

NeGD/Admn/1(1)/2018-Pers.

Dated: 29.01.2019

CIRCULAR

Subject: Filling up of the positions of Senior Management in National e-Governance Division (NeGD) on Deputation.

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 to facilitate and support, MeitY in 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 Deputationists from Government to ensure that requisite skill sets are available to execute the designated tasks.

2. NeGD is currently inviting applications for the posts of **Chief Operating Officer (COO)/ Director, Projects (Development & Management) and Director (Awareness & Communications/ IEC)** on deputation basis from officers of the Central & State Government, PSUs, Autonomous or Statutory bodies of Government of India, States & UT Govt. The initial period of deputation shall be for two years, extendable as per Government instructions. The deputation of Government Officers shall be under Foreign Service terms and conditions. The eligibility criteria for the position is at **Annexure-I & II**. 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 as amended time to time. Other benefits shall be as per NeGD norms of Deputations.

3. Interested/eligible officers may send their applications in the prescribed proforma (**Annexure-III**) along with attested copies of the APAR for the last five years, cadre clearance and vigilance clearance through proper channel to the undersigned within 30 days from the date of publication of the advertisement for this vacancy. **Prescribed proforma of application form, eligibility conditions and other details can be downloaded from the official website of NeGD viz. www.digitalindia.gov.in/www.meity.gov.in**

4. The maximum age limit in case of recruitment by deputation shall be **not exceeding 58 years** on the closing date of receipt of application.

5. 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.

Shri R.A.Dhawan
Sr. General Manager, DIC – NeGD
4th Floor, Electronics Niketan,
6-CGO Complex Lodhi Road, New Delhi – 110003

Annexure-I

**Eligibility & Experience for the post of Chief Operating Officer (COO)/
Director, Projects (Development & Management)**

S No.	Function	Level & Grade pay	Number to be empanelled	Eligible Grade Pay & Experience	Desirable Profile/qualifications	Job Code
1.	Chief Operating Officer/ Director, Projects (Development & Management)	Senior Management Pay Matrix Level -14 PB-4 Rs.37400-67000(Grade pay Rs.10000) (Pre-revised)	1	Presently in Pay Matrix Level -14 PB-4 Rs.37400-67000(Grade pay Rs.10000) (Pre-revised) OR 5 years Experience in Pay Matrix Level -13/13A PB-4 Rs.37400-67000(GP) Rs.8900/ Rs.8700) (Pre-revised)	<p>i) Experience: Minimum 20 years of experience in Government in handling ICT Management</p> <p>5 years of experience in e-Governance Project Development and Program Management</p> <p>Knowledge of IT Solutions Architecting and Project Management Tool.</p> <p>ii) Essential Qualification: Graduation: Any discipline (Preferably B.E./ B.Tech)</p> <p>iii) Desirable Qualification: Post Graduation : Masters in Business Administration/ Statistical Research.</p>	SM 01

- 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.

457

National e – Governance Division

Job Description	
Division	NeGD
Function	Chief Operating Officer (COO)/ Director, Projects (Development & Management)
Band	Senior Management
Reports To	President & CEO
Job Code	SM 01

Job Objective

To provide leadership and direction in areas of e-Governance Project Development & Program Management including planning & designing & monitoring of Digital India Programme.

Primary Responsibilities

- Project Development including conceptualization, preparation of DPR System Requirement Specifications (SRS), Designing & Development of IT System & Implementation
- Evaluation and Assessment of e-Governance Projects.
- Planning the overall program operations and monitoring the progress of Digital India
- Defining program control and management throughout program life cycle.
- Coordinate various projects & their independencies.
- Aligning the project deliverable to Digital India vision, policies & guidelines.
- Manage project risks & issues and take corrective measures & managing business continuity.
- Management of all program documents.
- Tracking the key performance indicators of the Digital India Program.

Annexure-II

**Eligibility & Experience for the post of Director
(Awareness & Communication/ IEC)**

S No.	Function	Level & Grade pay	Number to be empanelled	Eligible Grade Pay & Experience	Desirable Profile/qualifications	Job Code
1.	Awareness & Communication / IEC	Senior Management (Director) Pay Matrix Level -14 PB-4 Rs.37400-67000(Grade pay Rs.10000) (Pre-revised)	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. 5 years of experience in Information Education & Communications (IEC)/ Awareness & Communications in any Central/State Govt./PSUs/ Department in a leadership role in conceptualization, implementation of IEC campaigns. Familiarity with tools for IEC/ A&C technologies.</p> <p>ii) Essential Qualification: Graduation: Any discipline (Preferably in Mass Communication)</p> <p>iii) Desirable Qualification: Preferably from Indian Information Services</p>	SM 02

- 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.

National e –Governance Division

Job Description	
Division	NeGD
Function	Awareness & Communications/ Information Education & Communications
Band	Senior Management
Reports To	President & CEO, NeGD
Job Code	SM 01
Job Objective	
<p>The objective of this job is to provide leadership and direction in areas of Information Education & Communications / Awareness & Communications initiatives including use of Social Media for furtherance of Digital India initiatives.</p>	

Primary Responsibilities
Awareness & Communication
<ul style="list-style-type: none">• 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.

12. Total Experience in number of Years and Months _____ Years _____
Months Employment history, in chronological order

453

S.No	Office/ Inst./Orgn.	Post held	Period (from - to)	Pay Band & Grade Pay with present pay	Nature of duties/ responsibilities	Significant Accomplish ments (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
- 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: