

01-01/2017-SEA-I  
Government of India  
Ministry of Communications  
Department of Telecommunications  
Sanchar Bhawan, 20, Ashoka Road, New Delhi – 110 001

Dated: 30.09.2021

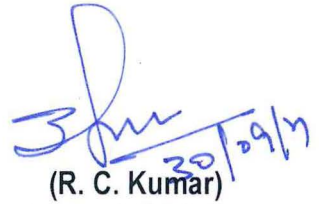
**CIRCULAR**

**Sub: Filing up the post of Director (Project Appraisal & Finance) in National e-Governance Division on deputation - reg.**

The undersigned is directed to forward herewith a copy of Circular No: N-21012/8/2021-NeGD dated 10.08.2021 of Ministry of Commerce & Industry, regarding the subject mentioned above.

Willing and eligible **SAG officers** of IP&TAFS Group- 'A' may apply and send their application through proper channel in the prescribed proforma to the undersigned by **05.10.2021** positively.

Encl: As above.

  
(R. C. Kumar)

Assistant Director General (SEA-I)  
Ph.No.2303-6126

Copy to:

1. PS to CGCA. / Addl. CGCA.
2. All Pr.CCAs/CCAs/DG, NICF.
3. All SAG Officers of IP&TAFS Group 'A'.
4. Sr. DDG (PAF), DoP HQ, Dak Bhawan, New Delhi.
5. DDG (E&AM) / Director (SEA), DoT HQ.
6. ACAO (SEA-II), DoT HQ– for posting on the DoT website.
7. Spare.

**National e-Governance Division (NeGD)**

Digital India Corporation

**N-21012/8/2021-NeGD**

**10 August 2021**

**CIRCULAR**

Subject: **Filling up of various Senior Management positions in NeGD on deputation basis**

The National e-Governance Division (NeGD), under Digital India Corporation, a not for profit company of Ministry of Electronics & Information Technology (MeitY), was set up in order to facilitate and support Programme Management of the Digital India Programme with a vision to transform India to a digitally empowered society and knowledge economy. NeGD has a judicious mix of Professionals from Private Sector and Deputationists from Government to ensure that requisite skill sets are available to execute the designated tasks. A brief write up on Digital India and NeGD is enclosed at **Annexure-I**.

2. NeGD is currently inviting applications for the following position on deputation basis from officers of the Central & State Government, PSUs, and Autonomous or Statutory bodies of Government of India, States & UT Govt.:

<b>S. No.</b>	<b>Name of the Post</b>	<b>Mode of Recruitment</b>	<b>Pay Level &amp; Pay Band</b>	<b>No. of post(s)</b>
1.	Director (Project Appraisal & Finance)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01
2.	Director (Programme Management)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01
3.	Director (Strategic Planning & e- Infra)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01

The eligibility criteria are given at **Annexure-II**.

The initial period of deputation shall be for two years, extendable as per Government instructions subject to requirements of NeGD. The pay of the selected candidates will be regulated under the provisions contained in the DoP&T OM No.6/8/2009-Estt.(Pay-II) dated 17/6/2010 and OM No. 2/11/2017 – Estt. (Pay-

II) dated 24/11/2017 as amended from time to time. Other benefits shall be as per NeGD norms of Deputations.

The detailed Job Descriptions are placed at **Annexure III**.

3. Eligible officers may send their applications in the prescribed proforma (**Annexure IV**) through proper channel to the undersigned within 30 days from the date of publication of the advertisement for these vacancies. Those who had applied earlier in response to this Department's Circulars in this regard need to apply afresh.

Prescribed proforma of application form, eligibility conditions, Job Description and other details can be downloaded from the official website of MeitY, Digital India & NeGD viz. <https://www.meity.gov.in/>, <https://www.digitalindia.gov.in/> and <https://negd.gov.in/>.

4. Applications not received through proper channel and not accompanied with vigilance clearance/integrity certificate and attested copy of APARs for the last five years, shall not be considered.

5. Candidates applying without proper No Objection Certificate (NOC) in the attached format will not be considered.

6. Applications, which are incomplete or are not accompanied with the required documents will not be entertained and no correspondence will be made or entertained in this regard.

**Dr. Alok Kumar Goel**  
**Sr. General Manager, CB/HR**  
**National eGovernance Division**  
**4<sup>th</sup> Floor, Electronics Niketan,**  
**6-CGO Complex Lodhi Road, New Delhi – 110003**

**Digital India Programme**

Digital India is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. Digital India Programme was launched by the Prime Minister of India Shri. Narendra Modi on 1 July 2015.

