

File no. M-1/2/2022-Media Cell
Government of India
Ministry of Micro, Small & Medium Enterprises
Media Cell

Udyog Bhawan, New Delhi.
Dated the: 26th June, 2024

C I R C U L A R

Subject: Engagement of Contractual Professionals in Media Cell, M/o MSME - reg.

The Ministry of Micro, Small & Medium Enterprises, proposes to engage 05 Contractual Professionals viz., 01 Graphic Designer, 02 Content Writers and 02 additional Graphic Designers in the Media Cell of the Ministry. The selected candidates will be considered for engagement as per the requirement of the Ministry. The details of the Contractual posts are as follows:

a) Contractual Graphic/Visual Designer with remuneration of Rs. 80,000/month:

1.	Number of Graphic/Visual Designers to be engaged on contract basis with remuneration of Rs. 80,000/month	01
2.	Period of engagement	Initial Contract for two years during which the performance shall be reviewed after completion of every six months. The Contract may be extended on yearly basis subject to the performance as reviewed by the competent authority.
3.	Age limit	Less than 45 years (as on the 1st July ,2024)
4.	Remuneration payable	Consolidated (Rs.80,000/per month)
5.	Place of work	Ministry of Micro, Small & Medium Enterprises, Udyog Bhawan, New Delhi.
6.	Qualification/Experience	Essential 1. Graduation from a recognised University 2. Knowledge of Graphic Designing 3. 03 Years experience in relevant field. 4. Working knowledge in Adobe Creative Cloud apps like Adobe Photoshop, Adobe Illustrator and Adobe InDesign.
7.	Termination of agreement	The Ministry may terminate the services of Contractual Professional in case his/her services are not satisfactory or he/she is lacking in honesty and integrity.

8.	Notice period for relieving	The contract can be terminated by either side by giving notice of one month's time.
9.	Roles/Responsibilities	<ul style="list-style-type: none"> • Producing and editing videos • Producing and editing images and info graphics • Designing Report, Newsletter etc. • Producing Whiteboard Animations, engaging slideshow, Explainer Promo Video etc. • Stay up to date with digital technology trends. • To perform other duties as required. • Preparing or coordinating the development of various communications products and content across multiple social media platforms ensuring accurate and consistent messaging and alignment with the communications strategy. • Coordinating with Video Editors and Content writers to get creative produced. • Preparing and implementing schedule for posting engaging text, image and video content for social media accounts. • Analysing of media monitoring statistics, social media and web usage and preparing report of online feedback. • Organizing and participating in events in social media to build community and boost brand awareness • Keeping abreast of changing developments, trends and digital technologies with strong understanding of social media. • To perform other duties as required.

b) Contractual Graphic Designer with remuneration of Rs. 60,000/month:

1.	Number of Graphic Designers to be engaged on contract basis with remuneration of Rs. 60,000/month	02
2.	Period of engagement	Initial Contract for two years during which the performance shall be reviewed after completion of every six months. The Contract may be extended on

		yearly basis subject to the performance as reviewed by the competent authority.
3.	Age limit	Less than 32 years (as on the 1st July ,2024)
4.	Remuneration payable	Consolidated (Rs.60,000/month)
5.	Place of work	Ministry of Micro, Small & Medium Enterprises, Udyog Bhawan, New Delhi.
6.	Qualification/Experience	<p>Essential</p> <ul style="list-style-type: none"> • Graduation from a recognised University and knowledge in Graphic Designing • Working knowledge in Adobe Creative Cloud apps like Adobe Photoshop, Adobe Illustrator and Adobe InDesign. <p>Desirable</p> <ul style="list-style-type: none"> • At least 01 Year experience in the relevant field
7.	Termination of agreement	The Ministry may terminate the services of Contractual Professional in case his/her services are not satisfactory or he/she is lacking in honesty and integrity.
8.	Notice period for relieving	The contract can be terminated by either side by giving notice of one month's time.
9.	Roles/Responsibilities	<ul style="list-style-type: none"> • Producing and editing videos • Producing and editing images and info graphics • Designing Report, Newsletter etc. • Producing Whiteboard Animations, engaging slideshow, Explainer Promo Video etc. • Staying up to date with digital technology trends. • To Perform other duties as required.

