New Delhi: 110 003
Dated: 12.12.2022

CIRCULAR

Subject: Filling up of Senior Management positions in National e- Governance Division (NeGD) on deputation basis

The National e-Governance Division (NeGD), under Digital India Corporation, a not for profit company of Ministry of Electronics & Information Technology (MeitY), was set up in order to facilitate and support Programme Management of the Digital India Programme with a vision to transform India to a digitally empowered society and knowledge economy. NeGD has a judicious mix of Professionals from private sector and officers on deputation from Government to ensure that requisite skill sets are available to execute the designated tasks. A brief write up on Digital India and NeGD is enclosed at **Annexure-I**.

2.   NeGD invites applications for the following positions on deputation basis from amongst officers holding regular positions in the Central & State Government, PSUs, Autonomous organizations and Statutory bodies of Government of India, States & UT Government:

S. No.	Name of the Post	Mode of Recruitment	Pay Level & Pay Band	No. of post(s)
1.	Director (Capacity Building)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01
2.	Director (Awareness andCommunication)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01

The eligibility criteria are given at **Annexure-II.**

The initial period of deputation shall be for two years, extendable as per Government instructions subject to requirements of NeGD. The pay of the selected candidates will be regulated under the provisions contained in the DoP&T OM No.6/8/2009-Estt.(Pay-II) dated 17/6/2010 and OM No. 2/11/2017 – Estt. (Pay-II) dated 24/11/2017 as amended from time to time. Other benefits shall be **as per NeGD norms of Deputations.**
The detailed Job Descriptions are placed at **<u>Annexure III.</u>**

3.   Eligible officers may send their applications in the prescribed proforma (**<u>Annexure IV</u>**) through proper channel to the undersigned by **16.01.2023.** Those who had applied earlier in response to this Department's Circulars in this regard need to apply afresh.

Prescribed proforma of application form, eligibility conditions, Job Description and other details can be downloaded from the official website of MeitY, Digital India & NeGD viz. <u>https://www.meity.gov.in/</u>, <u>https://www.digitalindia.gov.in/</u> and <u>https://negd.gov.in/</u>.

4.   Applications not received through proper channel and not accompanied with vigilance clearance/integrity certificate and attested copy of APARs for the last five years, shall not be considered.

5.   Candidates applying without proper No Objection Certificate (NOC) in the attached format will not be considered.

6.   Applications, which are incomplete or are not accompanied with the required documents will not be entertained and no correspondence will be made or entertained in this regard.

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Digital India Programme

Digital India is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. Digital India Programme was launched by the Prime Minister of India Shri. Narendra Modi on 1 July 2015.

The Digital India programme is centred on three key vision areas:
- Digital Infrastructure as a Core Utility to Every Citizen
- Governance & Services on Demand
- Digital Empowerment of Citizens

Digital India Corporation (DIC)

The Digital India Corporation (formerly Media Lab Asia) has been set up by the Ministry of Electronics and Information Technology (MeitY), Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. Digital India Corporation plays the role of a leader in promoting e-Governance by taking forward the projects and activities of Digital India Programme, to facilitate its stakeholders to realise its goals. It also provides strategic support to Ministries & Departments, both at Central and State level for carrying forward the mission of Digital India Programme by way of Capacity Building for e-Governance projects, promoting best practises, encouraging Public- Private Partnerships (PPP), nurturing innovation and technology in various domains.

Digital India Corporation entails following responsibilities:

1. To provide leadership and support to Government of India through MeitY; to steer and anchor the Digital India Programme along with related policy and implementation initiatives.
2. To support MeitY with regards to policy and implementation related issues concerning various ongoing programmes & schemes in the ICT domain as well as new initiatives undertaken as part of the Digital India Programme.

3. To support Ministries/Departments, both at Centre and States, as well as other stakeholders in crafting e-Governance strategies, to further promote Accountability, Efficiency, Efficacy and Transparency.
4. To source talent and resources both from the market as well as within Government in ICT domain to Ministries/ Departments on chargeable basis under Central & State Government; a talent pool of technically skilled manpower for hardware, software, networks, cyber security and laws, standards, quality and testing, etc.
5. To promote innovation and evolve models for empowerment of citizens and also to promote participatory governance and citizen engagement across the government through various platforms including social media.

