

Draft Terms of Reference (ToR) for Media Expert (ME) under the Department of Agriculture, Government of Assam.

1. Introduction

Presently different Central and State sector schemes of Agriculture department are being implemented through District Agriculture Offices. But due to shortage of technical and non technical staff at District Agriculture Offices, schemes are delayed in implementation. To ease up in timely implementation of the schemes few supporting staff is needed at District Agriculture Office, who will assist the District Agriculture Officers in scheme/ programme implementation, account keeping and extension activities. For the ease of programme implementation, the Govt. of Assam has decided to appoint **1 (one) Media Expert** in each of the 33 (Thirty Three) District Agriculture Offices and 2(two) Media Experts at State Head Quarter under the Government of Assam.

2. Objectives of the assignment & scope

The Media Expert would help the District Agricultural Officers (DAOs) in extension, publicity of departmental schemes for farmers' participation.

Key responsibilities:

- Coordinating media activities, conceptualization and implementation of media campaigns etc.
- Experience in Organizing Advanced Television Production, Print Media and Public Relations which include reporting editing and designing/ TV Programme/ Radio programme in local dialects.
- Experience in managing Public Relations Campaign/ Television Journalism/Multi Camera Production/Research project on Development Communication.
- Experience in preparation of pamphlets in local scripts, developing IEC Materials, Campaign specific for different client group e.g. pregnant women, Eligible Couple, Adolescent health.
- Computer proficiency: MS Office.
- Excellent communication and presentation skills, analytical and interpersonal abilities, excellent oral and written communication skills in English, Assamese, & Hindi.
- Any other task assigned by the District Agricultural Officers (DAOs) that would contribute to the realization of Project/scheme objectives.

3. Eligible criteria:

He/she must be Indian citizen and ordinarily resident of Assam.

Educational Qualification & Working Experience: The qualification of the Media Expert must be Post Graduate in Mass Communication from a recognised institute with candidates having minimum 3 (three) years of relevant experience.

Computer Skills: The Media Expert must have expertise in using Internet based applications, working with advanced word processing/spreadsheet including MS Word, MS Excel, MS Power Point, related applications and software & hardware computer systems.

Language: Fluency in English and Assamese is essential.

Desirable Skills: Experience of working in complex, multi stakeholder, fast moving environment and ability to work under pressure, strict deadlines and multitasking. Good social, analytical and planning skills; the candidate must show initiative, synthesis, organization and personal dynamism, be self-motivated and should possess ability to work independently as well as in teams.

Age: Age of the candidate should not be more than 40 years and less than 21 years of age as **on 1st January'2021.**

Selection procedure:

1. The position shall be filled purely on temporary basis through WALK -IN-INTERVIEW.
2. Questions would be based on General Awareness, General Knowledge and relevant subject of the position.
3. The interview board to be constituted for conduct of Walk-in-Interview for the engagement shall be notified by the Govt. of Assam in due course of time.
4. Candidates shall be mandatorily required to bring an application as per the Standard Format along with the all the original certificates/documents relating to qualification, experience, age, identity proof, latest salary certificate, two passport size coloured photographs etc. and also a self-attested copies of the same.
5. For the purpose of determining the age limit, authority will accept only the date of birth recorded in the Birth Certificate, Matriculation or equivalent examination certificate/Admit card issued by a recognised Education Board. No other documents pertaining to age such as horoscope, affidavit or any other document will be accepted.

4. Duration of contract, notice period etc.

1. Continuity of the Media Expert beyond eleven (11) months from the date of signing the agreement will

depend upon his/her performance.

2. The contract with Media Expert may be terminated by either side at any point of time during the contractual period by serving a 30 days' notice without assigning any reason and without thereby incurring any liability to the District/Directorate/Department/Govt. of Assam. The assignment is purely contractual in nature and shall not, under any circumstance, be extended beyond the closing date.
3. The Media Expert shall not assign or sub-contract, in whole or in part, his/her obligations except with the Reporting Officer's prior written consent. The Media Expert will have to serve the project/scheme on full time basis. He/she will provide services from the District Office.

5. Remuneration, payment terms & leave

The payments for the services rendered by the Media Expert will be made by the appointing authority at a fixed remuneration of Rs.24,000/- per month as per HR manual.

- The consolidated fixed remuneration will be paid from the fund of the appointing authority. Taxes as applicable shall be dealt with as per applicable laws. The remuneration would be given in equally monthly instalments.
- The provisions of leave would be as per prevailing rules of the HR manual.

6. Reporting & performance review

Media Expert will report to the District Agricultural Officer of respective districts. The performance of the Media Expert will be evaluated by the DAO and a consolidated quarterly report shall be submitted to the Directorate of Agriculture Office for further processing.

7. Facilities to be provided to Media Expert

Access to the required documents, correspondence, contact details and any other information associated with the project/scheme and as deemed necessary. The Media Expert will be provided with one office cubicle/workstation/ shared office space along with computer, printer, computer stationery/office consumables, and internet access.

Note: This is a draft ToR and the appointing authority reserves the right to change, update or modify this ToR at any stage till recruitment process is completed.

Sd/-
Director of Agriculture

STANDARD FORM OF APPLICATION

PHOTO

To,

The
 Name of the Post
 Department/Office

1. Name in Full (Block letter) :
2. Present Address : Vill/Town.....
3. Permanent Address : Vill/Town.....
4. Father's Name & Address :
5. Place of birth including Police Station and District & P.O :
6. Are you a citizen of india and if so how? (Copy of citizenship certificate should be enclosed where necessary) :
7. Educational qualification and also the name and full address :
8. Other Qualifications :
9. Community :
- (a) State your religion :
- (b) Are you a member of Schedule Caste/Schedule Tribe :

10. Age on the 1st January 20.... (According to H.S.L.C certificate copy of which should be enclosed) : 11.
 Present occupation (if any) : 12.
 Previous appointment held (if any) :

13. Are you a temporary or retrenched personal of Temporary Departmental of the Govt. of Assam (Answer 'Yes' or 'No') State particulars :
14. Are you trained in or a member of the National Cade Crops of Territorial Army or trained Home Guards and Civil Defence Volunteers, if so give particulars. :

15. Employment Registration No. :

16. Whether there is any Govt./Semi Govt. Employees in your family if any, Particulars of such family member like relationship, name of the job, pay drawn, place of posting, permanent /Temporary etc. should be furnished. :

17. Family's income certificate from the Gaon Panchayat /DC/SDO/Circle Officer to be furnished :

18. Examination Centre :

I am a candidate for the postand the stated above are true to the best of my knowledge and behalf. In case of any false statement, I am liable to any action the Government deem fit andproper.
 A treasury challan of Rs.....is attached herewith.

19. To be filled in by Candidate
 Date.....
 Place: Signature of Candidate