

Government of India
Ministry of Commerce and Industry
Department of Commerce
Agricultural and Processed Food Products Export Development Authority
(3 Floor, NCUI Building, 3 Siri Institutional Area, August Kranti Marg Opp.
Asiad Village, New Delhi - 110016

F. No.: PAD-2023-24-000046

Dated: 14.08.2024

SUB: ENGAGEMENT OF ASSOCIATE (BRANDING, COMMUNICATIONS & OUTREACH) IN APEDA, NEW DELHI.

1. The Agricultural and Processed Food Products Export Development Authority (APEDA), an autonomous organization under the Department of Commerce, Ministry of Commerce & Industry, Govt. of India is mandated with the responsibility for promotion of agricultural and processed food products from India. APEDA has been actively involved in agricultural trade facilitation and intends to improve market access for Indian agricultural products at international level. The role involves managing brand support, analyzing market trends, developing marketing strategies, publicity and media relations, digital marketing and social media, coordinating with the creative team, and overseeing brand collaborations. APEDA intends to hire talented, innovative and dynamic Professionals for the positions of Associate (Branding, Communications & Outreach).

2. Type and Tenure of Engagement

2.1 The engagement shall be at the level of Associate (Branding, Communications & Outreach).

2.2 The engagement shall be purely on a contractual basis.

2.3 The engagement shall be initially for a period of one year including probation period of three weeks. The tenure of engagement may be extended on a year to year basis, depending on the performance evaluation. After three years no further extension will be permissible under any circumstances.

3. **Qualification, Experience and Vacancies:** Applicants with the following qualifications and experience would be considered for engagement as Associate (Branding, Communications & Outreach).

3.1 Qualifications: -

Position	Vacancy	Educational Qualifications
Associate (Branding, Communications & Outreach)	1*	<p>Essential:-</p> <ol style="list-style-type: none"> 1. Master's degree in English, Mass Communications, Journalism, Advertising, Public Relations (PR) or MBA (Marketing) from a reputed Institute/ University. 2. Minimum 3 years of relevant work experience related to Media and Communications, Advertising, Marketing, international/ national level Government or Corporate Events/ Summits/ Seminars/ Workshops/ Trade Shows and/ or Meetings, Incentives, Conferences & Exhibitions (MICE) tourism or any other allied work. <p>Desirable:-</p> <ol style="list-style-type: none"> 1. Relevant experience with Government Ministries and/ or PSUs, managing communications related to government, corporate and/ or large scale national/ international events for meaningful stakeholder engagement of 2 years and more. 2. Prior experience of coordination with media, design agencies and creative artists such as graphic designers, video editors, animators and other vendors is preferred. 3. Prior experience of handling National/ International Events and/or Meetings Incentives Conferences & Exhibitions (MICE) tourism or any allied work. 4. Excellent communications skills with the ability to think critically, aid decision making and solve problems creatively

* Competent authority reserves the right to increase or decrease the number of vacancies as may be required.

3.2 Key Role & Responsibilities: -

- 3.3 The role involves managing brand support, analysing market trends, developing strategies for media dissemination, marketing and communications, publicity and media relations, digital marketing and social media as well as coordinating with the creative teams and overseeing brand collaborations.
- 3.4 Building up of brand of APEDA's focus products like Basmati, Banana, Mangoes, Grapes, Pomegranates etc on lines of global brands like Zespri (R), California, Almonds (R), Washington Apples.
- 3.5 Coordinate with external stakeholders like IBEF and Media agencies to conceptualise and curate content for APEDA's focus products to disseminate on digital media/ social media platforms, offline national/ international events.
- 3.6 Work closely with Digital Media/Social Media teams, brand agencies and creative artists to realise the content strategy and curate well researched and creative communications and storytelling narratives.
- 3.7 Lead on fact based creative communications that empowers internal and external stakeholders such as brand audiences, partners, customers, investors and buyers.
- 3.8 Grow the organisation's ability to tell stories effectively for different press, media and broadcast audiences through public relations, media relations activities and other unique initiatives.
- 3.9 Manage APEDA's social media handles, build up content for the same in collaboration with APEDA's Regional Offices/Product Divisions.
- 3.10 Serve as the Line Associate for Branding, Communications and Outreach Teams and Departments of APEDA.
- 3.11 Be responsible for policy research, planning, management of media relations, coordination of media and communications strategies, overseeing campaigns and content curation as well as monitoring digital/ social media platforms to maximise the visibility and impact of the programmes, initiatives and national/ international events and priorities of APEDA.
- 3.12 Any other duties/tasks assigned from time to time.

