

**BBBP-18/3/2017-BBBP**  
**Government of India**  
**Ministry of Women and Child Development**  
**(Beti Bachao Beti Padhao Division)**

*1st Floor, Jeevan Tara Building,  
Sansad Marg, New Delhi  
Dated the 24<sup>th</sup>, August, 2020*

**Vacancy Circular**

**Engagement of a Junior Consultant for the Programme Management Unit- Beti Bachao Beti Padhao (PMU-BBBP).**

Beti Bachao Beti Padhao is a flagship scheme of Government of India, launched by the Hon'ble Prime Minister on 22<sup>nd</sup> January, 2015 in Panipat, Haryana to arrest the declining Child Sex Ratio and related issues of empowerment of Women over a lifecycle continuum. It's a tri-ministerial, convergent initiative of Ministries of Women and Child Development, Health and Family Welfare and Human Resource Development. The scheme has been expanded for Pan India implementation covering all 640 districts ( as per census 2011).

2. A Programme Management Unit (PMU) is set-up as a Technical Secretariat to provide programmatic support to the implementation of Beti Bachao Beti Padhao Scheme and to facilitate work related to monitoring and evaluation, documentation, media, awareness Generation, advocacy and mass communication.

3. Services of highly qualified, experienced and dynamic persons are required for positions of Junior Consultant (Media) for PMU-BBBP. the positions carry consolidated remuneration and the incumbents are entitled to TA/DA in respect of journeys undertaken in connection with the official work as per the Guidelines dated 2<sup>nd</sup> June, 2017 issued by Ministry of Women and Child Development. The Consultant will be entitled to avail 12 days leave in a year. Detail of qualification, experience and term & condition are given at Annexure-I

4. Application from eligible candidates for the aforesaid position is invited in the enclosed Pro-forma (**Annexure- II**) along with self-attested copies of the certificates/mark sheet of essential qualification and experience. The application may be addressed to the Deputy Director (**BBBP**), **Ministry of Women and Child Development, 1<sup>st</sup> Floor, Jeevan Tara Building, Sansad Marg, New Delhi 110001**. The last date of submitting duly filled in application form along with relevant documents **is 8<sup>th</sup> September, 2020 by 5:30 PM** through Online/Offline mode. For online mode, the duly signed application alongwith self attested relevant documents may be sent through email at email id [ashok.jaiswal@nic.in](mailto:ashok.jaiswal@nic.in).

5. Applications received incomplete or after the due date will not be considered. Only shortlisted candidates will be intimated accordingly. The MWCD reserves the right to reject any or all applications without assigning any reason.

-Sd-  
Deputy Director (BBBP)

## **Annexure-I**

### **Terms of Reference**

#### **A. JUNIOR CONSULTANT (Media, Advocacy and Communication: 01 Position)**

##### **Remuneration:**

The Consultant would be entitled to a consolidated monthly remuneration up to Rs. 60,000/- (inclusive of Transport Allowance of Rs. 5000/- month) depending on the qualifications and experience of the candidate. The position is for an initial contract of one year and is subject to renewal on an annual basis on the basis of performance and requirement of BBBP Section.

##### **Responsibilities**

- i. To provide programmatic support to the Beti Bachao Beti Padhao programme of MWCD.
- ii. Support in drafting communication plans and strategies for projects and events.
- iii. Co-ordinate with NFDC, DAVP, Song & Drama Division under Ministry of Information & Broadcasting, All India Radio and Doordarshan for effective awareness generation about the programme.
- iv. Handle end to end execution of national level media campaign using 360 degree approach including Print Media, Electronic/ Broadcast Media, Social Media- Through internet websites, Song and Drama, Mobile Exhibition Vans and the like for awareness generation about Beti Bachao Beti Padhao programme.
- v. Collaborate and network with PIB, Media persons/organizations in order to share/disseminate BBBP related information
- vi. Content creation for IEC material including brochures, FAQs, posters, newsletters etc.
- vii. Strong Knowledge of Software Packages like- Adobe Photoshop, Coral Draw, In-design, Movie Maker etc.
- viii. Knowledge of making short films/documentaries, designing of IEC material like Brochure, Leaflet, Pamphlet etc.
- ix. Advise on the appropriate mix of materials to be developed as per the specific request for the communication campaigns and creating prototypes / artworks for the same
- x. Any other task as may be assigned from time to time.

