Advt. No. DIC/DIBD/3(3)/CEO/10/2022

Digital India Corporation
Electronics Niketan Annexe, 6, CGO Complex Lodhi Road,
New Delhi – 110003
Tel.: +91 (11) 24360199, 24301756
Website: www.dic.gov.in

Digital India Corporation has been set up by the 'Ministry of Electronics & Information Technology, Government of India', to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. It is a 'not for profit' Company under Section 8 of the Companies Act 2013. The Company has been spearheading the Digital India programme of the Government of India, and is involved in promoting use of technology for e-Governance/e-Health / Telemedicine, e-agriculture, e-Payments etc. The Digital India programme promotes safety and security concerns of growing cashless economy and addresses challenges confronting its wider acceptance. It also promotes innovation and evolves models for empowerment of citizens through Digital initiatives and promotes participatory governance and citizen engagement across the government through various platforms including social media.

Digital India Corporation is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

Sr. No.	Name of the Post	No. of Vacancies
1.	Product Managers (Bhashini Bhashadaan/DataDaan, ULCA/AI Models, Applications)	03
2.	Support/Onboarding Manager (Bhashini, Bhashadaan/DataDaan, ULCA/AI Models, Applications)	03
3.	Awareness and Coordination Manager / Multi Media Content Creator	03

** The place of posting shall be in New Delhi but transferable to project locations of Digital India Corporation as per existing policy of Digital India Corporation.

Screening of applications will be based on qualifications, age, academic record and relevant experience. Digital India Corporation reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

The details can be downloaded from the official website of DIC, NeGD, MyGov, & MeitY viz. www.dic.gov.in, www.negd.gov.in, www.mygov.in, & www.meity.gov.in

Eligible candidates may apply ONLINE: https://ora.digitalindiacorporation.in/

1. Job Description: Product Managers

Division	Digital India Bhashini Division (DIBD)	Group	PMU Team
Designation/Job Title	Product Managers (Bhashini Bhashadaan/DataDaan, ULCA/AI Models, Applications)	No of Post	3
Project	National Hub for Language Technology	Age	Maximum Age for Application is 50 Years
Term of Appointment	The vacancy is to be filled up purely on a fixed term basis, for the period till March 2025 or as per Project duration. However, the appointment may be extended by a further period of up to one year at a time.		
Location	Delhi or as per project requirement		
Remuneration	Salaries for this position would depend on the qualification and experience of the selected candidate and will be fixed as per the industry norms.		

Overview

The Digital India Bhashini Division (DIBD), an Independent Business Division under Digital India Corporation (DIC). The DIBD is managing and executing the activities of "National Language Translation Mission": Bhashini. Bhashini aims to build a National Public Digital Platform for languages to develop services and products for citizens by leveraging the power of artificial intelligence and other emerging technologies. Bhashini shall make efforts to act as a unifier and align a large diverse network across government, industry, academia, research groups, and startups to bring all their contributions into an open repository. For further details please visit http://bhashini.gov.in.

In order to push the frontier of technology in Natural Language Processing and AI in Indian Languages and bring the benefit of research outcomes to the common man, there is a need for concerted efforts. Various stakeholders like start-ups, research institutes, language services providers that include freelancers, Central and State Governments, Industry Associations etc shall work together to create an impact in the Indic language NLP ecosystem to bridge the language barrier. To achieve the above objectives of the National Language Translation Mission (NLTM) a project titled National Hub for Language Technology (NHLT) has been initiated. The goals of the NHLT initiative are :

- To develop, enhance & manage the BHASHINI (BHASHaINterface for India) Platform, leveraging open-source components, Government built solutions, IndEA components, etc.

- To provide support related to engineering aspects to different NLTM units viz. R&D institutions, Data Management Unit (DMU), Ecosystem Engagement Unit (EEU) etc. for focused and time-framed development.

Roles and Responsibilities

- To design, plan and steer the requirements of the individual verticals i.e. Bhashini, BhashaDaan, ULCA etc.
- To act as Nodal Point for their verticals for any inbound/outbound communication.
- Demonstrated ability to learn new technologies, methods, and tools quickly.
- To ensure institution and implementation of rules, policies and procedures of DIBD for its proper functioning and the achievement of its purposes
- Designing strategy for implementation and integration of Bhashini language technologies with different government products and services
- Talking to different clients, different teams to bring synergy in the overall development of the language

- products.
- Comfortable with Agile Software Development, conducting standup meetings as a Scrum Master.
- Product backlog management and managing multiple priorities
- Seeking inputs from NLTM implementing agencies, carry out periodical evaluation and assessment to prepare status reports.
- Dashboard based monitoring and coordination
- Strong analytical skills, including in operational and financial analysis and reporting, benchmarking and trend analysis
- To provide leadership to the members of staff of DIBD and encourage their development
- Identify problem statements, their curation for and organising challenge rounds and hackathons in language technologies
- Preferred hands-on operational experience on Hyper scaler cloud services (Certified DevOps, Certified SysOps or Solutions Architect certification preferred
- MSP- Managed Service Provider Engagement- Responsible for work allocation, delivery of products, report creation and submission
- Responsible for development and floating of RFPs and agency onboarding.

