

**INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
KRISHI BHAWAN: NEW DELHI-110 001**

**HIRING OF CONSULTANTS**

Applications are invited for 04 post of Consultants (Media) at ICAR, Hqrs. New Delhi. The posts are on purely contractual basis. The details related to this post are given in ToR as under.

**TERMS OF REFERENCE (TOR)**

Hiring of Consultants (Media) for the Office of Hon'ble Minister of State (Agriculture and Farmers Welfare)

**INTRODUCTION**

The Media (Print and Digital) provides opportunities for disseminating agricultural policies, research & development activities in respect of Research and Development of Ministry of Agriculture & Farmers Welfare and ICAR to various stakeholders.

The Office of Hon'ble Minister of State (Agriculture and Farmers Welfare) needs strong dynamic communicating experts to disseminate agricultural knowledge technology, various policies and assistance in domain of Social Media and miscellaneous activities of the Ministry/ICAR/DARE on all communicating platforms.

For accomplishing of above assignments, the ICAR proposes to engage Consultants (Media).

Sl no.	Position	Number of Consultants required
1	Consultant (Media)	04

**1. Objectives, Main Tasks, Responsibilities & Scope of Work:**

**Consultants (Media) for the Office of Hon'ble Minister of State (A&FW)/ICAR**

- To Maintain Social Media Accounts of Hon'ble MOS (A&FW).
- To write articles and updates regarding activities of Hon'ble MOS (A&FW) on various Social Media Accounts.
- To prepare various reports regarding activities of Hon'ble MOS (A&FW) on various Social Media Accounts.
- To Circulate various News Clips/News Items/Press Note related to various GOI Schemes and activities on Social/Print/ Visuals Media Platforms.

- Other Misc. activities as and when required.

## **2. Duration of Consultant**

- Till the tenure of Hon'ble MOS(A&FW) or the Pleasure of Hon'ble MOS whichever is earlier. Individual Consultants will be engaged for initial period of one year which may be extended by on yearly basis on the satisfactory Annual Performance Review.

## **3. Monitoring of the performance:**

- The Office of MoS (A&FW) shall monitor the performance on quarterly basis.

## **4. Deliverables:**

- Improved media visibility and branding of the Ministry of Agriculture and Farmers Welfare/ICAR/DARE.

## **5. Qualification, Skills, knowledge and Competencies requirement for the Consultant (Media)**

**Consultant (Media) for the Office of Hon'ble Minister of State (A&FW)/ICAR: 04 Positions**

### Essential Qualifications & Experience:

- Masters Degree
- Experience in Media Sectors

### Desirable Qualification (if any):

- NA

## **6. Procedure for recruitment:**

- Through open advertisement in all formats and as per GFR Rule 178 to 186.

## **7. Remuneration**

- Consolidate amount of Rs. 40,000/- (inclusive all) will be paid through the contract period. Tax will be deducted as per Govt. of India norms.

## **8. Age Limit**

- Minimum age: 22 years
- Maximum age: 35 years

## **9. Reporting**

- The position will be attached to Minister of State (A&FW). The monthly remuneration shall be released on verification of the performance by Office of MoS (A&FW).

## **10. Leaves**

- As per Government Policy/Rules.

#### **11. TA/DA/CONVEYANCE CHARGES**

- As per Government Policy/Rules.

#### **12. THE OTHER TERMS & CONDITIONS**

- The Consultants (Media) will be under the administrative control of the Office of Minister of State (A&FW)/ICAR.
- The engagement will stand terminated on completion of the tenure of the hiring contract whether so communicated formally on individual basis or not.
- If Consultant (Media) leaves his/her assignment without permission for one month, he/she will stand terminated from the date of his/her absence.
- Since Consultant (Media) is engaged for the contract work full time, the Consultant (Media) will not be allowed to do any other work or to accept or hold another appointment with or without remuneration elsewhere.
- The Consultant (Media) shall have no legal right to claim his/her regularization/appointment by absorption or otherwise against any regular posts or any further contractual engagement on termination of the contract period. The engagement in the contract is purely time-bound, non-regular and on co-terminus basis. The services of the incumbent shall stand terminated automatically on expiry of the period given in the contract.
- Consultant (Media) is full time worker and is required to adhere to the rules as prescribed in the TOR during the contract period. Regular attendance of the Consultant (Media) may be ensured by the Incharge concerned.
- The assignment/appointment can also be terminated by ICAR with or without notice during the course of engagement as Consultant (Media), notwithstanding anything stated in this ToR, at any time if Consultant (Media) is found to be negligent in her or his work/is guilty of unbecoming conduct or for any other reasons in his or her discretion which shall be binding on prospective hired person.
- The appointment is purely contractual basis and his/her services can be terminated by issuing one-month prior notice.
- If the candidate leaves his/her assignment without permission, he/she shall not be paid any emoluments due to him applicable for that respective month.
- The positions are not transferable, however may be considered to be posted at any other place in India in public interest/ or the smooth functioning/requirement of the job work as the case may be.

#### **Other conditions of services:**

- The selected candidate shall have to produce medical fitness certificate from Government Hospital/Govt. Dispensary at the time of joining.
- The candidate selected shall be under the direct administrative control of the Hon'ble Minister office/ICAR. The selected candidate will assign his/her whole time to the

assignment given by Hon'ble Minister office and will not be allowed to accept or hold any other paid assignment either regular or on part time basis.

