



F. No. 01-24/2022-Admn  
Government of India  
**NATIONAL DISASTER MANAGEMENT AUTHORITY**  
NDMA Bhawan, A-1, Safdarjung Enclave, New Delhi -110 029  
Tel. No. 26701700



**Sub: Advertisement for the position of Consultant in National Disaster Management Authority (NDMA) on contract basis.**

NDMA invites applications from Indian national having requisite qualification and experience for following position:-

Sl. No.	Name of Position	Post in Nature	No. of Vacancy	Educational Qualification	Total Experience	Max. Age Limit
1.	Senior Consultant (Information, Education & Communication)	Contractual	1 (One)	<b>Essential:-</b> Post-graduate/Masters in Communication Designing/Graphic Designing/Animation Designing (two years course) <b>Desirable:-</b> M.Phil/ Phd in relevant discipline	• 5 years experience in review/production of IEC material, installation of kiosks/stalls for awareness generation in organizations/ companies/ Govt./ PSUs/ Banks.	50 years (62 years for retired Govt. employee)

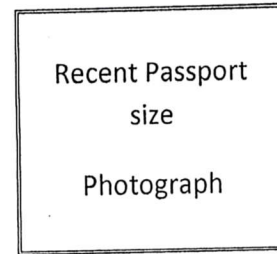
- Remuneration Band** Rs. 1,25,000/- to 1,75,000/- pm for Senior Consultant. Remuneration in respect of retired Central Government employee engaged as a Consultant shall be regulated as per Ministry of Finance, Department of Expenditure O.M. No. 3-25/2020-E.III.A dated 09<sup>th</sup> December, 2020.
- The detailed terms and conditions and eligibility criteria (educational qualifications, age, experience etc) for engagement of above position are indicated in the Term of References (ToR) of the above position and may be seen on NDMA website at <http://ndma.gov.in>.
- Essential /desirable educational qualifications and experiences will be verified with original certificates.
- Interested individuals may send their bio-data in the prescribed proforma available on the NDMA website alongwith statement of purpose (SOP) in maximum 250 words, recent passport photograph and copies of certificates establishing their educational qualification, experience to Shri Abhishek Biswas, Under Secretary (Admn.), National Disaster Management Authority, NDMA Bhawan, A-1, Safdarjung Enclave, New Delhi-110029, Phone No. 011-26701700 within **20 days** from the date of publication of advertisement in the employment news.

**Important note: Incomplete application will not be considered in NDMA and reserves the right to reject such applications without assigning any reason.**

(Abhishek Biswas)  
Under Secretary (Admn)

## Application of engagement as Consultant in the National Disaster Management Authority.

Position applied for : \_\_\_\_\_



(1) Name : \_\_\_\_\_

(2) Father's Name :- \_\_\_\_\_

(3) Sex (Male / Female) : \_\_\_\_\_

(4) Date of Birth \_\_\_\_\_ Age \_\_\_\_\_ Years.

(5) Category : SC/ST/OBC/General/Any Other (Pls. specify) \_\_\_\_\_

(6) Contact Address :- \_\_\_\_\_  
\_\_\_\_\_

(7) Permanent Address :- \_\_\_\_\_  
\_\_\_\_\_

(8) E-mail : \_\_\_\_\_ Phone \_\_\_\_\_

(9) Education (College education in reverse chronological order) (Pls add rows if required) :

S No.	Year	Degree/ Diploma	University/ Institution	Division/ GPA	Subjects

(10) Experience (in reverse chronological order) (Pls add rows if required)

S No.	Period			Organization / Institution	Nature of work	Accomplishments
	From	To	Total			

(11) Trainings: \_\_\_\_\_

(12) Publications:- \_\_\_\_\_

- (13) Awards / recognitions: - \_\_\_\_\_
- (14) Membership of Professional Bodies/ Associations: - \_\_\_\_\_
- (15) Retired Government staff (Pls indicate Pay/Pay band) :- \_\_\_\_\_
- (16) References (Name, Designation, Institution, address, e-mail and Phone Number) :-

(1) : \_\_\_\_\_ (2) : \_\_\_\_\_

I have carefully gone through the advertisement and I am well aware that the information furnished above is duly supported by the documents in respect of Essential Qualification/ Work Experience submitted by me will also be assessed by the Selection Committee at the time of selection for the position. The information/ details provided by me are correct and true to the best of my knowledge and no material fact having a bearing on my selection has been suppressed/ withheld.

Date \_\_\_\_\_

Signature \_\_\_\_\_

\* Application form is to be submitted alongwith Statement of Purpose (SoP) in 250 words (maximum) and copies of certificates establishing educational qualifications, work experiences, trainings participated etc.

**National Disaster Management Authority  
New Delhi**

**NDMA Reference:**

**Title of the position:** Senior Consultant (Information, Education and Communication)

**Name of the Division:** Public Relations & Awareness Generation (PR&AG) Division

**Purpose/Rationale of the Assignment:** National Disaster Management Authority (NDMA) is responsible for laying down policies, plans and guidelines for disaster management for ensuring timely and effective response for disaster management in the country. NDMA also has the mandate to take other measures for the prevention of disaster, mitigation, preparedness and capacity building for dealing with the disasters. Educating and informing the communities is one of the important components of disaster risk reduction. In India, which is one of the most disaster-prone countries in the world, sustained information, education and communication (IEC) activities can result in better disaster management. IEC activities of NDMA aim at all the stakeholders encompassing Government functionaries at different levels and the entire population of the country. Senior Consultant (IEC) of NDMA prepares media plans in consultation with other Consultants using all media platforms viz. print, electronic, social media, digital media establishing synergy with State/UTs/SDMAs/DDMAs with the objective of reaching out to the last mile under the overall supervision of Division Head (DS/Dir.) of PR&AG Division and concerned Advisor/JS.