The Digital India programme is centred on three key vision areas:

- Digital Infrastructure as a Core Utility to Every Citizen
- Governance & Services on Demand
- Digital Empowerment of Citizens



**Digital India Corporation (DIC)**

The Digital India Corporation (formerly Media Lab Asia) has been set up by the Ministry of Electronics and Information Technology (MeitY), Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. Digital India Corporation plays the role of a leader in promoting e-Governance by taking forward the projects and activities of Digital India Programme, to facilitate its stakeholders to realise its goals. It also provides strategic support to Ministries & Departments, both at Central and State level for carrying forward the mission of Digital India Programme by way of Capacity Building for e-Governance projects, promoting best practises, encouraging Public-Private Partnerships (PPP), nurturing innovation and technology in various domains.

**Digital India Corporation entails following responsibilities:**

1. To provide leadership and support to Government of India through MeitY; to steer and anchor the Digital India Programme along with related policy and implementation initiatives.
2. To support MeitY with regards to policy and implementation related issues concerning various ongoing programmes & schemes in the ICT domain as well as new initiatives undertaken as part of the Digital India Programme.

3. To support Ministries/Departments, both at Centre and States, as well as other stakeholders in crafting e-Governance strategies, to further promote Accountability, Efficiency, Efficacy and Transparency.
4. To source talent and resources both from the market as well as within Government in ICT domain to Ministries/ Departments on chargeable basis under Central & State Government; a talent pool of technically skilled manpower for hardware, software, networks, cyber security and laws, standards, quality and testing, etc.
5. To promote innovation and evolve models for empowerment of citizens and also to promote participatory governance and citizen engagement across the government through various platforms including social media.

### **National e-Governance Division (NeGD)**

In 2009, National e-Governance Division was created by the Ministry of Electronics & Information Technology as an Independent Business Division under the Digital India Corporation (erstwhile Media Lab Asia). Since 2009, NeGD has been playing a pivotal role in supporting the Ministry of Electronics & Information Technology in Programme Management and implementation of e-Governance Projects and initiatives undertaken by Ministries/ Departments, both at the Central and State levels.

#### **The envisioned roles and responsibilities of NeGD are as follows:**

1. Providing strategic direction in terms of framing policies and implementation strategy for the Digital India Programme in different domains of e-Governance
2. Proactive support to Central and State Governments for Mission Mode Projects and other e-Governance projects
3. Acting as a facilitator and catalyst for implementation of Digital India Program by various Ministries and State Governments
4. Providing technical assistance to Central Ministries/ State Line Departments in their e-Governance projects either directly or in collaboration with professional consultants
5. Undertaking technical appraisal of e-Governance projects for examining issues like overall technology, architecture, framework standards, security policy, service delivery mechanism, sharing of common infrastructure, etc
6. Developing generic / model Expression of Interest, Request for Proposal, Standard Contracts, PPP Models and other related documents for various stages and requirements of projects for use by the States
7. Ensuring effective citizen engagement and communication with all stakeholders using offline and Social Media channels
8. Impact assessment and e-Readiness measurement of e-Governance projects of all States / UTs
9. Recruitment, deployment and HR management of specialised resources in the State e-Governance Mission Teams in all States and UTs

10. Training and development initiatives, including-

- Development of competency frameworks, training guidelines, case studies, etc
- Developing Online and Web based Training and set up Learning Management System
- Knowledge management and sharing through workshops, development of case studies, sharing best practises and creation of knowledge repositories, etc.

**Eligibility Criteria****Annexure-II**

<b>S. No.</b>	<b>Position &amp; Domain</b>	<b>Level</b>	<b>No. of Position (s)</b>	<b>Present Pay Scale &amp; Grade Pay</b>	<b>Experience &amp; Qualification</b>
1.	<b>Director (Project Appraisal &amp; Finance)</b>	<b>Senior Management</b> Pay Matrix Level-14 PB-4 - Rs. 37,400/- 67,000/- - Grade Pay - Rs. 10,000/-	01	PB 4 GP 10,000 (Level 14)  <b>OR</b> 2 years in GP 8,900 (Level 13 A)  <b>OR</b> 3 years in GP 8,700 (Level 13 )	<b>A. Essential Qualifications and Experience</b> Bachelors Degree of a recognized University/Institute (Preferably in Commerce/Economics)  <b>Desirable Qualification</b> Post graduation in Finance or CA/ICWA/MBA-Finance  <b>B. Experience</b> 16 years of experience in Central & State Government, PSUs, Autonomous or Statutory bodies of Government of India, States & UT Govt.  Having at least 5 years of experience in Finance & Accounts, Budget Audit etc. in a computerized environment.  <b>C. Age Limit</b> The maximum age limit in case of recruitment by deputation shall <b>not exceed 58 years</b> on the closing date of receipt of application.
2.	<b>Director (Programme Management)</b>	<b>Senior Management</b> Pay Matrix Level-14 PB-4 - Rs. 37,400/- 67,000/- - Grade Pay - Rs. 10,000/-	01	PB 4 GP 10,000 (Level 14)  <b>OR</b> 2 years in GP 8,900 (Level 13 A)  <b>OR</b> 3 years in GP 8,700 (Level 13 )	<b>A. Essential Qualifications and Experience</b> Bachelors Degree of a recognized University/Institute  <b>Desirable Qualification</b> Post Graduation in a suitable discipline and/or MBA/PGDM

