



Adv. No. – DIC/DIBD/3(3)/CEO/10/2022

DIGITAL INDIA CORPORATION

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WEB ADVERTISEMENT

15th January 2024

The Ministry of Electronics and Information Technology (MeitY) under the Digital India Programme has undertaken a unique initiative, Bhashini, the National Language Translation Mission. Mission Bhashini was launched by Hon'ble PM on 4th July 2022 during Digital India Week 2022 in Gandhinagar, Gujarat. Vision of Bhashini to “Harness natural language technologies to enable a diverse ecosystem of contributors, partnering entities and citizens for the purpose of transcending language barriers, thereby ensuring digital inclusion and digital empowerment in an Aatma Nirbhar Bharat.”

In order to build this ecosystem, 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 has been developed as a platform where various components have been integrated to bring stakeholders together. Bhashini works with some of the premier academic institutes, including IITs and IIITs) in India. These institutes are developing state of the art language AI models for various Indian languages. Bhashini platform already hosts 1000+ AI based language models in various technologies.

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

Sr. No.	Name of the Post	No. of Vacancies
1.	Product Manager (Bhashini Bhashadaan /Data Daan, ULCA/AI Models, Applications)	01
2.	Manager (Awareness & Coordination)	01
3.	Assistant Manager (Admin)	01
4.	Senior Manager – Infrastructure	01
5.	Manager – API & Tools	01
6.	Chief Architect	01

Screening of applications will be based on qualifications, age, and 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 MeitY, DIC, BHASHINI & NeGD viz. www.meity.gov.in & www.dic.gov.in, www.Bhashini.gov.in and www.negd.gov.in

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



1. Job Title – Product Manager (Bhashini Bhashadaan /Data Daan, ULCA/AI Models, Applications)

Division: Digital India Bhashini Division (DIBD)	Age: Maximum Age for Application is 58 Years
No of Post: 01	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.
Location: Delhi or as project requirement	Reports to: CEO-DIBD

Role & Responsibilities

1. To design, plan and steer the requirements of the individual verticals i.e. Bhashini, BhashaDaan, ULCA etc.
2. To act as Nodal Point for their verticals for any inbound/outbound communication.
3. Demonstrated ability to learn new technologies, methods, and tools quickly.
4. To ensure institution and implementation of rules, policies and procedures of DIBD for its proper functioning and the achievement of its purposes
5. Designing strategy for implementation and integration of Bhashini language technologies with different government products and services.
6. Talking to different clients, different teams to bring synergy in the overall development of the language products.
7. Comfortable with Agile Software Development, conducting standup meetings as a Scrum Master
8. Product backlog management and managing multiple priorities
9. Seeking inputs from NLTM implementing agencies, carry out periodical evaluation and assessment to prepare status reports.
10. Dashboard based monitoring and coordination
11. Strong analytical skills, including in operational and financial analysis and reporting, benchmarking and trend analysis
12. To provide leadership to the members of staff of DIBD and encourage their development
13. Identify problem statements, their curation for and organizing challenge rounds and hackathons in language technologies
14. Preferred hands-on operational experience on Hyper scaler cloud services (Certified DevOps, Certified SysOps or Solutions Architect certification preferred
15. MSP- Managed Service Provider Engagement- Responsible for work allocation, delivery of products, report creation and submission
16. Responsible for development and floating of RFPs and agency onboarding.

REQUIRED PROFILE

Education	Experience & Skills
B.E. / B. Tech / MCA	<ol style="list-style-type: none">1. Minimum 10 Year Tech. Including minimum 3 years in Management2. Hands on experience on implementing large scale products and services3. Hands on experience on project management tools & technologies including open sources4. Experience of working for a government set up/ project is desirable5. Ability to research a topic and prepare reports and presentations.6. Ability to projectize a IT projects and tasks quickly defining milestones including financial terms.7. 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.8. Exposure in senior executive roles to diverse management techniques and capacity building9. Strong interpersonal and teamwork skills.10. Strong analytical and problem solving skills.11. Strong command over writing and oral communication skills.12. MBA or equivalent qualification is desirable

2. Job Title – Manager (Awareness & Coordination)

Division: Digital India Bhashini Division (DIBD)	Age: Maximum Age for Application is 58 Years
No of Post: 01	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.
Location: Delhi or as project requirement	Reports to: CEO-DIBD