In order to achieve the above objectives, PR&AG Division of NDMA intends to hire services of an expert for evaluation of existing IEC material and production of requisite IEC material, as and when required for use for awareness generation among all the stakeholders, including the people of the country i.e. a Senior Consultant (IEC).

**Duration:** Contract is initially for a period of three years, based on satisfactory performance. Year to Year continuation is subject to performance review during these three years.

**Number of Position:** One



**Job description/Context:** Senior Consultant (IEC) shall prepare communication/IEC Policy of NDMA. He/She shall revise/modify the Policy as and when needed aligning it to the requirement of NDMA for maximizing reach of awareness activities of NDMA among the general public and all stakeholders. He/She shall prepare and revise the communication/media strategy of PR&AG Division and shall prepare dynamic annual plan of IEC activities in consultation with other Consultants, based on seasonality of disasters. He/She shall develop a network of all stakeholder agencies of the Central and state Govt, institutions, for receiving and sharing of IEC material on various disasters.

Senior Consultant (IEC) shall prepare concept notes, presentations, for awareness activities, from time to time. He/She shall review the IEC material of NDMA and identify gaps. He/She shall conceptualize the IEC material needed to be developed viz. short videos, creatives, posters, hoardings, their designs, etc. required for dissemination through TV, radio, print, social media, digital media, etc. He/She shall coordinate with the productions agencies for production of IEC material.

Senior Consultant (IEC) shall also prepare concept note, design, layout, etc. of exhibition/seminar/workshop to be organized by PR&AG Division. He/She shall also advise and prepare proposals for participation of NDMA in different exhibitions/Melas/camps being organized by other organizations, as and when needed.

Senior Consultant (IEC) shall work in close coordination with other Consultants of the Division and of NDMA for production of IEC material required from time to time. He/She shall also carry out work of other Consultant of the PR&AG Division in times of their absence. He/She shall be deputed on tours for official purposes.

**Tasks/Deliverables:** Senior Consultant (IEC) shall –

- i. Prepare communication/IEC Policy, strategy and Annual Media/Communication Plan of activities of PR&AG Division/NDMA.
- ii. Establish link with the IEC teams and their network, of Central Ministeris/Departments, Early Warning Agencies (EWAs), States/UTs at different levels, Institutions/Organisations engaged in disaster management to exchange the IEC material and ideas for production of innovative creatives.

- iii. Conceptualize, innovate, design and develop IEC material required for awareness generation through different media platforms. He/She shall review the existing IEC material and develop a repository of all IEC material of NDMA.
- iv. Monitor the awareness activities of PR&AG Division and evaluate and suggest corrective measures as and when needed.
- v. Conceptualize and prepare concept notes/design of exhibitions/stall in exhibitions for participation by NDMA for displaying the IEC material of NDMA.
- vi. Bring in innovation in the awareness material as well as awareness activities of NDMA.
- vii. Conceptualize, innovate, design and prepare booklets/pumplates/posters/coffee table book/brochures on various topics/aspects of disaster management.
- viii. Prepare and present IEC plans, reviews, etc in coordination and consultation with other Consultants, before the senior officers as and when required.
- ix. Liaise with empanelled production/creative agencies for development of IEC material in time bound manner.
- x. Support other team members as and when needed.
- xi. Carryout any other assignment/work given by the Officers/Members of NDMA.
- xii. Create attractive and informative creatives/infographics and also conceptualize and prepare various IEC materials such as films, videos, audio-visuals, television commercials, radio jingles, exhibitions and print advertisements and follow up with the design and production agencies to ensure quality output.

**Qualification :**

- a. **Essential:** Post-graduate/Masters in Communication Designing/Graphic Designing/Animation Designing (two years course)
- b. **Desirable:** M.Phil/Phd in relevant discipline.

**Work Experience:** 5 years experience in review/production of IEC material, installation of kiosks/stalls for awareness generation in organizations/ companies/ Govt./ PSUs/ Banks.

**Age:** Upper age limit of 50 year.

**Remuneration:** Remuneration Band with steps (Rs.1,25,000 – 1,35,000 – 1,45,000 – 1,55,000 – 1,65,000 - 1,75,000). Senior Consultant (IEC) shall be initially placed at Rs.1,25,000/- level and receive the consolidated sum per month. TDS, as applicable shall be deducted from the monthly remuneration. Annual increase shall be given on satisfactory performance. For

outstanding performance, a two-step increase may be given, as decided by the competent authority. In any case the remuneration of Sr. Consultant shall not increase beyond the highest range of the corresponding remuneration band.

**Competencies:** Senior Consultant (IEC) is expected to –

- have writing, comprehension and presentation ability in English and Hindi language;
- acquire working knowledge of e-office/filing system of the Government.
- be able to prepare overall communication policy & strategy plan and be able to organize, implement and report;
- display cultural, gender, religion and age sensitivity and adaptability;
- maintain official decorum all the time;
- demonstrate and safeguard ethics and integrity.

**Reporting mechanism:** He/she shall report to Divisional Head (Deputy Secretary/Director/Joint Advisor) and the concerned Advisor/JS. He/She shall put up his/her proposals/papers/files through Under Secretary/equivalent officer of the Division to senior officers.

**Support to be provided by NDMA:** NDMA shall provide a work station to the Senior Consultant with desktop, printer, etc. Mobile Phone shall not be provided by NDMA

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