PROFILE

Education	Experience and Skills
B. E /B. Tech. /MCA	- Minimum 10 Year Tech. Including minimum 3 years in Management - Hands on experience on implementing large scale products and services - Hands on experience on project management tools & technologies including open sources - Experience of working for a government set up/ project is desirable - Ability to research a topic and prepare reports and presentations. - Ability to projectize a IT projects and tasks quickly defining milestones including financial terms. - Exposure in any one of the activities like Technical RFP preparation, managing software development and testing, API integration, holding challenge rounds,website localization, producing graphics/multimedia/creatives design for wider communication in the area of Natural language Processing and AI. - Exposure in senior executive roles to diverse management techniques and capacity building - Strong interpersonal and teamwork skills. - Strong analytical and problem solving skills. - Strong command over writing and oral communication skills. - MBA or equivalent qualification is desirable

Division	Digital India Bhashini Division (DIBD)	Group	**PMU Team**
Designation	Support/Onboarding Manager (Bhashini, Bhashadaan/DataDaan, ULCA/AI Models, Applications)	No of Post	3
Project	National Hub for Language Technology	Age	Maximum Age for Application is 45 Years
Term of Appointment	The vacancy is to be filled up purely on a fixed term basis, for the period till March 2025 or as per Project duration. However, the appointment may be extended by a further period of up to one year at a time.		
Location	Delhi or as per project requirement	Remuneration	Salaries for this position would depend on the qualification and experience of the selected candidate and will be fixed as per the industry norms.

Overview

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- To develop, enhance & manage the BHASHINI (BHASHaINterface for India) Platform, leveraging open-source components, Government built solutions, IndEA components, etc.

- To provide support related to engineering aspects to different NLTM units viz. R&D institutions, Data Management Unit (DMU), Ecosystem Engagement Unit (EEU) etc. for focused and time-framed development.

Roles and Responsibilities

- Support and work with various departments and agencies for the on boarding exercise of a product.
- Coordinate with various departments and the internal product team for various on-boarding activities.
- Experience of building and managing stakeholder networks
- Communicate Government policies to other departments for the on-boarding exercise.
- Help in increasing the content in Indian languages on the Internet substantially in the domains of public interest, particularly, science & technology, education, healthcare, governance, and law & justice.
- Periodical evaluation and assessment of project systems and update decision makers and Dashboard based monitoring and coordination
- Create presentations, business papers, white papers, proposals, manuals, and communications.
- Properly escalate unresolved issues to appropriate internal teams for timely resolutions.
- Prioritise and manage several open issues at one time.
- Formulates strategies and methods for on boarding.
- Achieve monthly onboarding target.
- Letter Correspondences, Grievance Management
- Responsible for development and floating of RFPs and agency onboarding.
- API development and integration of available for Bhashini platform.
- Responsible for cloud infrastructure and Management.
- Responsible for Capacity building activities, startup engagement for Challenge rounds/Hackathons, Ministry and state engagements.

PROFILE

Education	Experience and Skills
B. E /B. Tech. /MCA	- Minimum 5 Years IT Support Management - Hands on experience on project management tools & technologies including open sources - Experience of working for a government set up/ project is desirable - MBA or equivalent degree is desirable - Exposure in any one of the activities like RFP preparation, Natural language Processing, AI, API integration, holding challenge rounds, website localization,Graphics/multimedia/creatives design etc. - Ability to research a topic and prepare reports and presentations. - Strong interpersonal and teamwork skills. - Strong analytical and problem solving skills. - Strong command over writing and oral communication skills. - Exposure in any one of the activities like Technical RFP preparation, managing software development and testing, API integration, holding challenge rounds, website localization, producing graphics/multimedia/creatives design for wider communication in the area of Natural language Processing and AI. - Exposure in executive roles to diverse management techniques and capacity building

Division	Digital India Bhashini Division (DIBD)	Group	PMU Team
Designation	Awareness and Coordination Manager / Multi Media Content Creator	No of Post	3
Project	National Hub for Language Technology	Age	Maximum Age for Application is 45 Years
Term of Appointment	The vacancy is to be filled up purely on a fixed term basis, for the period till March 2025 or as per Project duration. However, the appointment may be extended by a further period of up to one year at a time.		
Location	Delhi or as project requirement	Remuneration	Salaries for this position would depend on the qualification and experience of the selected candidate and will be fixed as per the industry norms.

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- To develop, enhance & manage the BHASHINI (BHASHaINterface for India) Platform, leveraging open-source components, Government built solutions, IndEA components, etc.

- To provide support related to engineering related aspects to different NLTM units viz. R&D institutions, Data Management Unit (DMU), Ecosystem Engagement Unit (EEU) etc. for focused and time-framed development.

Roles and Responsibilities

- Writing and reviewing content for websites, social media pages and public communications
- Collaborating with the various teams to create the brand taglines, logo and other promotional material for events, meetings and launches.
- To create, design and implement a variety of digital marketing materials.
- Informing media members or other publications about campaigns to help promote the BHASHINI products.
- To work alongside and collaborate with other managers or department leads to get advice from others who

have additional knowledge of Project Vision and Mission.

- Optimise Search Engine Optimization driven content and increase the site traffic
- Responsible for Capacity building activities, startup engagement for Challenge rounds/Hackathons, Ministry and state engagements.
- Responsible for multimedia content creation and development i.e image and video creation and other marketing materials.

PROFILE	
Education	**Experience and Skills**
A Bachelor's degree in communications, english, journalism, literature, marketing or other related fields	- Minimum 5 Years Content Creation, Awareness and Coordination Management, capacity building - Hands on experience on content creation tools & technologies including open sources for websites, social media pages, reports, presentations and public communications material. - Experience of working for a government set up/ project is desirable - Exposure in content creation for any one of the activities like, holding challenge rounds, website localization, producing graphics/ multimedia/creatives designs for wider communication in the area of Natural language Processing and AI. - Ability to research a topic and prepare reports and presentations. - Strong interpersonal and teamwork skills. - Strong command over writing and oral communication skills. - MBA or equivalent qualification is desirable

General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.

2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.

3. The positions are purely temporary in nature for the project of Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.

4. Digital India Corporation reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.

5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience.

6. In case of a query, the following officer may be contacted

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