National e-Governance Division (NeGD)

In 2009, National e-Governance Division was created by the Ministry of Electronics & Information Technology as an Independent Business Division under the Digital India Corporation {erstwhile Media Lab Asia}. Since 2009, NeGD has been playing a pivotal role in supporting the Ministry of Electronics & Information Technology in Programme Management and implementation of e-Governance Projects and initiatives undertaken by Ministries/ Departments, both at the Central and State levels.

The envisioned roles and responsibilities of NeGD are as follows:

1. Providing strategic direction in terms of framing policies and implementation strategy for the Digital India Programme in different domains of e- Governance
2. Proactive support to Central and State Governments for Mission Mode Projects and other e-Governance projects
3. Acting as a facilitator and catalyst for implementation of Digital India Program by various Ministries and State Governments
4. Providing technical assistance to Central Ministries/ State Line Departments in their e-Governance projects either directly or in collaboration with professional consultants
5. Undertaking technical appraisal of e-Governance projects for examining issues like overall technology, architecture, framework standards, security policy, service delivery mechanism, sharing of common infrastructure, etc
6. Developing generic / model Expression of Interest, Request for Proposal, Standard Contracts, PPP Models and other related documents for various stages and requirements of projects for use by the States
7. Ensuring effective citizen engagement and communication with all stakeholders using offline and Social Media channels
8. Impact assessment and e-Readiness measurement of e-Governance projects of all States / UTs
9. Recruitment, deployment and HR management of specialised resources in the

State e-Governance Mission Teams in all States and UTs

10. Training and development initiatives, including-

- Development of competency frameworks, training guidelines, case studies, etc
- Developing Online and Web based Training and set up Learning Management System
- Knowledge management and sharing through workshops, development of case studies, sharing best practices and creation of knowledge repositories, etc.

S. No.	Position & Domain	Level	No. of Position (s)	Eligibility of level/posts for appointment on deputation	Experience & Qualification
1.	**Director (Capacity Building)**	**Senior Management** Pay Matrix Level-14 PB-4 -Rs. 37,400/- 67,000/- - Grade Pay - Rs. 10,000/-	01	Officers of the Central & State Government, PSUs, Autonomous and Statutory bodies of Government of India, States & UT Govt **i.** holding analogous post on regular basis in the Parent Cadre/ Department. OR **ii.** with 2 years regular service in the Pay Level 13A in Pay Matrix (Rs.131100-216600) (Grade Pay of Rs. 8900/- Pre-revised) OR **iii.** with 3 years regular service in the Pay Level 13 in the Pay Matrix (Rs.123100-215900) (Grade Pay of Rs.8700/- pre-revised)	**A. Essential Qualifications and Experience** Bachelors Degree of a recognized University/ Institute in a suitable discipline. **Desirable Qualification and Experience** Post Graduation in a suitable discipline and/or MBA/PGDM (preferably in Human Resources) ISTD Diploma Experience in Training and e-Learning. **B. Experience** (i) 16 years of experience in Central & State Government, PSUs, Autonomous and Statutory bodies of Government of India, States & UT Govt. Having at least 5 years of experience in Capacity Building, Knowledge Management, e Governance Trainings in a computerized environment. **C. Age Limit** : The maximum age limit in case of recruitment by deputation shall not exceed 58 years on the closing date of receipt of application.

| 2. | Director (Awareness and Communication) | Senior Management Pay Matrix Level-14 PB-4 - Rs.37,400/- 67,000/- - Grade Pay - Rs.10,000/- | 01 | Officers of the Central & State Government, PSUs, Autonomous and Statutory bodies of Government of India, States & UT Govt

i. holding analogous post on regular basis in the Parent Cadre/ Department

OR

ii. with 2 years' regular service in the Pay Level 13A in Pay Matrix (Rs.131100-216600) (Grade Pay of Rs. 8900/- Pre-revised).

