility criteria with requisite experience in the relevant sector/field can also participate through the competitive process in line with rule 177 of GFR, 2017.
- 3.3 All other matters such as publishing of advertisement for applications, constitution of selection panel, appointment of selected candidates and their subsequent extensions, increase of remuneration (up to 5% of the remuneration) etc. shall be done with the approval of the concerned Additional Secretary/Joint Secretary/Economic Adviser of the Division concerned.
4. **Availability of Funds:** Availability of funds for incurring expenditure for release of remunerations of Consultants should be confirmed by the concerned Division before seeking approval of competent authority for hiring the Consultants. In case said expenditure is proposed to be incurred from Secretariat Head 'Professional Services', the availability of funds may be checked from GA Division.

5. Enhancement of Remuneration

- 5.1 The remuneration may be reviewed after completion of one year on annual basis. The enhancement of remuneration may be based on the following criteria:

Performance	Enhancement in Remuneration
Performed only routine/assigned work	Nil
Individual Consultants who made significant contribution in their domain and have shown exceptional quality in providing the desired output as expected by higher authorities on the assigned/specific task.	Upto 5% of the remuneration with approval of AS/JS/EA of concerned Division
In exceptional cases, where any Individual Consultant has demonstrated exemplary performance in his/her domain and has made significant contribution in policy making and his or her articles have been published in reputed journals/magazine/newspaper or has authored books.	Upto 10% of Remuneration with approval of Secretary (HI)



NOTE: The criteria based on which 10% enhancement is recommended should be spelt out and brought out in the recommendations made by the Committee constituted by the Division concerned, while evaluating the performance of the Individual Consultant.

- 5.2 The total enhancements in remuneration shall not exceed 10% annually in any case.
- 5.3 Notwithstanding anything mentioned above, in no case shall the remuneration of any Consultant exceed 1.20 times of the initial remuneration.
- 5.4 Engagement criteria may further be defined for specific positions depending on the specific requirements and circumstances.
6. **Allowances:** The Individual Consultant will not be entitled to any allowances such as TA/DA, CCA, HRA, CGHS, Medical Reimbursement or any other relief, etc. However, the individual Consultant, who may require to undertake domestic official tours with due approval, will be allowed the following reimbursement of or grant of advance for official expenditure as given below: -

Position	Mode of Journey	Reimbursement of Hotel, Taxi and Food Bills
Young Professional/ Consultant Grade - I	By 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.
Consultant Grade - 2/ Sr. Consultant	By Air in Economy Class or by Rail in AC Two Tier	Hotel accommodation of upto Rs.4500/- per day; taxi charges for AC taxi upto 50 Kms within the city and food bills not exceeding Rs.1000/- per day shall be allowed.

In case of retired Government Servant engaged as Consultants, the TA/DA will be as per their entitlement at the time of his/her retirement.

7. Selection Process

- 7.1 The concerned Division of MHI will constitute a Screening Committee comprising the following to shortlist eligible applicants from applications received through advertisement on various mediums.

Director/Deputy Secretary of concerned Division	Chairman
Under Secretary of concerned Division	Member
SO of concerned Division	Member

- 7.2 The Screening Committee shall shortlist the eligible applicants and recommend a panel of eligible candidates.
- 7.3 The shortlisted applications shall be placed before a Selection Committee with the following composition:

An Additional Secretary/ JS or equivalent officer of concerned Division	Chairperson
Representative of AS&FA/ IFW	Member
JS/Economic Adviser/CCA - for Consultant Gr.2 and Sr Consultant only	Member
Director/ DS of concerned Division	Member
Under Secretary of Concerned Division	Member Secretary



