

File No. A-42/22/2020-IEPFA
Government of India
Ministry of Corporate Affairs
Investor Education & Protection Fund Authority

Ground Floor, Jeevan Vihar Building,
3, Sansad Marg, New Delhi-110001

05 October, 2021

CIRCULAR

Subject: Engagement of Media Advisor on contract in IEPF Authority.

Applications are invited for one post of Media Advisor in the IEPF Authority. The Authority has been inter-alia mandated by the Companies Act, 2013 to promote investors education, awareness, and protection.

2. As part of this mandate, the IEPF Authority is taking various investor awareness initiatives from time to time. For taking care of the media related work, a Media Advisor is to be appointed in the Authority purely on contract basis. Details of eligibility criteria, responsibilities and experience required are as under:

3. Duties and responsibilities:

- i. Examining, advising, and assisting in preparation/ development of the communication materials like advertisements/ pamphlets/ posters/ jingles/ awareness videos etc. on investor awareness & protection and messages on the subject for platforms like electronic, print, social, outdoor media etc; under the purview of policies in vogue issued by GoI.
- ii. Preparation & Implementation of media plans, preparing press briefing material, handling electronic media, print media, social media, outdoor media etc.
- iii. Suggest measures to increase outreach of awareness and protection programs and implement those awareness programme. Also, to liaison with various organisations and agencies, to implement IEPF mandate through various activities.
- iv. Implementing media and other initiatives of IEPFA and Ministry of Corporate Affairs including those related to Amrit Mahotsav, EoDB & other projects assigned time to time.

4. Eligibility:

Essential Qualifications:

- i. Degree in Mass Communication/ Journalism/ media. Persons with Bachelor's Degree with Post Graduate Degree/ Diploma in Mass Communication/ Journalism from a recognized Institute/ College/ University can also apply.
- ii. Proficiency in Computer Applications particularly in use of MS Office, Photoshop, Corel Software etc. & good typing skills.
- iii. **Experience:** Minimum 5 years' experience in the field of mass media handling work, organizing media campaigns and awareness programs and/ or similar activities in Govt., autonomous bodies, or public sector.


5. Other eligibility criteria for the post are as follows:

- i. Maximum age limit for engagement as Media Advisor is 60 years. He/she should be able to handle work independently including processing of files, collection of materials/ information etc.
- ii. Should have good communication skills and command over English and Hindi language. Proficiency in other languages would be preferred.
- iii. Should not have any disciplinary issue in their previous organization.



6. Engagement for aforementioned post is purely on Contract basis for one year, at a consolidated fee in the range of Rs. 70,000/- to 1,00,000/- including conveyance, based on the experience and profile of the candidate.
7. No other perks/ allowances would be admissible to the person so engaged.
8. **Period of engagement:**
 - 8.1 The engagement of Media Advisor would initially be for a period of one year. After one year, the engagement can be extended for another year upto three years, based on satisfactory performance.
 - 8.2 This appointment would be on full-time basis, and he/she would not be permitted to take up any other assignment during this period of engagement.
 - 8.3 This appointment of Media Advisor is of temporary (non-official) nature against the specific jobs and would in no way entitle the engaged person to claim regular employment with IEPF Authority.
 - 8.4 The Media advisor shall be eligible for one day leave per completed month or not exceeding 12 days in a calendar year on pro-rata basis. No remuneration for the period of absence in excess of the admissible leave will be paid. Accumulation of leave beyond the calendar year shall not be allowed.
9. **Procedure for selection:** For selection of Media Advisor would be done by a duly constituted Committee. The Media Advisor would be required to appear for interaction and make a presentation before the Committee.
10. **Working Hours:** The working hours shall be from 9.00 AM to 5.30 PM during the working days however, in exigencies of work, he/she may be required to sit late in office and may be called on Saturday/ Sunday or other holidays to complete time bound work. The Media Advisor has to report to an officer at the level of DGM/ AGM/ AD of IEPF Authority.
11. **Tax deduction at source:** Income Tax or other taxes liable to be deducted, as per prevailing rules will be deducted at source effecting the payment, for which the Authority will issue TDS Certificate(s). GST/ Service Tax, as applicable shall be payable extra, at the prevalent rates.
12. **Rights of the Authority:** The Authority has the right to cancel this advertisement, and not be proceed in the matter for engagement of Media Advisor, at any stage, accept or reject any or all applications, without giving any reason or explanation, whatsoever.
13. On receipt of Offer of appointment, the selected candidate would have to sign a contract agreement with IEPFA.
14. The Authority reserves the right to terminate the contract, by giving two months' notice to the Advisor. Termination shall be effected by written notice served on the Advisor and shall take effect in 60 days of delivery of such notice. The Media Advisor would also be required to serve 60 days; notice to the Authority in case he/she wished to discontinue the job. The termination will be without prejudice to either party's rights accrued before termination.
15. **Termination of Agreement:** The Authority may terminate the contract, at any point of time, if:
 - i. The Media Advisor is unable to address the assigned works;
 - ii. Quality of the assigned works is not to the satisfaction of the Authority;
 - iii. The Media Advisor fails in timely achievement of the milestones as decided by the Authority;
 - iv. The Media Advisor is found lacking in honesty and integrity.
16. Interested and eligible candidates may forward their detailed bio-data, including details of qualifications and experience, along with a recent passport size colour photograph and self-attested copies of documents in support of qualifications in the prescribed format addressed to **General**

Manager, IEPF Authority, Ground Floor, Jeevan Vihar Building, 3, Parliament Street, New Delhi-110001 and at email id: iepf@mca.gov.in/sumit.aggarwal@gov.in so as to reach this office latest by 26th October, 2021. Incomplete applications or without copies of relevant documents would not be entertained.


(Sumit Aggarwal)
AGM
IEPF Authority

APPLICATION FOR THE POST OF MEDIA ADVISOR IN IEPFA

1. Name of the Applicant :
2. Father's/ Husband's name :
3. Date of Birth :
4. Mailing Address, e-mail id and Mobile No. :
5. Permanent Address :
6. Academic Qualifications* :

S. No.	Educational Qualification	Board/ University/ Institute	Division/ Grade/ Percentage	Year of Passing

*Please attach photocopies of certificates and testimonials.

7. Experience**:

S. No.	Organization	Post Held	Period		Duties performed
			From	To	

**Separate sheets may be attached, if required.

1. Present Engagement, if any :
2. Availability (Time required for joining):
3. List of enclosures

Place:

Date:

Signature of the Candidate

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