OR

iii. with 3 years regular service in the Pay Level 13 in the Pay Matrix (Rs.123100-215900) (Grade Pay of Rs.8700/- pre-revised) | **A. Essential Qualifications and Experience** Bachelors Degree of a recognized University/Institute in a suitable discipline

Desirable Qualification Post-Graduation in a suitable discipline and/or MBA/PGDM (preferably in Mass Communication)

B. Experience (i) 16 years of experience in Central & State Government, PSUs, Autonomous or Statutory bodies of Government of India, States & UT Govt. Having at least 5 years of diverse experience in Awareness and Communication in IT/e Governance Functions in a leadership role in conceptualization, implementation evaluation and assessment of projects

C. Age Limit The maximum age limit in case of recruitment by deputation shall not exceed 58 years on the closing date of receipt of application |
|---|---|---|---|---|---|

Detailed Job Descriptions

1. Name of Post: Director (Capacity Building)

Post code: Dir/2022/01

JOB DESCRIPTION	
Division	NeGD
Function	Capacity Building
Band	Senior Management – Director
Reports To	President & CEO, NeGD

Job Objective

The job holder will be part of the CBMC team with responsibility for managing capacity building activities for NeGD under CB Scheme.

The role would include responsibility in area like design and management of Capacity building processes, online/offline training systems and other administrative functions for Government employees, developing and implementing capacity building and change management initiatives under Digital India Programme for NeGD and SeMTs

The job holder will contribute towards positioning NeGD as a performance focused organization by driving role clarity and accountability across the organization.

PRIMARY RESPONSIBILITY

Design and Monitor the HR Policy regarding Capacity Building

- Monitor implementation of HR policy such as Virtual Cadre, Competency framework, e-Gov Academy etc.

Funds Management

- Provide inputs towards development of CB budget in coordination with other NeGD and States/UT teams and monitor and control the CB funds utilization

Change Management

- Devise change management strategy and create and implement change management plans that minimize employee resistance and maximise employee engagement.
- Identifies potential people-side risks and anticipated points of resistance and develops specific plans to mitigate or address the concerns for NeGD and States/UTs as per Digital India vision and CB Scheme.
- Develops a generic Change Management Framework for e – Governance initiatives that can be used by the States in developing their individual Change
  Management Frameworks in synchronization with national level initiatives

- Oversee and monitor various change management activities in various states and departments and support them through SeMTs in effective change management.

Capacity Building of Central Line Ministries, States/UTs

- Manage and monitor the capacity building initiatives for the Central Line Ministries Sates/UTs to ensure its effectiveness.
- Develops training policy in line with the Government training policy.
- Plans and ensures budget for the training activities.
- Identifies and recommends various models of delivery of training to different groups of stakeholders including in-house and in sourced/ outsourced models.
- Develop Capacity for building capability in States/UTs for e-Governance.
- Leverage Learning Management System (LMS) and Knowledge Management System(KMS) to reach out to large official base in the Central Line Ministries Sates/UTs in a cost effective manner by developing an appropriate strategy and implementing appropriate systems to the effect
- Co-ordinate with other Domain experts like LMS, e-GCF, KMS etc for effective implementation
- Manage and monitor the capacity building initiatives for the Central Line Ministries Sates/UTs to ensure its effectiveness.

Training & Development Planning of NeGD
- Manage the overall training & development for NeGD employees including developing training guidelines and training budget, facilitating and monitoring training design and delivery, engaging external experts, vendors and trainers for effective training design and delivery

CB Scheme
- Develop policy and implementation guidelines around the CB Scheme for furthering the understanding of the same among the states and provide ongoing clarifications to states on CB scheme implementation
- Monitor the implementation of CB Scheme including the utilization of allocated budgets, obtaining future fund requirements etc.
- Track the functioning of SeMTs and ensure that it is able to suitably meet the Capacity Building requirements of the state government as per Digital India policies.