4. Submission of Application

- 4.1 A candidate shall submit only one application. Submission of more than one application may lead to rejection.
- 4.2 Mere submission of the application does not confirm any right on the applicant to be called for interview.
- 4.3 Application should be submitted strictly in the prescribed format only.

4.4 The Competent Authority reserves the right to cancel any application/candidature at its discretion and no correspondence in this regard will be entertained from the applicant.

4.5 Wrong declaration /submission of false information or any other action contrary to law shall lead to cancellation of the candidature at any stage.

5. **Age Limit**

Upper age limit of 40 years for the position of Associate (Branding, Communications & Outreach)

6. **Remuneration and Annual Enhancement**

6.1 The remuneration will be inclusive of all applicable taxes and no other facility or allowance will be allowed. The range of remuneration for the post is as under:

Position	Remuneration per month (Rs.)
Associate (Branding, Communications & Outreach)	Rs. 80,000/- to Rs. 1,40,000/-

6.2. **TA/DA:** Associate (Branding, Communications & Outreach) may be required to travel to any place in India. While on tour, TA/DA will be admissible to officials at Pay Level 10 of the Central Government.

7. **Working Hours and Leave:**

7.1 Working Hours shall normally be from 9.00 AM to 5.30 PM office time during working days including half an hour lunch break in between. However, in exigencies of work, the Associate (Branding, Communications & Outreach) may be required to sit late and may be required to attend office/work on Saturday/Sunday and other holidays also.

7.2 The Associate (Branding, Communications & Outreach) will be eligible for 20 days leave during the period of one year, on pro-rata basis subject to the prior written approval of the controlling officer. Un-availed leave cannot be carried forward to the next year. Further, leave up to one month can be considered without remuneration with the prior approval of controlling officer.

However, in rare and exceptional cases like need for professional development, training etc., this condition may be relaxed with the approval of Chairman, APEDA subject to official exigencies.

7.3 Apart from the above, female Associate (Branding, Communications & Outreach) may be eligible for maternity leave as per the Maternity Benefit (Amendment) Act, 2017 issued by Ministry of Labour & Employment vide letter No. S-360 1 7/03/20 15-SS-1 dated 12th April, 2017.

8. Termination:

- 8.1 The engagement can be terminated at any time by the Department by giving 30 days' notice or "pay in lieu" thereof. Similarly, Associate (Branding, Communications & Outreach) may also resign after giving notice for a similar period.
- 8.2 The Department reserves the right to terminate any Associate (Branding, Communications & Outreach) at any stage in event of a serious failure to perform the task assigned or of failure to be serve any standards of conduct.

9. General terms and conditions:

- 9.1 APEDA may require the Associate (Branding, Communications & Outreach) to submit a Statement of Good Health from a recognized physician prior to commencement of work in any offices.
- 9.2 The engagement as Associate (Branding, Communications & Outreach) is subject to verification of documents related to educational qualification and experience. If any information / documents submitted by him/her are found false / wrong at any stage, his / her engagement will be terminated immediately and appropriate action will be taken against him / her as per rules.
- 9.3 The Associate (Branding, Communications & Outreach) will be governed by the Official Secrets Act, 1923, as amended from time to time and will not disclose to any unauthorized person(s) any information/data that come to their notice during the period of their engagement as Associate (Branding, Communications & Outreach) in the Department. All such information/records/papers/software/emails etc. will be property of APEDA. An undertaking to that effect shall be given at the time of joining.
- 9.4 The Associate (Branding, Communications & Outreach) shall not advertise or otherwise make public for the purpose of commercial advantage that it has contractual relationship with APEDA. He / she shall not, in any manner whatsoever, use the name, emblem or official seal of APEDA or any abbreviation of the name of APEDA, in connection with business or otherwise without the prior written permission of the competent authority of APEDA.
- 9.5 The Associate (Branding, Communications & Outreach) shall be expected to conduct himself / herself in accordance with the rules and regulations of APEDA. He / she will be expected to demonstrate high moral character, integrity, secrecy of office and dedication to work while discharging his / her duties. In case his / her services are not found satisfactory or found to be in conflict with the interest of the APEDA, his/her services will be terminated forthwith, without any notice period or compensation.
- 9.6 In general, the Associate (Branding, Communications & Outreach) shall neither seek nor accept instructions from any authority external to APEDA in connection with the performance of his/her obligations under the Contract. The Associate (Branding, Communications & Outreach) shall not take any action in respect of its performance of