##### **Requirements on skills, competencies, education and experiences:**

**Competencies:**

- i. Plans and produces quality results to meet established goals;
- ii. Generates innovative, practical solutions to challenging situations;
- iii. Demonstrates substantive and technical knowledge to meet responsibilities.

**Education:**

- i. Post Graduate degree in Mass Communication, Advertising and Certificate/Diploma in [Graphic Designing/ Web Designing/ Visual Arts/Animations/B.DES (Fashion Communication), or similar]
- ii. Fluency in English and Hindi is required.

**Experience:**

- i. Minimum 3 Years of Experience in graphic production from start to published/printed
- ii. product with knowledge of printing processes (offset and digital) and color management;
- iii. Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, Final Cut HD, Adobe Photoshop and web design tools such as Dreamweaver & Flash, etc.
- iv. Clear and mature style of design, demonstrating an understanding of the communication requirements.
- v. Good understanding of new and evolving technologies and digital platforms;
- vi. Knowledge of standard software packages, including MS Office– MS Access–MS Visio – Adobe Acrobat;
- vii. Web design, page layout and design.

**Core skills:**

- i. Ability to conceptualize, plan and execute innovative ideas;
- ii. Design of reports and other communication materials for printing and electronic distribution;
- iii. Improve and edit art-work, photos, charts and other graphic elements;
- iv. Displays open, co-operative behavior with other team members;
- v. Remains calm and in control, and good humored even under pressure;
- vi. Sets priorities, produces quality outputs,
- vii. Meets deadlines and manages time efficiently.
- viii. Excellent oral and written skills.
- ix. Excellent communication skills, organized (dealing with many stakeholders)

## Annexure-II

### Format for Application Form

Recent Photograph
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Recent Photograph

1. Name of Position applying for:

2. Name of the candidate:

3. Father/ Spouse/ Guardian's Name:

4. Address:

a) Permanent:

b) Present:

c) (i) Telephone/Mobile:

(ii) Email:

5. Date of Birth and Nationality:

6. Educational Qualifications: (from graduation to professional qualification)

Sl. No.	Name of Degree	Board/ Institution/ University	Year of Passing	% of marks obtained
(1)	(2)	(3)	(4)	(5)

7. One relevant Degree that needs to be considered as qualifying educational qualification in reference to the position applied for:

Name of Degree	Board/ Institution/ University	Year of Passing	% of marks obtained
(1)	(2)	(3)	(4)

(Note: 1.Candidate is required to mention one of the degrees from amongst mentioned under Educational Qualifications, that he/she wants to be considered as qualifying degree in reference to the position being applied for in the application.

2. Marks must be provided in % form in column 3. If marks obtained are in the form of CGPA/GPA etc. then either proper conversion formula of the concerned university/institution must be given or marks must be mentioned as converted into percentage form. Marks given in CGPA/GPA form in application will be rejected).

8. Other Trainings [Indicate significant training since degrees under Sl. No. 6– Education]

9. Work experience/Employment Record [Starting with present position, list in reverse order every employment held since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held]:

S. No	From (Date)	To (Date)	Duration (Years. Months)	Employer / Organisation	Designation	Description of Duties
(1)	(2)	(3)	(4)	(5)	(6)	(7)

Note: (i). Exact dates of employment has to be filled in clearly in Columns 2 & 3. (ii) Duration in a particular employment has to be given in Years. Months e.g. If a candidate has worked for 2 years and 6 months in an organisation it has to be filled as 2.6 in column 4 and if it is 2 years and 11 months then it has to be filled as 2.11 in column 4.

10. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

S. No.	Language	Read	Write	Speak

11. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned [Among the assignments in which the incumbent has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under scope of work for the position]

- Name of assignment or project:
- Location:
- Year:
- Client
- Main project features: Positions held:
- Activities Performed:

12. Brief description about your suitability for the applied position ( Max 200 words)

13. Certification : \*

I, the undersigned, certify that to the best of my knowledge and belief, this Application Form correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, at any stage.

Date:

[Signature of applicant]

\*Application with certification as above not duly signed by the candidate will be rejected at the outset.

**Note:**

1. Candidates must attach:-

- a. Self Attested Certificates/Mark Sheets in support of the educational qualifications.
- b. Self Attested Experience Certificate from respective Employer clearly indicating the date of joining and date of relieving. For the current employment, a copy of employment indicating the date of joining.

2. Applications with insufficient information/without copies of certificates are liable to be rejected.