

Media Lab Asia
National e-Governance Division

CIRCULAR

NO.NeGD-02/09

Dated: 18.11.2014

Subject: Filling up of various positions at the level of Director* in NeGD

NeGD has been set up by the Department of Electronics and Information Technology (DeitY), Government of India as an Independent Business Division (IBD) within Media Lab Asia, a Section 25 company of Department of Electronics and Information Technology. NeGD with the objective of supporting DeitY in Programme Management of the National e-Governance Plan (NeGP), including, Capacity Building, Strategic Planning, developing Standards and guidelines on technological matters etc . A brief write up of NeGD is enclosed as **Annexure I**.

NeGD is in the process of empanelment of officers for filling up various positions on deputation basis for the Corporate Office at Delhi from amongst the officers in Central Government/ State Governments/PSUs / Autonomous bodies. The initial period of deputation shall be for two years, extendable by a further period of two years subject to conditions as per NeGD policy. The deputation shall be under Foreign Service terms and conditions. The eligibility criteria for different positions are at **Annexure II**. Pay fixation will be done as per the prescribed Government guidelines and other benefits shall be as per NeGD norms for deputations.

It is requested that the applications of eligible candidates may be forwarded to NeGD in the proforma at **Annexure III**. The applications along with NOC of the competent authority, should reach NeGD at the address given below not later than 01.01.2015. (However, advance copies of applications may be sent by e-mail to (srinivas@negp.gov.in))

* In case of non availability of suitable candidates at the level of Director the competent candidates with lesser experience and lower grade pay they will also be considered, though designation would be different.

The details of positions are at **Annexure IV**.

Address for Correspondence:

Shri G. Srinivas
GM - HR & Admin
NeGD-Media Lab Asia
4th floor, Electronics Niketan,
6, CGO Complex, Lodhi Road, New Delhi 110003

About NeGD

National e-Governance Plan

The Government of India approved the National e-Governance Plan (NeGP), comprising of **27 Mission Mode Projects (MMPs)** and **8 components**, on **May 18, 2006** with the following vision:

"Make all Government services accessible to the common man in his locality, through common service delivery outlets and ensure efficiency, transparency & reliability of such services at affordable costs to realise the basic needs of the common man"

In the year 2011, 4 new MMPs were introduced taking the total number of MMPs to 31.

As part of NeGP approval, the Union Cabinet assigned some **key tasks associated with Programme Management of NeGP** to the Department of Electronics and Information Technology (DeitY). These tasks, inter-alia, include facilitating the implementation of NeGP by various Ministries and State Governments, providing technical assistance and framing policies on the overall technology architecture, framework, standards, security policy, services delivery mechanism, sharing of common infrastructure etc., R&D, capacity building (jointly with DARPG), awareness and communication and impact assessment.

To enable it to discharge the above tasks related to the Program Management of NeGP, DeitY, as an immediate and short term measure, had established a Program Management Unit (NeGP-PMU) in November 2005. The emphasis on implementation of e-Governance initiatives across the country resulted in manifold increase in the responsibilities of DeitY in general and NeGP-PMU in particular. To manage the challenges both in Programme Management and Technology, a professional organization was required to assist the DeitY. NeGD was thus formed as an Independent Business Division (IBD) in Media Lab Asia, an existing section 25 company of the Ministry of Communication and IT.

National e-Governance Division (NeGD)

The NeGD is headed by President & CEO in the pay scale of Rs. 67000-79000 and has 7 senior management positions at the level of Directors in PB 4 in the Grade pay of Rs.10000. It is a lean organization with 49 professionals both on deputation from the Government and from the open market. A committee of the Board has also been constituted (the NeGD Committee) to guide, supervise and control the NeGD. NeGD has been vested with financial and HR autonomy and the President & CEO is entrusted with "powers relating to finance, administration and HR of NeGD in respect of funded projects assigned to NeGD and internal accruals within the Division at par with the MD of MLAsia and such other powers as may be delegated by NeGD Committee from time to time."