					<p><b>B. Experience</b> 16 years of experience in Central &amp; State Government, PSUs, Autonomous or Statutory bodies of Government of India, States &amp; UT Govt.</p> <p>Having at least 5 years of diverse experience in Programme Management in IT/eGovernance Functions in a leadership role in conceptualization, implementation evaluation and assessment of projects</p> <p><b>C. Age Limit</b> The maximum age limit in case of recruitment by deputation shall <b>not exceed 58 years</b> on the closing date of receipt of application.</p>
3.	<b>Director (Strategic Planning &amp; e-Infra)</b>	<b>Senior Management</b> Pay Matrix Level-14 PB-4 - Rs. 37,400/- 67,000/- - Grade Pay - Rs. 10,000/-	01	<p>PB 4 GP 10,000 (Level 14)</p> <p style="text-align: center;"><b>OR</b></p> <p>2 years in GP 8,900 (Level 13 A)</p> <p style="text-align: center;"><b>OR</b></p> <p>3 years in GP 8,700 (Level 13 )</p>	<p><b>A. Essential Qualifications and Experience</b> Bachelors Degree of a recognized University/Institute</p> <p><b>Desirable Qualification</b> Post Graduation in a suitable discipline</p> <p><b>B. Experience</b> 16 years of experience in Central &amp; State Government, PSUs, Autonomous or Statutory bodies of Government of India, States &amp; UT Govt.</p> <p>Having at least 5 years of experience in e-Governance Strategic Planning including e-Infrastructure, e-Services, e-Governance standards and policies around Digital India</p> <p><b>C. Age Limit</b> The maximum age limit in case of recruitment by deputation shall <b>not exceed 58 years</b> on the closing date of receipt of application.</p>



**Detailed Job Descriptions**

**1. Director (Project Appraisal & Finance)**

<b>JOB DESCRIPTION</b>	
Division	NeGD
Function	Project Appraisal & Finance
Band	Senior Management – Director
Reports To	President & CEO, NeGD
<b>Job Objective</b> The objective of this position is to ensure timely appraisal of e-Governance related project reports received from various government departments and agencies and to provide leadership and direction to the Finance & Accounts function at NeGD. The officer will be directly responsible for framing policies around financial management for NeGD and monitor effectively the finances of NeGD. He/she will also be responsible for statutory and regulatory compliances for all the financial affairs of NeGD.	
<b>PRIMARY RESPONSIBILITY</b>	
<b>Financial Statements &amp; Records:</b> <ul style="list-style-type: none"><li>• Ensure regular compilation of financial statement for NeGD</li><li>• Ensure preparation of financial reports for various projects for which NeGD has implementation role</li><li>• Ensure production of performance reports, performance indicators and a range of other management statistics for effective decision making</li><li>• Ensure compliance to statutory rules and regulations for all financial matter related to NeGD.</li></ul>	
<b>Funds Management:</b> <ul style="list-style-type: none"><li>• Establish, implement and monitor efficient norms for fund management for NeGD.</li><li>• Ensure timely disbursement of funds to different agencies as per the guidelines and against the sanctioned budget.</li></ul>	
<b>Budgeting:</b> <ul style="list-style-type: none"><li>• Ensure preparation of annual budget of NeGD</li></ul>	
<b>Bills and Expenses Monitoring:</b> <ul style="list-style-type: none"><li>• Monitor the timely clearing of bills and payments in line with the established principles and guidelines</li><li>• Ensure timely payments of salaries to NeGD employees</li></ul>	
<b>Financial Appraisal:</b> <ul style="list-style-type: none"><li>• Ensure timely financial appraisal of project reports</li><li>• Ensure development of generic financial model and guidelines about project financing for projects that can be adopted by different agencies.</li></ul>	

**Project Appraisal:**

- Coordinate among all NeGD divisions (Finance, Capacity Building Management Cell, Technology, eServices) for timely appraisal of the relevant parts of reports
- Identify and empanel external subject matter experts to assist in the project domain area appraisal
- Guide subordinate in appraisal of project reports and review the project appraisal report
- Maintain communications with the concerned agencies regarding status of project appraisal
- Monitor the progress of project appraisal and manage the MIS

**Appraisal Standards:**

- Oversee the development of model e- Governance project development tool kit to act as a guide to the implementing agencies.
- Oversee the development of project appraisal guidelines to help other NeGD division in appraisal of project reports in the respective subject areas

In addition to the above responsibilities, the incumbent may be assigned any other task from time to time by the President & CEO, NeGD.