- 7.4 The Selection Committee may include an outside expert(s) on case-to-case basis in addition to the above members for selection of appropriate YP/ Consultant.
- 7.5 The Selection Committee may devise its own method for selection of suitable candidates as per the requirement. The Selection Committee shall recommend the name of suitable candidate(s) for engagement along with list of reserve candidates with a validity period of one year from the date of finalization of panel.
- 7.6 In certain exceptional cases and in the exigency of time and with full justification, selection can also be considered from a single source as per rule 194 of GFR, 2017 with the concurrence IFW and approval of SHI.
8. **Remuneration:** The consolidated remuneration will be released by MHI on the basis of biometric attendance registered by the Individual YP/Consultant or on certification by concerned Division in the prescribed format (Annexure-I).
9. **Working Hours:** The Consultant may follow the normal working hours as prescribed [i.e. 09:00 AM to 05:30 PM]. However, as per the exigency s/he has to sit late to complete the time bound work or may have to attend office on holiday/weekends.
10. **Leave:** Individual Consultants shall be entitled to leave at the rate of one day for each completed month with no accumulation of leave beyond a calendar year. Balance leaves not availed cannot be carried forward to the next year. Further, leave up to one month may be considered without remuneration with the approval of concerned JS/AS. However, in exceptional cases for professional development, training etc., this condition may be relaxed by Secretary (HI). In case of retired Government Servants, leave will be admissible in terms of the Department of Expenditure O.M. No.3-25/2020-E.IIIA dated 09.12.2020.
11. **Private Assignment:** The Consultant shall not be allowed to take up any other assignment during the period of contract with this Ministry.
12. **Telephone:** The Consultant will not be entitled to residential telephone facilities/mobile bill reimbursement.
13. **Staff Car Facility:** The Consultant will not be allowed to use Staff Car for private purposes and also for journey between residence and office.
14. **Accommodation:** The Consultant will not be entitled to any residential accommodation from the Central Government Pool.
15. **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 MHI will issue TDS Certificate/s. Goods and Service Tax, as applicable shall be admissible to the Individual Consultants. The MHI undertakes no liability for taxes or other contribution payable by the Individual Consultant on payments made under this Consultancy Contract.
16. **Police Verification:** Police verification of the Individual Consultants shall be mandatorily done by the concerned Division as per the latest instructions issued by MHA. In case the police verification is received as negative, the Consultancy Contract of Individual Consultant shall cease to exist with immediate effect without any notice.
17. **Standards of Conduct**
 - 17.1 The Individual Consultants shall neither seek nor accept instructions from any authority external to MHI in connection with the performance of their obligations under the Consultancy Contract. The Individual Consultants shall not take any action that may



adversely affect the interests of MHI during their engagement in respect of the performance of the Contract or otherwise related to their obligations under the Contract. The Individual Consultants shall perform their obligations under the Consultancy Contract with the fullest regard to the interests of MHI. The Individual Consultants are enjoined not to offer any direct or indirect benefit arising from or related to performance of the Contract or the award thereof the Consultancy engagement to any representative, official, employee or other agent of MHI. The Individual Consultants shall comply with all laws, ordinances, rules and regulations bearing upon the performance of their obligations under the Consultancy Contract. In the performance of the Consultancy Contract, the Individual Consultant shall comply with the Standards of Conduct. Failure to comply with the same is grounds for termination of the Consultancy Contract governing the Consultancy.

18. Prohibition of Sexual Exploitation and Abuse

During the performance of the Consultancy Contract, the Individual Consultants shall comply with the "Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013" and any amendment in the law made consequently read with any rules or regulations issued in this regard by Government of India. Violation of the said provisions will constitute a breach of the terms of the Consultancy Contract and will attract penal provisions, including the termination of the contract. In addition, nothing herein shall limit the right of MHI to refer any alleged breach of the foregoing standards of conduct to the relevant statutory authorities for appropriate legal action.

19. Title Rights, Copyrights, Patents and Other Proprietary Rights:

19.1.1 Title to any equipment and supplies that may be furnished by MHI to the Individual Consultants for the performance of any obligations under the Consultancy Contract shall rest with MHI, and any such equipment shall be returned to MHI at the conclusion of the Consultancy Contract or when no longer needed by such Individual Consultant. Such equipment, when returned to MHI, shall be in the same condition as when delivered to the Individual Consultant, subject to normal wear and tear, and the Individual Consultant shall be liable to compensate MHI for any damage or degradation of the equipment that is beyond normal wear and tear.

19.1.2 MHI 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 Individual Consultant has developed for MHI under the Consultancy 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 Consultancy Contract, and the Individual Consultant acknowledges and agrees that such products, documents and other materials constitute works made during the engagement for MHI. Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents and all other data compiled by or received by the Individual Consultant under the Consultancy Contract or as result of such Consultancy Contract shall be the property of MHI that shall be made available for use or inspection by MHI at reasonable times and in reasonable places. It shall be treated as confidential and shall be delivered only to MHI's authorized officials on completion of work under the Consultancy Contract.

