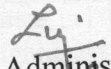


MICRO IRRIGATION & COMMAND AREA DEVELOPMENT AUTHORITY

Bays No. 39-40, Sector-4, Panchkula (Haryana).

The applications are invited for one post of Director (Communication) by MICADA. The interested candidates can download the details pertaining to post, qualifications, duties & responsibilities, terms & conditions, application form etc. from the website of MICADA Haryana at url address : <http://cadaharyana.nic.in>. The last date of submission of application through email : admr.cadapkl@gmail.com is 12.09.2021.


Administrator
31/8

MICRO IRRIGATION & COMMAND AREA DEVELOPMENT AUTHORITY

Bays No. 39-40, Sector-4, Panchkula

The post of Director (Communication) is to be filled on contractual basis through conducting interview by MICADA :

| Name of post | No. of post | Educational qualification | Work experience | Age limit. |
|---|-------------|--|---|---------------------|
| Director (Communication) (Expert Level-III) Rs.1,20,000/- fixed | 1 | Masters degree in Mass Communication/Public Relation/ Journalism/ Development Communication/ Rural Development | At least 10 years of experience in the following fields: campaigning, policy advocacy, campaign coordination & management, creative communication. Fluency in Hindi and English and local dialects of Haryana. ability to travel within the State of Haryana. | Not above 62 years. |

Duties and Responsibilities:-

- i. The main responsibility of the Director (Communications) will be to strategize and implement MICADA's communications plan, which includes envisioning and designing communication strategy about adoption of Micro Irrigation by the farmers and general public and to run a campaign to address the apprehensions of farmers about Micro Irrigation, along with media strategy, website, and e-communications.
- ii. Devise outreach plans to apprise farmers about latest developments in soils conservation, crop diversification and on-farm water management.
- iii. Oversee the writing, production, design, and distribution of a wide variety of publications and collateral materials, including reports, brochures, marketing materials, fact sheets, one-pagers, position papers, slide decks, and other materials.
- iv. Maintain and manage favorable media relations.
- v. Preparation of pamphlets / writing material for farmers/ success stories/publicity material/ Electronic Media/Advertisement etc.
- vi. Develop, write, edit, and distribute electronic newsletters, press releases, statements, and other e-communications.
- vii. Ensure quality control of information released to the public.
- viii. Manage MICADA's social media presence.

- ix. Develop and manage MICADAs communications and event calendar.
- x. Prepare annual reports, opinion/editorial pieces for news outlets and speeches for relevant events.
- xi. Act as advisor to the Administrator in communication/publicity matters.
- xii. Any other duties as assigned by the senior officers.

Terms and Conditions:-

1. Tenure and Remuneration

- a) The tenure of all above posts will be for 3 years.
- b) The consolidated monthly remuneration shall be Rs. 1,20,000/- (all inclusive) with 5% increase on completion of each year. Provided that the remuneration payable to an expert who has been in the service of the Central Government or the State Government or any board, company or other agency owned or controlled by the Central Government or the State Government, shall be last pay drawn immediately prior to retirement from the service of the Central Government or the State Government or any board, company or other agency owned or controlled by the Central Government or the State Government, minus the pension received.
- c) Monthly remuneration indicated above is inclusive of income tax payable by the Candidate and other statutory deductions, if any.
- d) No special pay, compensatory allowance, house rent allowance or any other allowances shall be payable.
- e) Travelling Allowance and Daily Allowance shall be admissible as per Haryana Government Rules.

- 2. Evaluation of performance.**-The performance of each expert engaged, with reference to the tasks assigned and output delivered, shall be reviewed periodically, within such time and manner as may be specified, by general or special order, by the Administrator or such officer as may be authorized by the Administrator at the time of appointment of the expert.

3. Procedure of selection of experts.-

- a. The candidates may apply in the prescribed proforma through e-mail at admr.cadapkl@gmail.com. The applications received through e-mail shall only be entertained.
- b. The age of candidate shall be determined on date of publication of advertisement.