NeGD has been tasked with:

- I Programme Management of NeGP, including facilitating and supporting DeitY in undertaking the following tasks and responsibilities assigned to DeitY under NeGP:
 - Facilitating implementation of NeGP by various Ministries and State Governments
 - Providing technical assistance to Central Ministries and State Line Departments
 - Serving as a secretariat to the Apex Committee
 - Undertaking technical appraisal of all NeGP projects to examine issues such as overall technology architecture, framework, standards, security policy, service delivery mechanism, sharing of common infrastructure etc.
 - Human Resource Development, Training and Awareness Building
 - Framing core policies, technical assistance, R&D, awareness and assessment and creation of organization structure

- II Acting as a Central Agency for an effective implementation of Capacity Building Scheme inter-alia involving provisioning of manpower at various SeMTs across States/ UTs & training and other Capacity Building initiatives. A Capacity Building Management Cell has been positioned in NeGD for effective management of manpower at SeMTs together with management of other Scheme activities including training, knowledge management, HR policies, etc.

Annexure II

S No.	Function	Level & Grade pay	Number to be empanelled	Eligible Grade Pay & Experience	Desirable Profile/qualifications	Job Code
1	Infrastructure and e-Services	Senior Management PB-4 Rs.37400-67000(Grade pay Rs.10000)	1	Presently in PB4 GP 10,000 Or 2 years in GP 8900 Or 3 years in GP8700	<p>i) Experience: 16 years of experience in Government and 4-5 years experience in Project Management Domain in the area of conceptualization & implementation of IT initiatives within the government</p> <p>Familiarity with Project Management tools and techniques. Familiarity with financial and accounting processes in Central / State Government/ Autonomous Bodies/ PSUs.</p> <p>ii) Essential Qualification: Graduation: Any discipline (Preferably BE/B Tech)</p> <p>iii) Desirable Qualification: Post Graduation: M. Tech/MBA</p>	SM01
2	Awareness & Communication and Knowledge Management	Senior Management PB-4 Rs.37400-67000(Grade pay Rs.10000)	1	Presently in PB4 GP 10,000 Or 2 years in GP 8900 Or 3 years in GP8700	<p>i) Experience: 16 years of experience in Government and 4-5 years experience in Awareness and Communication initiatives, experience in a leadership role in conceptualization, implementation evaluation and assessment of projects within the government / corporates.</p> <p>Familiarity with Assessment tools and techniques.</p> <p>ii) Essential Qualification: Graduation: Any discipline (Preferably: B.Sc (Statistics)/ BA (Economics)/ B.E / B. Tech.)</p> <p>iii) Desirable Qualification: Post Graduation: Masters in Public Administration / Statistical</p>	SM 02

					research/ MBA	
3	Program Management	Senior Management PB-4 Rs.37400-67000(Grade pay Rs.10000)	1	Presently in PB4 GP 10,000 Or 2 years in GP 8900 Or 3 years in GP8700	<p>i) Experience: 16 years of experience in Government and 4-5 years experience in 16 years of experience in Program Management initiatives, leadership role in program management implementation evaluation of projects within the government / corporates.</p> <p>ii) Essential Qualification: Graduation: Any discipline (Preferably: B.Sc (Statistics)/ BA (Economics)/ B.E / B. Tech.)</p> <p>iii) Desirable Qualification: Post Graduation: M. Tech/MBA</p>	SM03

*** The desired qualification may be relaxed in case of deserving candidates with requisite experience.**

Familiarity with Government Rules and Regulations in the respective areas of job profile would be essential.

PART I

Application for Deputation in Media Lab Asia for other management positions

- 1. Post applied for :
- 2. Name in full :
- 3. Father's Name :
- 4. Sex - Male/Female :
- 5. Nationality :
- 6. Date of Birth (dd/mm/yyyy) :
- Age as on closing date of receipt of application : ___Years___ Months ___ Days
- Should be below 56 years for submission of applications)
- 7. Date of retirement under Central / State Government rules :
- 8. Marital status :
- 9. Permanent Address :
- 10. Address for correspondence :
- Phone Nos. Office :
- Residence :
- Email ID :
- 11. Academic & Professional Qualifications:



Name of the Institute/Board/University	Year of Passing	Exam/Degree	Aggregate percentage of marks and Division	Remarks