Role & Responsibilities

1. Writing and reviewing content for websites, social media pages and public communications.
2. Collaborating with the various teams to create the brand taglines, logo and other promotional material for events, meetings and launches
3. To create, design and implement a variety of digital marketing materials
4. Informing media members or other publications about campaigns to help promote the BHASHINI products.
5. 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.
6. Optimise Search Engine Optimization driven content and increase the site traffic
7. Responsible for Capacity building activities, Start-Up engagement for Challenge rounds/Hackathons, Ministry and state engagements
8. Responsible for multimedia content creation and development i.e., image and video creation and other marketing materials
9. Conducts short- and long-term planning and management for events
10. Develops and recommend the budget, marketing plans, and objectives & manages those approved plans
11. Supervises, and works with event staff, to solicit for official functions, as well as the planning, merchandising and execution of the all events / functions.
12. Administers all phases of the event department, including but not limited to planning, marketing, servicing, and administrative procedures
13. Raise awareness of new products, drives, or initiatives through events
14. Develop strong tie up with sponsors and customers
15. Maintain accurate records of all expenditures
16. Demonstrated ability to effectively interact with people of diverse socioeconomic, cultural, disability, and ethnic backgrounds
17. Service oriented style with professional presentations skills
18. Excellent organizational, interpersonal, and administrative skills

REQUIRED PROFILE

Education	Experience & Skills
A Bachelor's degree in communications, English, journalism, literature, marketing or other related fields	<ol style="list-style-type: none">1. Minimum 5 Years Content Creation, Awareness and Coordination Management, Capacity Building & Event Management2. Hands on experience on content creation tools & technologies including open sources for websites, social media pages, the reports, the presentations and public communications material3. Experience of working for a government set up/ project is desirable4. 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.5. Strong interpersonal and teamwork skills6. Strong command over writing and oral communication skills.7. MBA or equivalent qualification is desirable.8. Experience creating and adhering to a budget9. Crafting internal and external events10. Ability to communicate and negotiate with external vendors and service providers11. Familiarity with event trends and developments

3. Job Title – Assistant Manager (Admin)

Division: Digital India Bhashini Division (DIBD)	Age: Maximum Age for Application is 58 Years
No of Post: 01	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.
Location: Delhi or as project requirement	Reports to: CEO-DIBD

Role & Responsibilities

1. Manage the day-to-day administrative issues of operations and office work.
2. Oversee the management of facilities, including office space and equipment
3. Manage procurement activities, including vendor selection and contract negotiation
4. Develop and maintain relationships with vendors and suppliers to ensure timely delivery of goods and services
5. Oversee the management of human resources, including recruitment, training, and performance management.
6. Ensure compliance with all relevant laws and regulations
7. Collaborate with other departments, such as finance, marketing, and operations, to ensure that all administrative activities are aligned with overall company objectives

REQUIRED PROFILE

Education	Experience & Skills
A Bachelor's Degree.	<ol style="list-style-type: none"> 1. Minimum 5 Years' experience in operation management and administration in large set-up. 2. Knowledge of GFR and other Government process for procurement, Bidding, administration and administrative matters. 3. Knowledge of procurement through GeM. 4. Strong organizational and project management skills 5. Excellent communication and interpersonal skills. 6. Proficient in MS Office Suite (Word, Excel, PowerPoint) 7. Knowledge of procurement and vendor management 8. Knowledge of human resource management 9. Experience with administrative operations in an e-commerce environment. 10. Experience in contract negotiations.

4. Job Title – Senior Manager (Infrastructure)

Division: Digital India Bhashini Division (DIBD)	Age: Maximum Age for Application is 58 Years
No of Post: 01	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.
Location: Delhi or as project requirement	Reports to: CEO-DIBD

JOB DESCRIPTION

The Sr. Manager – Infrastructure role focuses on expertise in driving optimization decisions, selecting cloud services, and implementing best practices. The Sr. Manager to shape a well-architected cloud framework for a complex ecosystem spanning AI, Machine Learning, NLP systems, mobile app backend APIs, and websites.

- Roles and Responsibilities:

A. Cloud Strategy and Optimization:

- I. Develop and execute a comprehensive cloud optimization strategy aligned with business goals, ensuring peak resource utilization for AI, ML, NLP systems, and more.
- II. Evaluate and select cloud services tailored to diverse application facets, optimizing efficiency performance, and cost-effectiveness.
- III. Collaborate with stakeholders to align cloud strategies with broader IT and business objectives.

B. Cloud Infrastructure Leadership:

- I. Own the entire cloud infrastructure, overseeing design, deployment, and management for peak reliability, scalability, and security.
- II. Architect a resilient cloud framework for AI, ML, NLP systems, mobile app backend APIs, and websites, adhering to industry best practices.

C. Periodic Activities and Governance:

- I. Lead periodic cloud role, policy, and security control activities for compliance and operational efficiency.
- II. Establish and enforce cloud governance policies, ensuring alignment with industry standards and best practices.

D. API Billing

- I. To leverage the expertise and optimize billing systems for our translation API products, ensuring efficient and accurate billing processes for our customers.

