

WEB CIRCULATION

**F. No. J-17011/845/2024-Admn.
Government of India
Ministry of Youth Affairs & Sports
Administration Section

Shastri Bhawan, New Delhi
Dated the 14th Dec, 2024

NOTICE

Subject: Engagement of one Consultant (Media Lead) in the Ministry of Youth Affairs & Sports on functional ground-reg.

Ministry of Youth Affairs & Sports (MYAS) invites eligible candidates for appearing in walk-in interview for engagement as Consultant (Media Lead) in the Ministry of Youth Affairs & Sports purely on contractual basis. The details of the engagement as are follows:

1.	Nature of Post	Consultant (Media Lead)
2.	Requirement	One (01)
3.	Method of engagement/recruitment	Contract based through open market
4.	Period of engagement	Consultant (Media Lead) will be engaged for a fixed period of two years which may be extended by one year at a time upto a maximum tenure of four years, i.e., 2+1 years for providing satisfactory services on specific projects as per requirement of the Divisions/ Units of Ministry of Youth Affairs and Sports (MYAS). However, their continuation in their respective position beyond the second and subsequent years would be contingent on a satisfactory Annual Performance Review.
5.	Eligibility criterion	Essential – <ul style="list-style-type: none">i. Bachelor's/Master's degree in Media Studies, Communications, Journalism, or related fields.ii. 15+ years of progressive experience (including 3 years of experience in Central Govt./ State Govt. /PSU/ Autonomous body) in media management, including leadership roles.iii. Extensive experience in both traditional (print, TV, radio) and digital media platforms.iv. Strong understanding of audience behavior, analytics, and media planning tools.

		v. Exceptional written, verbal, and interpersonal communication skills.
6.	Age Eligibility	Not more than 62 years of age on the date of advertisement
7.	Scope of work	<ul style="list-style-type: none"> i. Develop and execute comprehensive media strategies aligned with organizational goals. ii. Analyze market trends and audience insights to optimize campaign effectiveness. iii. Oversee the creation of high-quality content for print, digital, and broadcast media. iv. Lead end-to-end campaign management, ensuring delivery within scope, time, and budget. v. Collaborate with Ministry stakeholders, including amplification of event & coordination. vi. Build and maintain relationships with media houses, journalists, influencers, and industry leaders. vii. Monitor campaign metrics, analyze performance, and provide actionable insights. viii. Prepare detailed reports on media outreach, ROI, and audience engagement. ix. Lead a team of media professionals, fostering innovation and growth. x. Integrate innovative media solutions into campaigns to maintain competitive edge. xi. Monitor public perception and proactively address concerns. xii. Plan and manage promotional campaigns to maximize audience engagement. xiii. Stay updated on emerging media tools, technologies, and platforms. xiv. Any other media related activities may be included. xv. The scope of work is only illustrative & not exhaustive in nature.
8.	Allowances	Consultant (Media Lead) shall not be entitled to any kind of allowance or accommodation facility, eg., Dearness Allowance, Transport Facility, Residential Accommodation, Personal Staff, CGHS, Medical Reimbursement, etc.
9.	TA/DA	<ul style="list-style-type: none"> I. No TA/DA shall be admissible for joining the assignment or upon its completion. II. However, the Consultant (Media Lead) may require to undertake domestic official tours