## 2. Director (Programme Management)

JOB DESCRIPTION	
Division	NeGD
Function	Programme Management
Band	Senior Management - Director
Reports To	President & CEO, NeGD
<b>Job Objective:</b> To conceptualize, develop and implement new and innovative ICT and e-governance project that help in achieving in the overall objectives of Digital India. The officer will be responsible for conceptualizing and formulating innovative e-Governance projects in consultation with the relevant stakeholders, obtaining the necessary approvals and implementing the same. He/ She will be responsible for all activities related to the project development and Program Management domain within NeGD.	
PRIMARY RESPONSIBILITIES	
<ul style="list-style-type: none"><li>• Programme Management of Digital India strategy managing implementation in Central Govt. Ministers &amp; States.</li><li>• Supporting State Governments and Central Line Ministries in designing and implementing respective program strategies.</li><li>• Liaison with other Stakeholders, academia, civil society organization for organizing workshops on various DI programs.</li><li>• Subject matter expert and liaison for Promotion, Review and Assist in creating sound digital media solutions.</li><li>• Liaison with Industry/Trade bodies for collaboration and participation.</li><li>• Seeking budgetary and all necessary financial approvals as per Govt. rules/ norms.</li><li>• Define the program governance controls, schedules and targets for MMPs under NeGD/ Digital India.</li><li>• Plan the overall program and monitoring process.</li><li>• Manage the program budget</li><li>• Manage risks an issues and taking corrective measurement.</li><li>• Coordinate the projects and their interdependencies</li><li>• Manage and utilize resources across projects</li><li>• Ensure stakeholders communications</li><li>• Align the deliverables to the program outcome with the aid of the business Change Manager</li><li>• Manage the main program documentations such as the Program Initiation Document and other details of programme Life cycle</li><li>• Working knowledge of Project Management Software-MS project/ Open source</li><li>• Provide support to various e- Governance committees / Apex Committee on Digital India</li><li>• Proactively identify requirements of project initiation support through coordination with different central and state agencies.</li><li>• Conceptualize, design, develop and facilitate implementation of ICT and e-Governance Projects</li><li>• Lead the project teams and coordinate with different stakeholders for incubating</li></ul>	

different eGovernance projects

- Prepare DPRs, RFPs and Proposals to support implementation of new e-Gov projects.
- Support implementation of Digital India/ e-Kranti Mission Mode Project (MMP).
- Carry out technical appraisal of eGovernance projects.
- Manage future & existing assigned eGovernance projects/products.

In addition to the above Primary responsibilities, the incumbent may be assigned any other task from time to time by President & CEO, NeGD.

### 3. Director (Strategic Planning & e- Infra)

Job Description	
Division	NeGD
Function	Strategic Planning & e- Infra
Band	Senior Management – Director
Reports To	President & CEO, NeGD
<b>Job Objective:</b> The job holder will be responsible for providing Strategic Planning support in the areas of project design, bid process, monitoring & evaluation, programme management and providing information to the NeGD Committee and other apex bodies on the status of the various e-Governance initiatives in the country, especially those related to the Digital India. Implementation of Digital India including eGovernance project design, bid process, e-Infra and e-services etc.	
<b>Primary Responsibilities</b>	
<b>Strategic Planning for e- Governance :</b> <ol style="list-style-type: none"><li>1. Long term planning and policy for Digital India initiatives</li><li>2. Support to the NeGD Committee and other high level Committees in planning, policy making and programme monitoring.</li><li>3. Review regular progress assessment reports with qualitative inputs and flagging and deviations/ issues that would need to be looked into by their higher authorities.</li><li>4. Bring out comparative analysis and provide assistance in formulating policies &amp; best practices.</li><li>5. Ensure timely preparation of reports and circulars for both internal and external distribution on project progress</li></ol>	
<b>Miscellaneous</b> <ul style="list-style-type: none"><li>• Liaise with SeMTs to provide guidance and advice on matters related to contracts and procurements</li><li>• In addition to above Responsibilities the incumbent may be assigned any other tasks from time to time by President &amp; CEO, NeGD</li></ul>	



11. Total Experience in number of Years and Months \_\_\_\_\_ Years \_\_\_\_\_ Months.

12. Employment history, in chronological order:

No	Office/ Inst./Orgn.	Post held	Period (from – to)	Pay Band & Grade Pay with present pay	Nature of duties/ responsibilities	Significant Accomplishments (If any)

13. Relevant Training programmes attended :

14. Special Achievements (Please give details) :

15. Details of present post held :

16. Designation :

17. Date from which held :

18. Scale of pay - Pay Band & Grade Pay :

19. (Revised) with present pay drawn :

20. Whether present post is held on regular/  
tenure/deputation/temporary/permanent/  
officiating or ad-hoc basis and since when :

21. If on deputation,, please provide following  
additional details :

i. Details of post held on regular basis :

ii. Scale of pay :

iii. Since when is the regular post held :

iv. Period of appointment on  
deputation/contract :

v. Name of the parent office/organization :  
to which you belong:

vi. Name of the Ministry/Department/ :

vii. Organization where presently employed  
with full address indicating name and  
designation of contact officer and Telephone/Fax Numbers :

22. Additional details about present employment Please state whether  
working under:

- a) Central Government
- b) State Government
- c) PSU
- d) Autonomous Bodies

23. Remarks - The candidates may indicate information with regard to:

- a) Research publications and reports and special projects

Awards /Scholarships/Official appreciation

- b) Affiliation with the professional bodies/institution/societies and

- c) Any other information.