E. DevOps and Cloud -Native Practices

- I. Drive DevOps adoption, fostering a culture of collaboration, automation, and continuous improvement across the application ecosystem.
- II. Integrate cloud-native practices, microservices, containers, and orchestration for application agility and scalability.

F. Cloud Automation

- I. Lead automation for provisioning, scaling, and configuration management, streamlining operational processes.
- II. Create advanced dashboards for comprehensive cloud resource visibility, performance metrics, and cost management.

G. Cloud Infrastructure Ownership

- I. Create advanced dashboards for comprehensive cloud resource visibility, performance metrics, and cost management.
- II. Champion resource optimization, performance enhancement, and cost-efficiency initiatives

REQUIRED PROFILE	
Essential Qualification	<ul style="list-style-type: none">1. B. Tech /B.E. in Computer Science / Information Technology or related2. Post-Graduation is preferred;
Required Experience	<ul style="list-style-type: none">1. 10-12 years’ of proven cloud infrastructure management with 5+ years in leadership role.2. Expertise in leading cloud platforms (e.g., AWS, Azure, Google Cloud) and certifications3. Proven track record of success in similar position.4. Track record of optimizing cloud resources for AI, ML, NLP, Mobile app backend and websites.5. Proficiency in DevOps, automation tools (e.g., Jenkins, Ansible, Terraform) , and cloud-native tech (e.g., Kubernetes) .6. Ability to design secure, well-architected cloud solutions following industry standards.7. Exceptional leadership, communication and collaboration skills across cross-functional teams.8. Strong problem -solving skills, making strategic decisions based on tech analysis and business needs.9. Exceptional project management and organization skills

5. Job Title –Manager (API & Tools)

Division: Digital India Bhashini Division (DIBD)	Age: Maximum Age for Application is 58 Years
No of Post: 01	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.
Location: Delhi or as project requirement	Reports to: CEO-DIBD

JOB DESCRIPTION

The Manager – API & Tools role focuses on to oversee data and AI tool deployments, ensuring customer-centric experience. Should handle assets, orchestrate data/API deployments, and grasp API architecture, including advanced RESTful concepts. Knowledge of API management systems (like APIGEE, AWS API Gateways, Kong) is crucial for efficient release management, tracking, and analytics.

Seeking an adept Manager – API & Tools with the same experience to seamlessly deploy AI models, datasets, and language technologies. You'll manage assets, orchestrate AI deployments, understand API architecture, and possess AI tool expertise. Familiarity with API management systems is a plus.

- **Roles and Responsibilities:**

- A. Deployment Management:**

- 1) Lead and manage data and AI tool deployments, ensuring seamless customer experiences and efficient utilization of assets.
- 2) Coordinate with vendors and cloud managers to ensure successful deployments in line with best practices.
- 3) Automate repetitive deployment tasks for enhanced efficiency and consistency. API Architecture and Management.
- 4) Demonstrate a deep understanding of API architecture, particularly advanced RESTful principles and leverage knowledge of API management systems like APIGEE, AWS API Gateways, Kong, etc

- B. AI Deployment & Orchestration:**

- 1) Lead the deployment of AI models, datasets, and language technologies, ensuring optimal performance and reliability.
- 2) Skillfully manage deployment assets and orchestrate the intricacies of AI deployment processes.

- C. API Billing:**

- 1) To leverage the expertise and optimize billing systems for our translation API products, ensuring efficient and accurate billing processes for our customers.

- D. Functional Knowledge of AI Tools:**

- 1) Possess strong functional knowledge of AI tools, technologies, and language processing systems.
- 2) Collaborate with data scientists and AI engineers to ensure successful deployment of AI models.

E. Release Management and Tracking:

- 1) Oversee release management processes, ensuring the controlled deployment of applications and updates.
- 2) Implement effective tracking mechanisms to monitor application performance and user behavior.

F. Analytics and Metrics

- 1) Develop analytics solutions to track API and application usage, enabling data-driven decision-making.
- 2) Establish relevant metrics to measure the effectiveness of deployed solutions.

G. Asset Management & Best Practices

- 1) Manage deployment assets using best practices, ensuring proper documentation and version control.
- 2) Implement asset management strategies that enhance efficiency and maintain compliance.

H. Automation and Observability

- 1) Automate repetitive tasks to streamline deployment process and improve efficiency.
- 2) Enable observability into deployment systems, ensuring rapid issue identification and resolution.

I. Hypercare and Vendor Coordination:

- 1) Handle post-deployment hypercare, addressing issues and ensuring smooth operation.
- 2) Efficiently coordinate with vendors and cloud managers to troubleshoot and optimize deployments.