		<p>with due approval and they will be allowed reimbursement of or grant of advance for official expenditure as allowed for permanent Govt. officers of Level 14.</p> <p>Mode of Journey: Air in Business Class or by Rail in AC 1st class</p> <p>Reimbursement: Hotel accommodation of upto Rs. 7500/- per day; no limits for reimbursement of taxi charges for AC taxi within the city and food bills not exceeding Rs. 1200/- per day shall be allowed</p>
10.	Remuneration	A monthly amount of Rs. 2,00,000/- will be admissible. The amount so fixed shall remain unchanged for the term of the contract. There will be no annual increment / percentage increase during the contract period.
11.	Leave	Paid leave of absence will be allowed at the rate of 1.5 days for each completed month of service. Accumulation of leave beyond a calendar year shall not be allowed. No remuneration for period of absence in excess of the admissible leave will be paid.
12.	Working Hours	The Consultants shall have to work as per the working hours of the Ministry of Youth Affairs and Sports. However, depending on the exigencies of work, one may be required to come early or sit late to complete the time bound work or attend office on holidays. No extra remuneration or fee would be payable if work requires late sitting or coming on holidays.
13.	TDS	Income Tax or any other tax liable to be deducted, as per the prevailing rules will be deducted at source before effecting the payment of remuneration. A TDS certificate shall be issued by the concerned DDO on demand.
14.	Medical fitness and Police Verification	Police verification will be conducted after the engagement of the Consultant (Media Lead) within a period of six months. The Consultants will also submit, a medical fitness certificate from an authorized/registered Medical Practitioner, at the time of joining.
15.	Confidentiality of data and documents	Consultant (Media Lead) shall not utilize or publish or disclose or part with, to a third party, any data or statistics or proceedings or information gathered during the course of the assignment for the office, without the express written consent of Ministry. Consultant shall be bound to hand over the entire set of



		records of assignments to the office. The Consultant shall sign an agreement of confidentiality with the Government of India to this effect which shall contain a clause on Ethics and Integrity.
16.	Conflict of Interest	Consultant (Media Lead) shall in no case represent or give opinion or advice to others in any matter which is adverse to the interest of Government. No Consultant (Media Lead) would be permitted to take up any other assignment during the period of Consultancy. Consultants shall declare prior to taking up the consultancy assignment that neither their previous work nor any existing interest will create any conflict of interest vis-a-vis the work assignment at MoYAS.
17.	Termination of engagement	<p>Ministry of Youth Affairs and Sports may terminate the services of the Consultant (Media Lead), if</p> <p>(i) The Consultant is unable to accomplish the assigned work</p> <p>(ii) Quality of the accomplished work is not to the satisfaction of MYAS</p> <p>(iii) The Consultant fails in timely achievement or the milestones as decided by MYAS</p> <p>(iv) The Consultant is found lacking in honesty and integrity</p> <p>(v) The requirement of Consultant for the work assigned ceased to exist</p> <p>(vi) The undertaking given by the candidate is found false</p> <p>(vii) If the competent authority in the MYAS for any reason does not find the consultant suitable for the job.</p> <p>The services can be terminated by giving fifteen days' notice in writing either side. The termination will be without prejudice to either party's rights accrued before termination.</p> <p>The decision of the Competent Authority shall be final and binding on the Consultant (Media Lead).</p>
18.	How to apply	<p>The candidates will appear in Walk-in interview scheduled at <i>NYKS Head Quarter, Jeevan Deep building, Sansad Marg, Janpath, Connaught Place, New Delhi, Delhi 110001</i> on 19/12/2024 at 11:00AM and bring duly filled prescribed proforma and the following documents in original and one photo copy set (self attested):</p> <ul style="list-style-type: none"> • Educational Qualification certificate(s) • Experience certificate(s)



		<ul style="list-style-type: none"> • Identity Proof • Address Proof <p>The final selection will be done by the Evaluation and Selection Committee constituted for this purpose. The decision of the Evaluation and Selection Committee on selection of candidates will be final.</p>
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2. The above engagement is purely on temporary and contractual basis. The selected candidate will not have any right to seek regularization in any post in this Ministry.

Encl: As Above.

 14/12/2024

(Rajiv Kumar Singh)

Under Secretary to the Government of India

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1. NIC Cell, Ministry of Youth Affairs & Sports, with a request to upload this notice on the website of this Ministry.

2. Guard File.

Encl: As Above

PROFORMA

Application for hiring of Consultant (Media Lead) on contract basis in Ministry of Youth Affairs & Sports

1.	Post Applied For	Consultant (Media Lead)
2.	Name in full (Block Letters)	
3.	Educational Qualification	
4.	Complete Residential Address	
5.	Telephone/Mobile No.	
6.	Email ID	
7.	Details of Past Experience	
8.	Last Pay Drawn	

2. Additional relevant information, if any, in support of your suitability for the engagement. Attach a separate sheet, if necessary.

Place & Date:

Name and Signature of the applicant

Enclosure: Documents as sought in the notice for the engagement.