In addition to the above responsibilities, the incumbent may be assigned any other task from time to time by the President & CEO

2. Name of the Post: Director (Awareness and Communication)

   Post Code: Dir/2022/02

JOB DESCRIPTION	
Division	NeGD
Function	Awareness and Communication
Band	Senior Management - Director
Reports To	President & CEO, NeGD

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 Digital India Programs and use of Social Media for furtherance of Digital India initiative.

PRIMARY RESPONSIBILITIES

Impact Assessment

- Develop the Impact Assessment Framework including qualitative and quantitative metrics for evaluation of Digital India Programs/Services.
- 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 e-Governance Services 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 various projects.
- Bring out comparative analysis and provide assistance in formulating best practice.

Awareness & Communication
- Developing strategy of Awareness & Communication to be adopted for Digital India including developing methodologies for a comprehensive communications strategy targeting different stakeholders.
- Devising suitable interventions to build the brand of Digital India including identification of media channels for Awareness & Communication, determine the media mix to be used including Print, Electronics, Social Media & on-ground activities.
- 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/ Print/electronic.
- Use Digital media to promote Digital India Programs/services
- Liaisoning with other Stakeholders, academia, civil society organization for organizing workshops/seminars.
- Subject matter expert and Liaison for Promotion, Review and Assist in creating
- sound digital media solutions.

- Act as a single point of contact and take ownership for organizing National/international level events/Conferences.
- Liaisoning with Industry/Trade bodies for collaboration and participation.
- Conceptualizing and rolling out PAN India level outreach campaigns in coordination with State Government / Agencies regular monitoring and evaluation of such campaigns.
- Act as a mentor to the A & C team and continuously motivate them to meet up the expectations.
- Seeking budgetary and all necessary financial approvals as per Govt. rules/norms.

In addition to the above Primary responsibilities, the incumbent may be assigned any

PART 1

Application for Deputation in National e-Governance Division (NeGD) for Senior Management positions

1. Post Applied for (Post Code)   :
2. Name in Full   :
3. Father's Name   :
4. Sex – Male/Female   :
5. Nationality   :
6. Date of Birth (dd/mm/yyyy)   :
7. Date of retirement under central/ :
    State Government Rules
8. Marital Status   :
9. Address for Correspondence   :

    Phone Nos. : Residence   :
    Email ID   :

> Affix recent passport size Photograph

10. Academic & Professional Qualification:

Name of the Institute/ Board/ University	Year of Passing	Exam/ Degree	Aggregate percentage of marks & division	Remarks

11. Total Experience in number of Years and Months _____Years_____
    Months.

12. Employment history, in chronological order:

No	Office/ Inst./ Orgn.	Post held	Period (from – to)	Pay Band & Grade Pay with present pay	Nature of duties/ responsibilities	Significant Accomplishments (If any)

13. Relevant Training programmes attended   :

14. Special Achievements (Please give details)   :

15. Details of present post held   :

16. Designation   :

17. Date from which held   :

18. Scale of pay - Pay Band & Grade Pay   :

19. (Revised) with present pay drawn   :

20. Whether present post is held on regular/   :
    tenure/deputation/temporary/permanent/
    officiating or ad-hoc basis and since when   :

21. 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   :
      vi. Name of the Ministry/Department/   :
      vii. Organization where presently employed
        with full address indicating name and
        designation of contact officer and Telephone/Fax Numbers:

22. Additional details about present employment Please state whether
    working under:

a) Central Government

b) State Government

c) PSU

d) Autonomous Bodies

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

a) Research publications and reports and special projects

Awards /Scholarships/Official appreciation

b) Affiliation with the professional bodies/institution/societies and

c) 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 – 2

NO OBJECTION CERTIFICATE (NOC) 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/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 candidate's ACR for the last five years.
6. Integrity of the candidate is certified as 'Beyond Doubt'.

Date: Place:

Signature of the Head of the Office/ Department

Name: Office

Seal:

Phone No. & Email ID