

No.F.5(8)/DOP/ESTT/2014-15/

DIRECTORATE OF PROHIBITION & PREVENTION OF DRUG ABUSE, DEPARTMENT OF WOMEN & CHILD DEVELOPMENT, GOVERNMENT OF N.C.T. OF DELHI, 1-CANNING LANE, K.G. MARG, NEW DELHI

Subject: Recruitment to the post of Assistant Director (Media) (one post) in the pay scale of PB-III 15600-39100 Grade Pay 5400, on Promotion / Deputation (including short-term contract basis).

Directorate of Prohibition & Prevention of Drug Abuse requires the services of suitable officer for appointment to the post of Assistant Director (Media) (one post) in the pay scale of PB-III 15600-39100 Grade Pay 5400, to be filled by composite method i.e., on Promotion / Deputation (including short-term contract basis). The selection for the posts will be made by the UPSC.

Officers from Central / State Govt. / UTs / Autonomous Bodies / PSUs / Research Institution / Universities. Holding analogous posts on regular basis in the parent cadre / department or With 02 years service in the grade rendered after appointment thereto on regular basis in the scale of Rs.9300-34800 in PB-2 with GP Rs.4800/- in the parent cadre / department or With 03 years service in the grade rendered after appointment thereto on regular basis in the scale of Rs.9300-34800 in PB-2 with GP Rs.4600/- in the parent cadre / department or With 08 years' service in the grade rendered after appointment thereto on regular basis in the scale of Rs.9300-34800 in PB-2 with GP Rs. 4200/- in the parent cadre / department and possessing the educational qualifications and experience as prescribed below against the post.

The departmental Assistant Prohibition Propaganda Officer (Media) with 08 years regular service in PB-2 (Rs.9300-34800) GP Rs.4200/- shall also be considered along with the outsiders. In case he / she is selected for appointment to the post. The same shall be deemed to have been filled by promotion.

Period of deputation / contract including period of deputation / contract in another ex-cadre post held immediately preceding this appointment in the same or some other organization / department of the Central Government shall ordinarily not to exceed 3 years.

(The maximum age limit for appointment by deputation (including short-term contract) / absorption shall be, not exceeding 56 years, as on the closing date of receipt of applications.)

(The Departmental officer in the feeder category are in the direct line of promotion shall not be eligible for consideration for appointment on deputation. Similarly, deputationist shall not be eligible for consideration for appointment by promotion.

The terms and conditions of deputation will be regulated according to the orders contained in the Govt. of India, DOPT's O.M. No. 6 / 8/2009-Estt.(P-II), dated 17/6/2010, in the case of those coming on Deputation including short-term contract

1. Assistant Director (Media) (one post)

Essential qualifications a. Graduate from recognized University b. Post graduate diploma in Public Relations/mass communication/advertising from a recognized University. c. 03 (three) years experience in the field of preventive awareness in Central/State Government Departments providing such services or detox center recognized by the Central/State Government or media house of repute .

Desirable a. Knowledge of Media designing b. Experience in preventive awareness i.e. media awareness, NGO coordination and treatment as per role model proposed by Ministry of Social Justice & Empowerment (GOI) for the general public as well as institutions of the department.

Note:1 Qualifications are relaxable at the discretion of the UPSC in case of candidates otherwise well qualified.

Note: 2 The qualification(s) regarding experience is/are relaxable at the discretion of the UPSC in the case of candidates belonging to the SCs / STs, if at any stage of selection, the UPSC is of the opinion that sufficient number of candidates from these communities possessing the required experience are not likely to be available to fill up the posts reserved for them.

Duties / Responsibilities attached to the post.

- I. To suggest innovative / creative, time and money saving techniques for the prohibition publicity campaign for each category of public like residents of JJ and R.S. Clusters and the middle class.
- II. To infuse and create among masses the right temperament and approach against alcoholism.

- III. To evaluate public attitudes, identify the policy, procedures and opinion of the organization with the public interest and execute programme of action to earn proper understanding and acceptance for it.
 - IV. To coordinate and guide the activities relating to prohibition at field and office level.
 - V. To mobilize public opinion in favour of prohibition and it is the most important force for the success of prohibition publicity campaign.
 - VI. To monitor and supervise various schemes in the field as well as in the office and to keep liaison with public, Govt. Department and NGOs and other agencies.
 - VII. Preventive awareness through various modes of media i.e. outdoor, indoor, electronic media etc. on the theme of prohibition and drug abuse.
 - VIII. Preparation of latest / imperative / eye catching designs.
 - IX. Preparation / formulation of Audio Video media.
 - X. Liaison with DAVP, DIP , MCD, Doordarshan, Educational Institutes, Hospitals etc.
 - XI. NGOs coordination.
2. Interested applicants may download the Application proforma from the website.
 3. Ministers/Departments of the Central Govt./State Govt/UT Administrations /Universities/Recognized Research Institutes/Public Undertakings are requested to bring the vacancy to the notice of the officers working under their charge.
 4. Interested and eligible officers may send their applications/curriculum vitae (two copies) through proper channel at the above mentioned address, duly signed by the candidate and countersigned by the Head of Office or an officer authorized to sign on his behalf in the proforma alongwith the following documents in respect of eligible candidates who can be spared for taking up the assignment within one month from the date of intimation about selection may please be forwarded.
 - a. Cadre clearance/specific No objection.
 - b. Upto date Confidential Report Dossier of the candidate or photocopies of the Annual Confidential reports of the candidate for the last five years dully attested by an officer not below the rank of Under Secretary to the Govt.of India.
 - c. Integrity certificate (IC) to be signed by an officer not below the rank of Deputy Secretary to the Govt. of India.
 - d. Vigilance clearance (VC) indicating that no disciplinary proceedings or criminal proceedings are either pending or contemplated against the officer concerned and
 - e. List of major/minor penalties, if any, imposed on the candidate during the last 10 years OR No penalty certificate (PC), as the case may be.