- The prospective hired person will not be entitled to:
  - i. Benefits of ICAR Provident Fund.
  - ii. Benefits of ICAR CGELIS scheme.
  - iii. Medical Facilities or reimbursement of any expenditure incurred for Medical treatment, and
  - iv. Residential accommodation.
  - v. Any other benefit applicable to regular staff of ICAR/Govt.
- Consultant (Media) can be called any time during 24 hours & required to attend the work as and when required. The normal working hours of office are 9.00 a.m. to 5.30 p.m. Monday - Friday. However, depending upon the work requirement, prospective hired person may be directed/required to sit beyond these working hours attend work on holidays upon specific instructions by Hon'ble Minister office which shall be binding on the prospective hired person without any extra remuneration.
- TDS will be deducted as per Government of India rules.
- The hiring will be subject to the condition that he/she be declared medically fit/sound mind for the services by the Govt. medical hospital/Dispensary and he/she submits the receipts of the letter **from concerned Police Station**, submitted for verification of his/her character/criminal antecedents (validity?) **at the time of joining**.
- Settlement of Disputes: ICAR and the Individual Consultant (Media) shall use their best efforts to amicably settle any dispute, controversy or claim arising out of the Consultancy period or the breach, termination or invalidity thereof. Work related grievances, if any, should be processed as per the redressal mechanism established at ICAR.

### **How to Apply:**

1. Interested and eligible candidates may apply through duly filled application as per attached proforma Annexure-I. The application should also be accompanied with one set of original scanned self-attested relevant copies of testimonials, certificates and age proof and mark-sheets as required in the advertisement.
2. **The duly filled in application along with self-attested copies of certificates must be sent to Section Officer, Coordination Section, Room No. 509, 5th Floor, Krishi Bhavan, New Delhi - 110001 through speed post or by email (cdngac5@gmail.com) within 15 days from the date of publishing of this advertisement in newspapers. The application(s) received after due date will not be considered in any case.**
3. Candidates will be shortlisted for Interview on the basis of their academic qualification, experience, publication, achievements/awards etc. submitted by the candidates with the duly filled in application form and considering relevant criteria as per job requirement of the position. The list of shortlisted candidates to be called for Walk-in-Interview and an invitation of interview will be sent to the shortlisted candidate on the e-mail address given in his/her application form. The candidates are

advised to regularly visit website <https://www.icar.org.in> & [www.iari.res.in](http://www.iari.res.in) and check their email for any updates.

4. The date and time of Interview shall be informed through e-mail only on their e-mail address given in their application form.
5. The selected candidates at their expenses will be medically examined for fitness before engagement.
6. No TA/DA will be paid for appearing in Interview.
7. Candidate fulfilling the essential Qualifications and eligibilities criteria only need to apply. The self-attested document furnished by the selected candidate (s) with his/her application form shall be verified from original documents later on for which the candidate will have to visit Coordination Section, Room No. 509, 5th Floor, Krishi Bhavan, New Delhi – 110001 at his/her own expenses.
8. Candidates are necessarily required to produce original certificates at the time of interview which will be returned to them.
9. Concealing of facts or canvassing in any form shall lead to disqualification of the candidature and/ or termination of engagement even after appointment.
10. The Secretary, ICAR reserves the right to cancel/withdraw all/any position of Consultant out of the above. The decision of Secretary, ICAR-DKMA shall be final and binding on all aspects.
11. Candidates who are already employed in any organization should produce “No Objection Certificate” from the present employer
12. All legal dispute shall be settled at New Delhi jurisdiction.

**Annexure –I****PROFORMA OF APPLICATION FORM FOR ENGAGEMENT OF CONSULTANTS (MEDIA)  
UNDER ICAR HQRS., KRISHI BHAWAN, NEW DELHI-110001.****(A) General Information:**

1.	Post Applied for		Paste recent passport size photograph duly, self Attested
2.	Full Name (in Block letters)		
3.	Father's/Husband's Name		
4.	Gender	Male/Female/others	
5.	Date of Birth	...../...../.....	
6.	Age as on 01.04.2025	.....years.....months.....days	
7.	Marital Status	Married/Unmarried	
8.	Contact No.		Mobile No.
9.	E-mail address		
	Alternate e-mail address		
10.	Correspondence Address		
11.	Permanent Address		
12.	Whether General/SC/ST/OBC/PH		

**(B) Academic Qualifications:**

Sr. No.	Name of degree	Subjects/ specialization	Board/ University	Year of passing	Duration of Course (in years)	Max. Mark/ OGP A	Marks/OG PA obtained	Percentage
1.	10 <sup>th</sup> class/ equivalent							
2.	10+2/ Higher Secondary equivalent							
3.	Bachelor's Degree							
4.	Master's Degree							
5.	Other (specify)							

**(C) Experience (duly supported with certificates issued by Concerned Employers)**

Chronological list of experience						
Sr. No.	Designation	Name of the Employer	Period of experience		No. of years/months	Nature of work done
			From date	To date		

1.						
2.						
3.						
4.						
5.						

**(D) Please state whether you are employed at present:** **Yes/No**

If yes, then give details of Employer with full Address and produce No Objection Certificate	
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**(E) Additional information, if any:**

**Declaration:** The information given above by me are true to the best of my knowledge and belief. If any information and/or document is being found false, my candidature/services, if selected, may be terminated without any notice beside other action under IPC. I also declare that none of my near or distant relative {if yes, details are (name)..... (Designation)..... (Institute name).....} is working in ICAR Hqrs./its Institutes etc.

**Signature of Applicant**  
**Dated:** \_\_\_\_\_