

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)

F. No.: PAD-2021-22-000025

Dated: 28.04.2025

SUB: ENGAGEMENT OF INTERN (BRANDING, COMMUNICATIONS & OUTREACH) APEDA, NEW DELHI

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 position of **Intern**.

2. Tenure of Engagement

2.1 The engagement shall be initially for a period of one month (extendable up to 3 months based on performance).

3 Qualifications and Benefits:

Name of the Position	Number of Positions	Internship Roles
Video Editor	1	<ul style="list-style-type: none">• Create and edit video content for digital campaigns, reels and promotional initiatives• Proficiency in Adobe Premiere Pro, DaVinci Resolve, After Effects, etc.
Content Writer/ Social Media Manager	2	<ul style="list-style-type: none">• Script writing, content creation, hashtag/trend research, analytics• Strong writing skills and social media insight - background in English, Journalism or Mass Communication
Photographer/ Videographer	1	<ul style="list-style-type: none">• Product photography, documentaries, content shoots• Skills in DSLR handling, Lightroom, Photoshop, visual storytelling
Graphic Designer	1	<ul style="list-style-type: none">• Create digital graphics, infographics, branding material• Proficiency in Adobe Suite, Canva, CorelDRAW and interest in AI tools

3.1 Benefits:

- i. Mentorship from a dynamic in-house creative team
- ii. Real-world government sector exposure
- iii. Certificate of Completion & Letter of Recommendation
- iv. Opportunity to contribute to national agricultural export branding

3.2 Application should be submitted strictly through Google Forms link only.

3.3 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.

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

4. **Stipend:** Rs. 10,000/- per month (based on skill set/ experience/ performance).

5. **Working Hours:** Monday - Friday | 9:00 AM–5:30 PM

6. **This issues with the approval of Competent Authority.**

Interested Candidate may submit their application form through prescribed google link as under:

https://docs.google.com/forms/d/1q1NBRf67vSgrjcrPIjggUQZa-mRD8mofzGCiLq_1kZ4/viewform?edit_requested=true

10. **Last Date of Submission of Application is 04.05.2025 by 23.59 PM.**

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

**SECRETARY
APEDA**