19.2 **Confidential Nature of Documents and Information:** The Individual Consultant shall be subject to the provisions of the Indian Official Secrets Act, 1923. The Individual Consultants shall not, except with the previous sanction of MHI or in the bona fide discharge of their duties, publish a book or a compilation of articles or participate in TV/



Radio broadcast/ Social Media or contribute an article or write a letter in any newspapers or periodical either in their 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 them by MHI. The Individual Consultant is prohibited from sharing any material that was created as part of the Consultancy or received during the engagement at the MHI from external agencies or from within MHI. In the event of premature termination or completing the Consultancy Contract, the Individual Consultant shall duly handover all related documents, communications, reports etc. to the reporting officer, while, the obligations of the provisions of The Official Secrets Act, 1923 shall remain effective for all intents.

20. Force Majeure and other Conditions

- 20.1 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 any Individual Consultant.
- 20.2 The Individual Consultants acknowledge and agree that, with respect to any obligations under the Consultancy Contract that they must perform in or for any areas in which MHI is 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 Consultancy Contract.
21. **Termination:** The MHI can terminate the Consultancy Contract at any time without prior notice and without providing any reason for it. MHI reserves the right to terminate the services of an Individual Consultant at any stage, in the event of failure in the performance of the assigned task or in the case of a failure to observe the prescribed standards of conduct as set out in para 17 of these Guidelines. However, in the normal course, MHI will provide one month's notice to the Individual Consultant. The Individual Consultant can also seek for termination of the Consultancy Contract upon giving one month's notice to the MHI.
22. **Conflict of Interest:** The Individual Consultants shall be expected to follow all the rules and regulations of the Government of India which are in force. They will be expected to display utmost honesty, secrecy of office and sincerity while discharging their duties. In case, the services of any Individual Consultant are not found satisfactory or found in conflict with the interests of the MHI /Government of India, his/her engagement will be liable for discontinuation without assigning any reason.

This issues with the concurrence of IFD and with the approval Secretary, MHI


(Khamchin Naulak)

Under Secretary to the Govt of India
Tel No.2306 3189

To;

- 1) PSO/PPS to AS&FA/AS(Auto)/JS (HEI)/EA/CCA
- 2) All Directors/Deputy Secretaries/Joint Directors of MHI
- 3) All Sections of MHI through e-Office Notice Board
- 4) Guard File

Copy to: PSO/PPS to Secretary (HI)

APPLICATION FORM FOR ENGAGEMENT OF SENIOR CONSULTANT(MEDIA) AND CONSULTANT GRADE-I(MEDIA) IN MINISTRY OF HEAVY INDUSTRIES(MHI) ON CONTRACT BASIS:

1. Name:
2. Date of Birth*:
3. Father's Name:
4. Nationality:
5. Address for Communication:
6. Permanent Address:
7. Phone No.:
8. E-mail Address:
9. Educational Qualification*(on separate sheet)

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S.No.	Name of Course	Subject	University/Institute	Year of Passing	Marks %

10. *Work Experience: (on separate sheet):

S.No.	Organization name and Contact details for verification, if required	Period		Name of Post held	Job responsibilities	Reason for leaving
		From	To			

11. Latest copy of resume.

#Note: Self attested copies of certificates should be attached.

(Signature of Candidate)

Date & Place

F.No.1(13)/2024-Media Cell

Dated 18.10.2024

Government of India
Ministry of Heavy Industries
Udyog Bhavan,
New Delhi-110011

SHORT NOTICE

Sub: Engagement of one Sr. Consultant(Media) and one Consultant Gr.-I(Media) in Ministry of Heavy Industries(MHI) on contract basis

Online applications are being invited by Ministry of Heavy Industries(MHI) for Engagement of One Sr. Consultant(Media) and One Consultant Gr.-I(Media) on contract basis as stipulated terms and conditions with period of engagement, eligibility and experience etc.

2. The detailed information in this regard is available on the website of Ministry of Heavy Industries www.heavyindustries.gov.in. The last date of application will be within 15 days from the date of publication of this advertisement on the website of MHI.

By Order
Dy. Secretary,
MHI,
Udyog Bhavan,
New Delhi-11