the Contract or otherwise related to its obligations under the contract that may adversely affect the interests of APEDA, and the Associate (Branding, Communications & Outreach) shall perform its obligations under the contract with the fullest regard to the interest of APEDA. The Associate (Branding, Communications & Outreach) warrants that he/she has not and shall not offer any direct or indirect benefit arising from or related to the performance of the Contract or the award thereof to any representative, official, employee or other agent of APEDA. He/she shall comply with all laws, ordinances, rules and regulations bearing upon the performance of his/her obligations under the contract. In the performance of the Contract, the Associate (Branding, Communications & Outreach) shall comply with the normal standards of conduct. Failure to comply with the same is ground for termination of the Associate (Branding, Communications & Outreach) for cause.

- 9.7 **Prohibition of Sexual Exploitation and Abuse:** In the performance of the Contract, the Associate (Branding, Communications & Outreach) shall comply with the "Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013". The Associate (Branding, Communications & Outreach) acknowledges and agrees that any breach of any of the provisions hereof shall constitute a breach of an essential term of the contract, and, in addition to any other legal rights or remedies available to any person, shall give rise to grounds for termination of the contract. In addition, nothing herein shall limit the right of APEDA to refer any alleged breach of the foregoing standards of conduct to the relevant national authorities for appropriate legal action.
- 9.8 In the unfortunate event of the death, injury or illness while serving APEDA, the Associate (Branding, Communications & Outreach) or the next of kin shall not be entitled to any compensation or Appointment.
- 9.9 The Associate (Branding, Communications & Outreach) will be required to submit a police verification report from their concerned police station and also submit a medical-cum-fitness certificate issued by any authorized Medical Practitioner prior to engagement.
- 9.10 The period of engagement would commence from the date of joining at APEDA.
- 9.11 The period of engagement as Associate (Branding, Communications & Outreach) will not confer any claim or right for subsequent engagement / employment with APEDA or any other Government Department at a later date.

10. This is issues with the approval of Competent Authority

Interested Candidate may submit their signed and typed application in the prescribed format (Copy attached) along with their scan CV and self-attested copies of the relevant documents.

10. **Last Date of Submission of Application is August 27, 2024 by 1700 hrs.**

The typed and signed application should be sent through email at recruitment@apeda.gov.in. It is mandatory to mention the position applied for.

NOTE: Only shortlisted candidates will be contacted via email for the interview.

11. **The Interview for the position will be held on 30th August 2024 at 11:00 AM**

**SECRETARY
APEDA**

**APPLICATION FOR THE POSITION OF ASSOCIATE (BRANDING,
COMMUNICATIONS & OUTREACH)
(ON CONTRACT)**

To

The Secretary
APEDA
3'd Floor, 3 Siri Institutional Area August Kranti Marg
Hauz Khas,
New Delhi — 110 016

Position Applying for: Associate (Branding, Communications & Outreach)

1. Name in Full (in Block Letter): _____
2. Father's / Husband's Name: _____
3. Permanent Address: _____
4. Correspondence Address: _____
5. Contact No. & Email-ID: _____
6. Date of Birth: _____
(Self-Attested copy of proof of age to be attached)
7. Nationality: _____
8. Educational/Professional Qualifications:

Paste recent passport size

Name of University/Board	Year of Passing	Stream/Subject	% of marks/CGP A

(Self-Attested Copy of Essential Educational Qualification to be attached)

9. Post qualification Work Experience in relevant fields:

Name & Address of Employer	Period of (from-to in dd/mm/yy)	Total tenure (in Years and months)	Designation	Nature of work/ responsibilities

(Self-Attested Copy of experience certificate to be attached)

10. Languages known with proficiency:

11. Any other relevant Information:

SIGNATURE OF THE CANDIDATE

Date: _____

Place: _____