*I hereby solemnly declare and undertake that all information furnished by me is true, correct and complete to the best of my knowledge and belief. I undertake that, if at any stage of selection or even after selection, any of the information furnished by me is found to be false, incorrect or misleading, then my candidature / appointment / services will stand cancelled / terminated without assigning any reasons thereof.*

Date: .....

Signature: .....

Place:.....

Address.....



**Part - 2**

**NO OBJECTION CERTIFICATE (NOC) TO BE RECORDED BY THE OFFICE/DEPARTMENT WHILE FORWARDING THE APPLICATION**

1. Certified that the particulars given by the applicant are true, correct and complete and have been verified from the office record.
2. The applicant, if selected, will be relieved immediately.
3. It is certified that no vigilance case is pending/contemplated against him/her.
4. No major/minor penalty is in force or current against the official
5. No adverse remarks have been recorded in the candidate's ACR for the last five years.
6. Integrity of the candidate is certified as 'Beyond Doubt'.

Date:

Signature of the Head of the  
Office/Department

Place:

Name:

Office Seal:

Phone No. &  
Email ID

**National e-Governance Division (NeGD)**  
Digital India Corporation

**N-21012/8/2021-NeGD**

**14 September 2021**

**ADDENDUM: Last Date for submission of Applications for Posts of Senior Management in NeGD**

Vacancy Circular: Filling up of various Senior Management positions in NeGD on deputation basis

Circular No.: N-21012/8/2021-NeGD dated 10 August 2021

**The Last date for submission of applications for following positions has been extended to 01 October 2021.**

<b>S. No.</b>	<b>Name of the Post</b>	<b>Mode of Recruitment</b>	<b>Pay Level &amp; Pay Band</b>	<b>No. of post(s)</b>
1.	Director (Project Appraisal & Finance)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01
2.	Director (Programme Management)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01
3.	Director (Strategic Planning & e- Infra)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01

-sd-

Dr. Alok Kumar Goel  
Sr. General Manager, CB/HR  
National e-Governance Division

**National e-Governance Division (NeGD)**

Digital India Corporation

**N-21012/8/2021-NeGD**

**20 September 2021**

**CIRCULAR**

Subject: **Filling up of various Senior Management positions in NeGD on deputation basis**

The National e-Governance Division (NeGD), under Digital India Corporation, a not for profit company of Ministry of Electronics & Information Technology (MeitY), was set up in order to facilitate and support Programme Management of the Digital India Programme with a vision to transform India to a digitally empowered society and knowledge economy. NeGD has a judicious mix of Professionals from Private Sector and Deputationists from Government to ensure that requisite skill sets are available to execute the designated tasks. A brief write up on Digital India and NeGD is enclosed at **Annexure-I**.

2. NeGD is currently inviting applications for the following position on deputation basis from officers of the Central & State Government, PSUs, and Autonomous or Statutory bodies of Government of India, States & UT Govt.:

<b>S. No.</b>	<b>Name of the Post</b>	<b>Mode of Recruitment</b>	<b>Pay Level &amp; Pay Band</b>	<b>No. of post(s)</b>
1.	Director (Capacity Building)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01
2.	Director (Awareness and Communication)	Deputation	Pay Matrix Level-14 PB-4 - Rs. 37,400/-67,000/- - Grade Pay - Rs. 10,000/-	01

The eligibility criteria are given at **Annexure-II**.

The initial period of deputation shall be for two years, extendable as per Government instructions subject to requirements of NeGD. The pay of the selected candidates will be regulated under the provisions contained in the DoP&T OM No.6/8/2009-Estt.(Pay-II) dated 17/6/2010 and OM No. 2/11/2017 – Estt. (Pay-II) dated 24/11/2017 as amended from time to time. Other benefits shall be as per NeGD norms of Deputations.

The detailed Job Descriptions are placed at **Annexure III**.

3. Eligible officers may send their applications in the prescribed proforma (**Annexure IV**) through proper channel to the undersigned. Applications should reach the undersigned before the last date i.e. 22 October 2021.

Prescribed proforma of application form, eligibility conditions, Job Description and other details can be downloaded from the official website of MeitY, Digital India & NeGD viz. <https://www.meity.gov.in/>, <https://www.digitalindia.gov.in/> and <https://negd.gov.in/>.

4. Applications not received through proper channel and not accompanied with vigilance clearance/integrity certificate and attested copy of APARs for the last five years, shall not be considered.