Application Proforma, other directions etc., and format of IC, VC & PC may please be downloaded from the Department's or UPSC Website.

It may please be noted that it would not be possible to entertain the application if it is not accompanied with the above documents. It is also informed that the curriculum vitae (CV) duly supported by documents will be assessed by the Selection Committee for appointment to post on deputation basis.

5. The closing date for receipt of applications will be 45 days from the date of publication of the advertisement in the Employment news.
6. Applicants should ensure that the application is complete in all respects and is in the prescribed proforma. No column of the proforma should be left blank. Wherever information is "Not Applicable" or " Nil", it may please be so stated. Only complete applications (Two Copies) received through proper channel alongwith all the documents mentioned above on or before the specified closing date shall be considered. Applications received after the closing date or those which are not in the prescribed proforma or those which are incomplete or advance applications will not be considered.

Format of various certificates required to be enclosed separately alongwith the applicant of Candidate who applies for Promotion / Deputation (including Short-term contract basis)

Integrity Certificate

After scrutinizing Annual Confidential Reports of Dr./ Shri/Smt./Ms./_____ who has applied for the post of Assistant Director (Media) (_____) in the Directorate of Prohibition & Prevention of Drug Abuse on transfer, on Deputation basis, it is certified that his/her integrity is beyond doubt.

[to be signed by an officer of the rank of Deputy Secretary or above]

Name & Office Seal:

Date:

Vigilance Clearance Certificate

Certified that no vigilance case or disciplinary proceedings or criminal proceeding is either pending or contemplated against Dr./Shri/Smt./Ms._____ who has applied for the post of Assistant Director (Media) in the Directorate of Prohibition & Prevention of Drug Abuse on transfer, on Deputation basis.

[Authorised signatory]

Date:

Name & Office Seal:

No Penalty Certificate

Certified that no minor/major penalty has been imposed on Dr./ Shri/Smt./Ms./_____ who has applied for the post of Assistant Director (Media) (_____) in the Directorate of Prohibition & Prevention of Drug Abuse on transfer, on Deputation basis during the last ten years.

[Authorized signatory]

Date:

Name & Office Seal:

PROFORMA

1.	Name and Address (in block letters)				
2.	Date of Birth (in Christian era)				
3.	Date of retirement under central /state Govt. Rules				
4.	Educational Qualifications				
5.	Whether education and other qualifications required for the post are satisfied. (if any qualification has been treated as equivalent to the one prescribed in the rules, state the authority for the same)				
	Qualifications /Experience required			Qualifications /Experience possessed by the officer essential /desirable	
	E.Q 1, 2, 3 Desirable 1,2,3				
6.	Please state clearly whether in the light of entries made by you above, you meet the requirement of the post.				
7.	Details of employment, in chronological order, enclose a separate sheet duly authenticated by your signature, if the space below is insufficient:				
	Office/ Institution	Post held	From- To	Scale of pay & Basic Pay	Nature of Duties (in details)
8.	Nature of present employment i.e., Adhoc or temporary or Quasi-permanent or permanent				
9.	In case of present employment is held on deputation/contract basis, please state – a) The date of initial appointment b) Period of appointment and deputation/contract: c) Name of the parent office/organization to which you belong:				

	Additional details about present employment. Please state whether working under (indicate the name of your employer against the relevant column)							
	<table border="1"> <tr> <td>a. Central Govt.</td> <td>c. Autonomous Organization</td> </tr> <tr> <td>b. State Govt.</td> <td>d. Government undertaking</td> </tr> <tr> <td>e. Universities</td> <td>f. Others</td> </tr> </table>	a. Central Govt.	c. Autonomous Organization	b. State Govt.	d. Government undertaking	e. Universities	f. Others	
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b. State Govt.	d. Government undertaking							
e. Universities	f. Others							
10.	Please state whether you are working in the same Department and are in the feeder grade or feeder to feeder grade.							
11.	Are you in Revised Scale of Pay? If yes, give the date from which the revision took place and also indicate the pre-revised scale.							
12.	Total emoluments per month now drawn							
13.	Additional information, if any, which you would like to mention in support of your suitability for the post							
14.	Please state whether you are applying for deputation (including short-term contract)/absorption/re-employment basis. (Officers under central / state governments are only eligible for *Absorption*. Candidates of non-Government organizations are eligible only for Short-Term contract):							
15.	Whether belongs to SC/ST:							
16.	Remarks [the candidate may indicate information with regard to (i) Research publications and reports and special projects (ii) Awards/Scholarship/official Appreciation (iii) Affiliation with the professional bodies/institutions/societies and (iv) any other information] [Note: enclose a separate sheet. If the space is insufficient].							

I have carefully gone through the vacancy circular/advertisement and I am well aware that the curriculum vitae duly supported by documents submitted by me will also be assessed by the Selection Committee at the time of selection for the post.

Date:

Signature of the candidate
Address:

Countersigned:
(employer with seal)