c) Contractual Content Writer with remuneration of Rs. 60,000/month

1.	Number of Content Writers to be engaged on contract basis with remuneration of Rs. 60,000/month	02
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2.	Period of engagement	Initial Contract for two years during which the performance shall be reviewed after completion of every six months. The Contract may be extended on yearly basis subject to the performance as reviewed by the competent authority.
3.	Age limit	Less than 32 years (as on the 1st July ,2024)
4.	Remuneration payable	Consolidated (Rs.60,000/month)
5.	Place of work	Ministry of Micro, Small & Medium Enterprises, Udyog Bhawan, New Delhi.
6.	Qualification/Experience	<p>Essential</p> <p>1. Bachelor in Mass Communication and Journalism</p> <p>or</p> <p>Bachelor in Communication/Journalism from a recognised University</p> <p>or</p> <p>Masters in Journalism/Post graduate Diploma in Journalism/ Post graduate Diploma in Radio and TV Journalism</p> <p>2. Adept in English and Hindi.</p> <p>Desirable</p> <p>1. At least 01 Year experience in the relevant field</p>
7.	Termination of agreement	The Ministry may terminate the services of Contractual Professional in case his/her services are not satisfactory or he/she is lacking in honesty and integrity.
8.	Notice period for relieving	The contract can be terminated by either side by giving notice of one month's time.
9.	Roles/Responsibilities	<ul style="list-style-type: none"> The incumbent will be responsible for the following duties: Researching and writing content for news, feature stories, ghost writing, infographics in English and Hindi for


		<p>social media which are also posted on the web and social media.</p> <ul style="list-style-type: none"> • Writing content, engaging text, etc. for Advertisement to be issued by the Ministry in English and Hindi • Rewriting content for Advertisement, Infographics, official releases, statements, and features based on activities of the Ministry for posting on the web page and social media • Traveling for field reporting. • To assist in updating material on the latest achievements of the Ministry as and when necessary and curates the content. • To perform other duties as required.
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2. The terms and conditions for appointment on contract basis shall be in accordance with the guidelines of the Ministry of MSME or any subsequent guidelines issued by this Ministry in the matter.

3. The selected candidate should be available on his/her mobile/telephone and email at all times during engagement in the Ministry. He/ She may be required to attend office on Saturday/Sundays and other holidays, if necessary.

4. The Ministry of MSME reserves the right to accept or reject in part or full, any applications received without assigning any reasons whatsoever. In case of ambiguity, the decision of the Ministry of MSME shall be final.

5. Interested candidates, who fulfil the eligibility criteria, may submit their application in the prescribed Proforma (Copy enclosed as Annexure-I) **by only email to media-msme@gov.in** with the Subject of the email as **"Application for engagement as (name of the vacancy applied for)..... on contract basis in Ministry of MSME"** with a Copy to **neelam.sharma25@nic.in** and **hrsect-msme@gov.in**. The application may be emailed within 15 days (including the day of issuance) from the issuance of this Vacancy Circular. Physical applications will not be entertained.

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Under Secretary to the Govt. of India

To

1. Notice Board of Ministry of MSME
2. NIC for uploading this circular on the website of Ministry of MSME
3. Deputy Secretary (HR), Ministry of MSME
4. HR Section, Ministry of MSME

Copy to:- Sr. PPS to JS(SME), M/o MSME

Annexure

Note: The below pro-forma is to be printed and is to be attached as attachment to the email.

Application for engagement as with remuneration of (name of the vacancy with remuneration that is to be applied for) in Media Cell, Ministry of Micro, Small & Medium Enterprises (MSME)

Paste your recent
Passport size Photo

a) Basic details of the candidate:

S.No	Item	Relevant Details to be filled
1	Post applied for along with remuneration	
2	Name (in Block Letters)	
3	Mother's Name	
4	Father's Name	
5	Date of Birth as per the Matriculation (10 th) Marksheet/Certificate	
6	Gender	
7	Last Salary drawn (in Rs,per month) (if applicable)	

	S.No	Complete Designation & Place of Posting	Name of the organization	Period		Self-declaration whether meets the experience re quirement		Nature of duties in support of the dec laration
	1	2	3	4		5		6
				From	To	Yes	No	

Self-Declaration - I hereby declare that the particulars furnished above are true and correct to the best of my knowledge and belief. I have read the Vacancy Circular and ready to accept all the term & conditions for engagement as per my applicability in Ministry of Micro, Small & Medium Enterprises (MSME). I will produce original documents substantiating my qualification and experience at the time of interview. In case of any false information found at any stage, I shall be liable to be rejected without any reason whatsoever from the Ministry.

Place/Date:

(Signature of the Candidate)

Instructions for sending application on email (media-msme@gov.in):-

- a) Annexure is to be printed and filled with ink-signature on self-declaration. Thereafter, a scanned copy is to be attached with the email. The filename may be kept as '**Application (name of applicant)**'.
- b) All the relevant or additional documents/certificates, if any, in support of the details in pro-forma may be attached with the email as a single pdf with file name: 'additional documents-candidates name'
- c) The size of a single pdf should not be more than 10 Mb in size.
- d) The application may be emailed within 15 days (including the day of issuance) from the issuance of this Vacancy Circular.

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