5. Candidates applying without proper No Objection Certificate (NOC) in the attached format will not be considered.

6. Applications, which are incomplete or are not accompanied with the required documents will not be entertained and no correspondence will be made or entertained in this regard.

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**National eGovernance Division**  
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**Digital India Programme**

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**Digital India Corporation entails following responsibilities:**

1. To provide leadership and support to Government of India through MeitY; to steer and anchor the Digital India Programme along with related policy and implementation initiatives.
2. To support MeitY with regards to policy and implementation related issues concerning various ongoing programmes & schemes in the ICT domain as well as new initiatives undertaken as part of the Digital India Programme.

3. To support Ministries/Departments, both at Centre and States, as well as other stakeholders in crafting e-Governance strategies, to further promote Accountability, Efficiency, Efficacy and Transparency.
4. To source talent and resources both from the market as well as within Government in ICT domain to Ministries/ Departments on chargeable basis under Central & State Government; a talent pool of technically skilled manpower for hardware, software, networks, cyber security and laws, standards, quality and testing, etc.
5. To promote innovation and evolve models for empowerment of citizens and also to promote participatory governance and citizen engagement across the government through various platforms including social media.

### **National e-Governance Division (NeGD)**

In 2009, National e-Governance Division was created by the Ministry of Electronics & Information Technology as an Independent Business Division under the Digital India Corporation (erstwhile Media Lab Asia). Since 2009, NeGD has been playing a pivotal role in supporting the Ministry of Electronics & Information Technology in Programme Management and implementation of e-Governance Projects and initiatives undertaken by Ministries/ Departments, both at the Central and State levels.

#### **The envisioned roles and responsibilities of NeGD are as follows:**

1. Providing strategic direction in terms of framing policies and implementation strategy for the Digital India Programme in different domains of e-Governance
2. Proactive support to Central and State Governments for Mission Mode Projects and other e-Governance projects
3. Acting as a facilitator and catalyst for implementation of Digital India Program by various Ministries and State Governments
4. Providing technical assistance to Central Ministries/ State Line Departments in their e-Governance projects either directly or in collaboration with professional consultants
5. Undertaking technical appraisal of e-Governance projects for examining issues like overall technology, architecture, framework standards, security policy, service delivery mechanism, sharing of common infrastructure, etc
6. Developing generic / model Expression of Interest, Request for Proposal, Standard Contracts, PPP Models and other related documents for various stages and requirements of projects for use by the States
7. Ensuring effective citizen engagement and communication with all stakeholders using offline and Social Media channels
8. Impact assessment and e-Readiness measurement of e-Governance projects of all States / UTs
9. Recruitment, deployment and HR management of specialised resources in the State e-Governance Mission Teams in all States and UTs

10. Training and development initiatives, including-

- Development of competency frameworks, training guidelines, case studies, etc
- Developing Online and Web based Training and set up Learning Management System
- Knowledge management and sharing through workshops, development of case studies, sharing best practises and creation of knowledge repositories, etc.

**Eligibility Criteria**

**Annexure-II**

<b>S. No.</b>	<b>Position &amp; Domain</b>	<b>Level</b>	<b>No. of Position (s)</b>	<b>Present Pay Scale &amp; Grade Pay</b>	<b>Experience &amp; Qualification</b>
1.	<b>Director (Capacity Building)</b>	<b>Senior Management</b> Pay Matrix Level-14 PB-4 - Rs. 37,400/- 67,000/- - Grade Pay - Rs. 10,000/-	01	PB 4 GP 10,000 (Level 14)  <b>OR</b> 2 years in GP 8,900 (Level 13 A)  <b>OR</b> 3 years in GP 8,700 (Level 13 )	<b>A. Essential Qualifications and Experience</b> Bachelors Degree of a recognized University/Institute in a suitable discipline  <b>Desirable Qualification and Experience</b> Post Graduation in a suitable discipline and/or MBA/PGDM (preferably in Human Resources) <ul style="list-style-type: none"><li>• ISTD Diploma</li><li>• Experience in Training and e-Learning</li></ul> <b>B. Experience</b> 16 years of experience in Central & State Government, PSUs, Autonomous or Statutory bodies of Government of India, States & UT Govt. Having at least 5 years of experience in Capacity Building, Knowledge Management, e-Governance Trainings in a computerised environment.  <b>C. Age Limit</b> The maximum age limit in case of recruitment by deputation shall <b>not exceed 58 years</b> on the closing date of receipt of application.
2.	<b>Director (Awareness and Communication)</b>	<b>Senior Management</b> Pay Matrix Level-14 PB-4 - Rs. 37,400/- 67,000/- - Grade Pay - Rs. 10,000/-	01	PB 4 GP 10,000 (Level 14)  <b>OR</b> 2 years in GP 8,900 (Level 13 A)  <b>OR</b> 3 years in GP 8,700 (Level 13 )	<b>A. Essential Qualifications and Experience</b> Bachelors Degree of a recognized University/Institute in a suitable discipline  <b>Desirable Qualification</b> Post Graduation in a suitable discipline and/or MBA/PGDM (preferably in Mass Communication)



