



डेडीकेटेड फ्रेट कोरीडोर

डेडीकेटेड फ्रेट कोरीडोर कार्पोरेशन ऑफ़ इंडिया लि.

भारत सरकार (रेल मंत्रालय) का उपक्रम

Dedicated Freight Corridor Corporation of India Ltd.

A Government of India (Ministry of Railways) Enterprise

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Dedicated Freight Corridor Corporation of India (DFCCIL), is a schedule 'A' Public Sector Undertaking under the administrative control of Government of India (Ministry of Railways). DFCCIL has been created to create and operate high speed rail freight corridors along the golden quadrilateral and its diagonals. The first Phase comprises construction of two corridors namely Western DFC and Eastern DFC. At present the company has its Corporate Office at New Delhi and Field Units at Mumbai (North & South), Vadodara, Ahmedabad, Ajmer, Jaipur, Noida, Ambala, Allahabad (East & West), Meerut, Mughalsarai, Tundla and Kolkata.

DFCCIL requires dynamic, experienced and result oriented professionals for engagement of two Consultant(Digital Communication Assistant) and one Consultant(Digital Media Co-ordinator) on contractual basis _for Corporate Office at Delhi by way of **Walk-in-Interview** details of which are shown in the table below:-

Post	Essential Educational Qualification	Age Limit	Post qualification and Experience	Job profile/ Duties & Responsibilities
Consultant (Digital Communication Assistant) (02 Posts) <u>Consolidated monthly remuneration-</u> Rs. 60,000/p.m.	Qualification-- Graduate in Communications, Journalism, Public Relations, English, Internatuional Relatios, Computer Applications, Information Technology or other relevant discipline.	25 years to 63 years (as on date of advt.)	<p>(i) 2 years or more of practical professional work experience in handling social media channels and listening/social media analytic tools, liaising with partners and creating content for government or public organisations.</p> <p>(ii) Experience: 2 years or more of practical professional work experience in handling social media channels and listening/social media analytic tools, liaising with partners and creating content for government or public organisations.</p> <p>3(iii) Language Requirements:</p> <ul style="list-style-type: none"> Fluency in English is required. Knowledge of official language desired. 	<ul style="list-style-type: none"> Design and implement digital media campaigns aligned with priorities of the Central Govt and the department. Create and craft compelling digital content which engages audiences in a dynamic, interactive and meaningful way and sparks conversations around issues related to the department. Contribute to key policy discussions to ensure key digital priorities are addressed in planning of campaigns for the department and also take lead on digital campaigns with other departments. Ensure that the production of communication products and materials for digital platforms including websites, social media channels and other digital platforms is timely executed and followed up to support online communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan. Develop and implement

Contractual Engagement of Consultants

informed, cross-platform social media and digital marketing strategies and support management to make informed decisions regarding digital strategy.

- Provide assistance to develop, implement and M&E digital campaigns, ensuring regular contact with creative agencies, vendors, partners involved in campaigns is established.
- Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country online communication efforts. Ensure results and reports are prepared and shared on a timely basis.
- Develop and design visual communication materials such as infographics and social media graphics for campaigns and strategic events.
- Explore innovative ways of communication and develop interactive multimedia communication assets.
- Provide social media and design support for campaigns and events.

<p>Consultant (Digital Media Co-ordinator) One(01) post</p> <p><u>Consolidated monthly remuneration-</u> Rs. 100,000/- p.m.</p>	<p>Masters degree in Advertising, Marketing, Journalism or Communications</p>	<p>25 years to 63 years (as on date of advt.)</p>	<p>Requirements/ essential:</p> <ul style="list-style-type: none"> • Minimum 8 years of work experience in Digital Marketing and Strategy • Demonstrable experience in designing and implementing successful digital marketing campaigns • Commendable knowledge of online marketing tools and best practices • Excellent analytical and project management skills • Strong team management and communication (written and verbal) skills <p>Previous experience of working with Government preferred</p>	<p>Role and Responsibilities :</p> <ul style="list-style-type: none"> • To Develop, implement and manage digital media and online PR strategy • To Manage and monitor all digital media channels & Lead and train others in the digital media team • To Keep up-to-date with our audience's preferences and proactively suggest new campaigns • Identify and engage with social media influencers to foster the brand image of organization • Measure and track the digital analytics on regular basis & Understand crisis management and online reputation management • Stay up-to-date with digital technology developments
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2. **Duration of Contract:** Selected candidate will be appointed on Contract basis for a **period of one year** which is extendable for another one year as per the administrative need and sole discretion of DFCCIL. Thereby, the contractual engagement will automatically be terminated on expiry of 12 months, if not extended further. The contract can also be terminated pre-maturely on one month notice by either side.
3. **Remuneration:** Consolidated monthly remuneration (all inclusive) **INR 60,000/- per month** for Consultant (Digital Communication Assistant) and **INR 1,00,000/- (Rs. One Lakh only)** for Consultant (Digital Media Co-ordinator) per month. In case of travel on duty, TA/DA/Lodging as admissible to Assistant Manager Level Officers of the Company will be admissible. In case of extension beyond one year, consultant shall be eligible for increase in emoluments by 5% on yearly basis, on satisfactory services.
3. **Leave:** Contractual personnel will be granted two (2) days leave for each completed month of employment in DFCCIL which can be availed maximum of five (5) days leave at a time. Such leave shall not have any specific nomenclature like CL, Earned Leave, etc. The accumulated leave cannot be carried forward to the next calendar year.
4. **Age limit:** As given in para 1.
5. **Selection Process:** Walk in Interview for the above post on contract basis will be held on **24.09.2021(Friday)** as per details given above. The applicants fulfilling the eligibility criteria may report to JGM/HR-II, DFCCIL's Corporate Office at New Delhi for interview. **Reporting time for walk-in interview is between 10:00 AM to 11:00 Noon. Candidates reporting after 11:00 Noon will not be entertained.** The applications of candidates will be checked by the officials of DFCCIL and only those candidates who will be fulfilling the criteria as per the advertisement and producing the original certificates (Educational, Experience etc) along with self-certified copies of certificates will be allowed to be interviewed.
6. **Pre-Employment Medical Examination:** Candidates will be required to undergo Medical examination and will be considered for engagement only if found medically fit, in addition to other criteria.
7. **How to apply:**
 - a. Candidates fulfilling the eligibility criteria laid down above, should bring along **duly filled in application format** prescribed below enclosing therein self-attested photocopies of the following documents in the given order only (from top to bottom) on the day of interview, failing which the candidature will be summarily rejected and the candidate will not be interviewed.
 - i. 2 recent passport size colour photographs.
 - ii. High school certificate for proof of Date of Birth
 - iii. Certificate of Academic & Professional qualifications and statements of marks of all the qualifications for all semester/years (Xth, XIIth, Diploma/Graduation/Post-Graduation as applicable)
 - iv. Proof of Identity and Address (Passport, Voter ID, Driving License, Aadhaar Card etc)
 - v. PAN Card