- c. The expert shall ordinarily be engaged by the Administrator on contractual basis for a period of not more than three years.
- d. In case, large number of applications are received, the candidates will be shortlisted and a maximum of 10 times for each post will be called for interview.
- e. The assessment criteria for short-listing the applications shall be as under:-

Assessment Criteria:-

| Sr. No. | Particulars | Max. Marks | Remarks |
|--------------------|---|------------|---|
| 1 | Addl. Qualification viz. M.Phil/Ph. D. | 8 | - |
| 2 | Additional Experience | 20 | 4 marks per year beyond essential experience |
| 3 | Professional Trainings National : 6 marks International : 4 marks | 10 | 1 mark for each trainings |
| 4 | Professional Achievement | 10 | 1 mark for each Honors/Awards/Fellowship |
| 5 | Assignments taken up during last 10 years. | 30 | 2 marks for each assignment |
| 6 | Publications | 10 | 3 marks : upto 5 5 marks : upto 8 7 marks : upto 10 10marks : above 10 |
| Total | | 88 | - |
| Interview | | 12 | - |
| Grand total | | 100 | - |

- f. The Administrator, MICADA shall be the competent authority to accept or reject the candidature of any candidate without assigning any reason.
- g. The selection committee will conduct the interview and recommend the name of suitable candidate for selection and two additional names in order of merit as waiting candidates for each post.
4. **Engagement conditions of expert:**

(i) The expert on having accepted the offer of engagement, shall enter into a contract specifying the terms and conditions and detailing duties and deliverables, with confidentiality clause, before being assigned or commencing any work.

(ii) The terms and conditions of engagement may, at any later stage and in any specific case, be modified where the Authority deems it necessary.

(iii) Without prejudice and in addition to the legal remedies available in terms of the contract, the breach of the terms and conditions of the contract executed under clause 4. (i) by any expert shall be considered a sufficient ground for termination of the engagement made under contract and may further debar such expert from any future engagement by the Authority.

5. **Removal of difficulties.**-In case any doubt or question arises, such doubt or question shall be placed before the Administrator MICADA and the decision of the Administrator shall be final and binding.

General terms and conditions:-

- i) The applications for the post of Director (Communication) are invited through e-mail at admr.cadapkl@gmail.com only.
- ii) The applications in the prescribed proforma attached at annexure-I shall only be entertained.
- iii) The copies of acquired qualification and achievement, if any, in the field of promotion of Micro Irrigation are required to be attached with the application only.
- iv) The application received after last date or by post/courier shall not be entertained.
- v) The shortlisted candidates will be intimated through e-mail for interview.
- vi) The candidates called for interview shall carry the original documents and submit a complete set of self attested testimonials at the time of interview.
- vii) The last date for submission of application through e-mail shall be **12th September, 2021.**
- viii) For any enquiry e-mail at admr.cadapkl@gmail.com.

FORMAT OF APPLICATION

Application for the post of _____

1. Name of the applicant (In Block Letters)

.....

2. Father's/Husband's Name

.....

3. Date of Birth

(DD/MM/YY)

4. Postal Address:

.....

PIN

E-Mail

Telephone

5. Permanent Address:

.....

PIN

6. Nationality:

7. Educational Qualification :

(Attach self-attested copy of qualification certificates)

| S.No. | Degree | Board/University | Division | Year of passing | Subjects |
|-------|--------|------------------|----------|-----------------|----------|
| | | | | | |
| | | | | | |

8. Details of present employment, if any

9. Experience (Research/extension/communication activities):

| S.No. | From | To | Name of Organization | Position held |
|-------|------|----|----------------------|---------------|
| | | | | |
| | | | | |
| | | | | |

Affix Passport
Size Photograph

10. Professional trainings undergone, if any, details thereof:

National

- i.
- ii.
- iii.

International

- i.
- ii.
- iii.

11. Professional Achievements (Honors/Awards/Fellowship):

12. Assignments taken up during last 10 years (give details)

13. Details of Publication (give title of Research papers only):-

14. Any other relevant information that you may like to furnish:

15. Reference of two prominent persons :-

Place:
Date:

Signature of the candidate

| S.No. | Degree | Board/University | Division | Year of passing | Year of Subjects |
|-------|--------|------------------|----------|-----------------|------------------|
| | | | | | |
| | | | | | |

| S.No. | From | To | Name of Organization | Position held |
|-------|------|----|----------------------|---------------|
| | | | | |
| | | | | |