					<p><b>B. Experience</b> 16 years of experience in Central &amp; State Government, PSUs, Autonomous or Statutory bodies of Government of India, States &amp; UT Govt.</p> <p>Having at least 5 years of diverse experience in Awareness and Communication in IT/eGovernance Functions in a leadership role in conceptualization, implementation evaluation and assessment of projects</p> <p><b>C. Age Limit</b> The maximum age limit in case of recruitment by deputation shall <b>not exceed 58 years</b> on the closing date of receipt of application.</p>
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**Detailed Job Descriptions**

**1. Director (Capacity Building)**

<b>JOB DESCRIPTION</b>	
Division	NeGD
Function	Capacity Building
Band	Senior Management – Director
Reports To	President & CEO, NeGD
<b>Job Objective</b>	
<p>The job holder will be part of the CBMC team with responsibility for managing capacity building activities for NeGD under CB II.</p> <p>The role would include responsibility in area like design and management of Capacity building processes, online/offline training systems and other administrative functions for Government employees, developing and implementing capacity building and change management initiatives under Digital India Programme for NeGD and SeMTs</p> <p>The job holder will contribute towards positioning NeGD as a performance focused organization by driving role clarity and accountability across the organization.</p>	
<b>PRIMARY RESPONSIBILITY</b>	
<b>Design and Monitor the HR Policy regarding Capacity Building</b>	
<ul style="list-style-type: none"><li>• Design and monitor implementation of HR policy such as Virtual Cadre, Competency framework , e-Gov Academy etc.</li><li>• Oversee design of related HR policies and ensure their implementation and compliance</li></ul>	
<b>Funds Management</b>	
<ul style="list-style-type: none"><li>• Provide inputs towards development of CB budget in coordination with other NeGD and States/UT teams and monitor and control the CB funds utilization</li></ul>	
<b>Change Management</b>	
<ul style="list-style-type: none"><li>• Devise change management strategy and create and implement change management plans that minimise employee resistance and maximise employee engagement.</li><li>• Identifies potential people-side risks and anticipated points of resistance and develops specific plans to mitigate or address the concerns for NeGD and States/UTs as per Digital India vision and CB II</li><li>• Develops a generic Change Management Framework for e – Governance initiatives that can be used by the States in developing their individual Change Management Frameworks in synchronization with national level initiatives</li></ul>	

- Oversee and monitor various change management activities in various states and departments and support them through SeMTs in effective change management.

### **Capacity Building of Central Line Ministries, States/UTs**

- Manage and monitor the capacity building initiatives for the Central Line Ministries Sates/UTs to ensure its effectiveness.
- Develops training policy in line with the Government training policy.
- Plans and ensures budget for the training activities.
- Identifies and recommends various models of delivery of training to different groups of stakeholders including in-house and in sourced/ outsourced models.
- Develop Capacity for building capability in States/UTs for e-Governance.
- Leverage Learning Management System (LMS) and Knowledge Management System(KMS) to reach out to large official base in the Central Line Ministries Sates/UTs in a cost effective manner by developing an appropriate strategy and implementing appropriate systems to the effect
- Co-ordinate with other Domain experts like LMS, e-GCF, KMS etc for effective implementation
- Manage and monitor the capacity building initiatives for the Central Line Ministries Sates/UTs to ensure its effectiveness.

### **Training & Development Planning of NeGD**

- Manage the overall training & development for NeGD employees including developing training guidelines and training budget, facilitating and monitoring training design and delivery, engaging external experts, vendors and trainers for effective training design and delivery

### **CB Scheme**

- Develop policy and implementation guidelines around the CB Scheme for furthering the understanding of the same among the states and provide ongoing clarifications to states on CB scheme implementation
- Monitor the implementation of CB II Scheme and preparation of CB III scheme including the utilization of allocated budgets, obtaining future fund requirements etc.
- Track the functioning of SeMTs and ensure that it is able to suitably meet the Capacity Building requirements of the state government as per Digital India policies.

In addition to the above responsibilities, the incumbent may be assigned any other task from time to time by the President & CEO, NeGD.