respect of current employment, experience certificate/joining letter along with last month's salary slips, form 16 and other documents which clearly prove continuity in the job are to be attached. In case, candidates claim is not established from the proofs submitted, his/her application is liable to be rejected and will not be entertained.

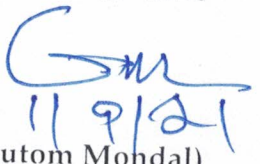
- vii. Short write up (250 words) explaining why he/she is most suited candidate for this assignment.
- viii. Any other documents in support of candidature.

- b. If any claim made by a candidate is found to be incorrect, his/her candidature shall be summarily rejected.
- c. The applicant shall produce original document of Educational certificate and certificates of experience and other testimonials for verification at the time of interview. No interview will be conducted if candidates don't bring the original certificated/testimonials/ documents on the date of interview. If any of the particulars stated by the candidate in the application is found to be incomplete or incorrect on verification, or if it is found that the candidate has wilfully suppressed any material fact/information relevant to the consideration of his/her case without prejudice to any other action that may be taken in consequence thereof his/her candidature will be summarily rejected.
- d. Candidates working in Govt./PSUs/autonomous bodies should apply through proper channel and bring NOC at the time of walk-in interview along with forwarded application.

8. General Instructions:

- a. The above posts are project specific for the limited period and is not for the regular establishment of DFCCIL. No other perks or benefits would be admissible except those mentioned above.
- b. No TA/DA/Journey expenses will be paid to the candidates for appearing in the interview. The candidates are advised to make necessary arrangements for his/her travel/stay well in advance, so as to reach the interview venue in time. In case interview is continued to next dates, candidates have to make necessary arrangement of their stay, at their own cost.
- c. The contract engagement will not confer any right for regularization in DFCCIL or any relaxation in case of any requirement for regular posts in DFCCIL.
- d. Candidature is liable to be rejected at any stage of recruitment/selection process without notice or if joined services are liable to be terminated, if any information provided by the candidate is not found in conformity with the eligibility criteria notified or DFCCIL comes across any evidence/knowledge that the qualification/experience/and any other particulars indicated in application/personal resume/other forms/formats are false/misleading and/or amounts to suppression of information/particulars which should have been brought to the notice of DFCCIL or that the candidate has been shortlisted for next stage in the process/has secured employment in DFCCIL through or adopting any unfair means.

- e. The contract can be terminated pre-maturely on one month notice by either side. However, in case of gross negligence/misconduct/irregularities, the contract appointment will be terminated with immediate effect and in such cases, the employee will be liable for action as per law/policies of the Company.
- f. Serving Govt./PSU Officials, if selected will be allowed to join only after they are properly relieved from their parent organization.
- g. Management reserves the right to cancel/enlarge/modify/alter the selection/recruitment process at any stage, without issuing any further notice or assigning any reason thereafter.
- h. Any information regarding this contract recruitment process would be made available on the e-mail address provided by the candidate on the day of interview and/or shall be uploaded on DFCCIL website. Candidates are advised to periodically check the site for further updates.
- i. Any dispute with regard to engagement against this advertisement will be under the jurisdiction of Court in Delhi only.
- j. The Contractual engagements will be governed by Company's rules and administrative orders that may be enforced from time to time during the period of engagement.


 11/9/21
 (Goutom Mondal)
 JGM/HR-II

गौतम मंडल/Goutom Mondal
 संयुक्त महप्रबन्धक/मानव संसाधन /Joint General Manager/HR
 डेडीकेटेड फ्रेट कोरीडोर कॉर्पोरेशन ऑफ इंडिया लिमिटेड
 Dedicated Freight Corridor Corporation of India Ltd.
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