- 12. Total Experience in number of Years and Months ___Years___ Months

Employment history, in chronological order

S.No	Office/Inst./Or gn.	Post held	Period (from - to)	Pay Band & Grade Pay with present pay	Nature of duties/ responsibilit ies	Significant Accomplishme nts (If any)

13. Relevant Training programmes attended

14. Special Achievements :

(Please give details)

15. Details of present post held:

a. Designation :

b. Date from which held :

c. Scale of pay - Pay Band & Grade Pay
(Revised) with present pay drawn :

d. Whether present post is held on regular/
tenure/deputation/temporary/permanent/
officiating or adhoc basis and since when :

e. If on deputation,, please provide following
additional details :

i. Details of post held on regular basis :

ii. Scale of pay :

iii. Since when is the regular post held :

iv. Period of appointment on deputation/contract :

v. Name of the parent office/organization to which you belong:

f. Name of the Ministry/Department/Organisation where presently employed
with full address indicating name and designation of contact

officer and Telephone/Fax Numbers :

16. Additional details about present employment

Please state whether working under

- a) Central Government
- b) State Government
- c) PSU
- d) Autonomous Bodies

17. Remarks - The candidates may indicate information with regard to:

- a) Research publications and reports and special projects

- b) Awards /Scholarships/Official appreciation

- c) Affiliation with the professional bodies/institution/societies and

- d) Any other information.

I hereby solemnly declare and undertake that all information furnished by me is true, correct and complete to the best of my knowledge and belief. I undertake that, if at any stage of selection or even after selection, any of the information furnished by me is found to be false, incorrect or misleading, then my candidature / appointment / services will stand cancelled / terminated without assigning any reasons thereof.

Date:

Signature:

Place:.....

Address..... ..

Part- II

No Objection Certificate to be recorded by the Office/Department while forwarding the

Application

1. Certified that the particulars given by the applicant are true, correct and complete and have been verified from the office record.
2. The applicant, if selected, will be relieved immediately.
3. It is certified that no vigilance case is pending or contemplated against him/her.
4. No major/minor penalty is in force or current against the official
5. No adverse remarks have been recorded in the candidates ACR for the last five years.
6. His integrity is beyond doubt

Date:

Signature of Head of Office/Department

Office seal

Telephone No

National e – Governance Division

Job Description	
Division	NeGD
Function	Awareness & Communication
Band	Senior Management
Reports To	President & CEO, NeGD
Job Code	SM 02

Job Objective

The objective of this job is to provide leadership and direction in areas of awareness & communication initiatives, evaluation and assessment of the various NeGP MMPs and Components and use of Social Media for furtherance of NeGP.

Primary Responsibilities**Impact Assessment**

- Develop the Impact Assessment Framework including qualitative and quantitative metrics for evaluation of MMPs
- Ensure that the implementing agencies are aware of the evaluation framework and that their projects conform to the success criteria
- Liaise with the external agencies, if employed, to conduct the impact assessment exercise
- Ensure collation of data related to the projects in order to assess their efficacy along the evaluation parameters
- Bring out regular assessment reports of various MMPs and provide inputs to higher authorities as well as to the relevant line Ministries/ States
- Provide regular inputs to key stakeholders (PMO/ Apex Committee etc) overseeing rollout of NeGP on the health of various projects
- Bring out comparative analysis and provide assistance in formulating best practice

Awareness & Communication

- Developing strategy of Awareness & Communication to be adopted for NeGP including developing methodologies for a comprehensive communications strategy targeting different stakeholders
- Devising suitable interventions to build the brand of NeGP including identification of media channels for Awareness & Communication, determine the media mix to be used
- Identification and empanelment of agencies for developing brand related communication / merchandise / advertisements etc

- Supporting State Governments and Central Line Ministries in designing and implementing respective Awareness & Communication strategies
- Developing Awareness and Communication Strategy for Digital and Social Media
- Act as key editor for contents on Social Media sites
- Use Digital media to promote Social Media Programs
- Liaisoning with other Stakeholders, academia, civil society organization
- Facilitate and coordinate evaluation and impact assessment
- Steer the process for empanelment of agencies to carry out impact assessment
- Implement Citizen Engagement Scheme
- Subject matter expert and Liason for Promotion, Review and Assist in creating sound digital media solutions.