## 2. Director (Awareness and Communication)

JOB DESCRIPTION	
Division	NeGD
Function	Awareness and Communication
Band	Senior Management - Director
Reports To	President & CEO, NeGD
<b>Job Objective:</b> The objective of this job is to provide leadership and direction in areas of awareness & communication initiatives, evaluation and assessment of the various Digital India Programs and use of Social Media for furtherance of Digital India initiative.	
PRIMARY RESPONSIBILITIES	
<b>Impact Assessment</b>	
<ul style="list-style-type: none"><li>• Develop the Impact Assessment Framework including qualitative and quantitative metrics for evaluation of Digital India Programs/Services.</li><li>• Ensure that the implementing agencies are aware of the evaluation framework and that their projects conform to the success criteria.</li><li>• Liaise with the external agencies, if employed, to conduct the impact assessment exercise.</li><li>• Ensure collation of data related to the projects in order to assess their efficacy along the evaluation parameters.</li><li>• Bring out regular assessment reports of various e-Governance Services and provide inputs to higher authorities as well as to the relevant line Ministries/ States.</li><li>• Provide regular inputs to key stakeholders (PMO/ Apex Committee etc.) overseeing rollout of various projects.</li><li>• Bring out comparative analysis and provide assistance in formulating best practice.</li></ul>	
<b>Awareness &amp; Communication</b>	
<ul style="list-style-type: none"><li>• Developing strategy of Awareness &amp; Communication to be adopted for Digital India including developing methodologies for a comprehensive communications strategy targeting different stakeholders.</li><li>• Devising suitable interventions to build the brand of Digital India including identification of media channels for Awareness &amp; Communication, determine the media mix to be used including Print, Electronics, Social Media &amp; on-ground activities.</li><li>• Identification and empanelment of agencies for developing brand related communication / merchandise /advertisements etc.</li><li>• Supporting State Governments and Central Line Ministries in designing and implementing respective Awareness &amp; Communication strategies.</li><li>• Developing Awareness and Communication Strategy for Digital and Social Media.</li><li>• Act as key editor for contents on Social Media sites/ Print/electronic.</li><li>• Use Digital media to promote Digital India Programs/services</li><li>• Liaisoning with other Stakeholders, academia, civil society organization for organizing workshops/seminars.</li><li>• Subject matter expert and Liaison for Promotion, Review and Assist in creating sound digital media solutions.</li></ul>	

- Act as a single point of contact and take ownership for organizing National/international level events/Conferences.
- Liaisoning with Industry/Trade bodies for collaboration and participation.
- Conceptualizing and rolling out PAN India level outreach campaigns in coordination with State Government / Agencies regular monitoring and evaluation of such campaigns.
- Act as a mentor to the A & C team and continuously motivate them to meet up the expectations.
- Seeking budgetary and all necessary financial approvals as per Govt. rules/norms.

In addition to the above Primary responsibilities, the incumbent may be assigned any other task from time to time by President & CEO, NeGD.





11. Total Experience in number of Years and Months \_\_\_\_\_ Years \_\_\_\_\_ Months.

12. Employment history, in chronological order:

No	Office/ Inst./Orgn.	Post held	Period (from – to)	Pay Band & Grade Pay with present pay	Nature of duties/ responsibilities	Significant Accomplishments (If any)

13. Relevant Training programmes attended :

14. Special Achievements (Please give details) :

15. Details of present post held :

16. Designation :

17. Date from which held :

18. Scale of pay - Pay Band & Grade Pay :

19. (Revised) with present pay drawn :

20. Whether present post is held on regular/  
tenure/deputation/temporary/permanent/  
officiating or ad-hoc basis and since when :

21. If on deputation,, please provide following  
additional details :

i. Details of post held on regular basis :

ii. Scale of pay :

iii. Since when is the regular post held :

iv. Period of appointment on  
deputation/contract :

v. Name of the parent office/organization :  
to which you belong:

vi. Name of the Ministry/Department/ :

vii. Organization where presently employed  
with full address indicating name and  
designation of contact officer and Telephone/Fax Numbers :

22. Additional details about present employment Please state whether  
working under:



- a) Central Government
- b) State Government
- c) PSU
- d) Autonomous Bodies

23. Remarks - The candidates may indicate information with regard to:

- a) Research publications and reports and special projects

Awards /Scholarships/Official appreciation

- b) Affiliation with the professional bodies/institution/societies and

- c) Any other information.

*I hereby solemnly declare and undertake that all information furnished by me is true, correct and complete to the best of my knowledge and belief. I undertake that, if at any stage of selection or even after selection, any of the information furnished by me is found to be false, incorrect or misleading, then my candidature / appointment / services will stand cancelled / terminated without assigning any reasons thereof.*

Date: .....

Signature: .....

Place:.....

Address.....

**Part - 2**

**NO OBJECTION CERTIFICATE (NOC) TO BE RECORDED BY THE OFFICE/DEPARTMENT WHILE FORWARDING THE APPLICATION**

1. Certified that the particulars given by the applicant are true, correct and complete and have been verified from the office record.
2. The applicant, if selected, will be relieved immediately.
3. It is certified that no vigilance case is pending/contemplated against him/her.
4. No major/minor penalty is in force or current against the official
5. No adverse remarks have been recorded in the candidate's ACR for the last five years.
6. Integrity of the candidate is certified as 'Beyond Doubt'.

Date:

Signature of the Head of the  
Office/Department

Place:

Name:

Office Seal:

Phone No. &  
Email ID