REQUIRED PROFILE

Essential Qualification	<ol style="list-style-type: none">1) B. Tech /B.E. in Computer Science / Information Technology or related field.2) Post-Graduation is preferred;
Required Experience	<ol style="list-style-type: none">1) 6-8 years of experience with a strong focus on API & Tools, data tools, and AI Solutions2) Proficiency in orchestrating data and AI tool deployments for exceptional customer experiences.3) Solid understanding of API architecture, with advanced RESTful awareness as a plus.4) Familiarity with API management systems like APIGEE, AWS API Gateways, Kong, etc.5) Proven ability to manage deployments, track applications, and develop analytics solutions.6) Experience in automating repetitive tasks and enhancing observability in deployment processes.7) Effective vendor coordination skills and the ability to handle post- deployment hypercare.8) Strong problem-solving skills and adaptability to evolving technologies.9) Excellent communication and collaboration skills for cross-functional coordination10) Proven track record of success in similar position.11) Strong problem -solving skills, making strategic decisions based on tech analysis and business needs.12) Exceptional project management and organization skills

6. Job Title – Chief Architect

Division:	Digital India Bhashini Division (DIBD)
Designation:	Chief Architect
Reports to:	CEO-DIBD
Age	Maximum Age for Application is 58 Years

JOB DESCRIPTION

- The Chief Architect role focuses on defining the Architecture and leading the implementation of long-term strategic technology roadmap for BHASHINI. This role brings company-wide architecture, platform, data design and engineering practices under one leader. The Role is responsible for the common foundational technology strategy for BHASHINI. Key goals of the Chief Architect is to Design & Architect world class System, improving software delivery efficiency, product resiliency and optimizing compute and network costs as well as growing and managing a engineering team.
- **Roles and Responsibilities:**
The Chief Architect will be responsible for the Designing the Technology infrastructure of BHASHINI and leading the continual improvement, Learn and adopt new technology as per the Business requirement.

The Chief Architect will be in Defining and Architecting the Technology Infrastructure, optimize, upgrade and innovate time to time to help the Executive Team achieve the Business Goals
- **The role includes but not restricted to:**
 1. Lead the strategy, planning, and execution of technology roadmaps.
 2. Responsible for defining, evolving and implementing functionality.
 3. Work cross-functionally with teams inside BHASHINI and influence decision making within senior-level audiences.
 4. Increase Automation across all touch points with the system.
 5. Research global technology trends and their applicability to the company's capabilities.
 6. Represent BHASHINI at technology conferences and at executive level customer engagements.
 7. Evangelize, define and implement self-service software to drive efficient software development practices.
 8. Maintain strong relationships with key customers, partners, and vendors.
 9. Promote a positive work environment; select and train new team members; continuously provide feedback, mentoring, and coaching to existing team members.
 10. Partner closely with business leaders across functions to identify and prioritize the company's goals.
 11. Leading leaders globally; mentoring and fostering a high performing collaborative team.

- **Skills Required:**

1. Extensive experience in architecting distributed systems and developing enterprise level technology roadmaps.
2. Experience in running a 24x7 high-availability operation with proven success building out processes.
3. Highly analytical with the ability to translate between strategic business decisions and their quantitative implications.
4. Experience in architecting Digital Asset Lifecycle Management including Data life cycle and AI Model life cycle Management.
5. Experience in architecting Robust API management system.
6. Experience in architecting Digital Native systems with Democratized Technology Build and Deployment Infrastructure.
7. Thinks critically and objectively; has excellent problem-solving skills and the ability to make quick decisions based on business demands.
8. Detail-oriented with great organizational skills, comfortable with ambiguity.
9. Ability to distill complex issues into structured frameworks and concrete action plans.
10. Excellent communication and interpersonal skills, ability to be personable yet persistent.
11. Highly entrepreneurial and comfortable working in a fast-paced environment with minimal guidance - be an owner.
12. Passion for technology and communications, well-versed on the latest trends. ☑ Travel required as needed.
13. Travel required as needed.

REQUIRED PROFILE

Essential Qualification	<ul style="list-style-type: none"> • B. Tech /B.E. in Computer Science / Engineering • Post-Graduation is preferred; Any Certification/qualification AI/ML/NLP will be an added advantage
Required Experience	<ul style="list-style-type: none"> • Minimum 15+ years of experience in software engineering and IT experience. • Experience in Architecting machine learning/AI Based System • Proven track record of success in similar position. • Familiarity with marketing platforms, programs and policies. • Exceptional project management and organization skills

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 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

Ms. Vinaya Viswanathan
Head- HR
Digital India Corporation
Electronics Niketan Annexe,
6 CGO, Complex Lodhi Road,
New Delhi – 110003
Phone No. 011-24303500, 24360199