

No.1-2/2017-18/Coord/BW  
GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
PUBLICATIONS DIVISION  
SOOCHNA BHAWAN, CGO COMPLEX, NEW DELHI - 3.

**NOTICE INVITING APPLICATION**

Dated: 18<sup>th</sup> May 2018

**Hiring services of contract personnel for sales, marketing, account functions and other activities of Business Division of Publications Division at Delhi**

(This is in partial modification of the Notice Inviting Application of even number dated 4<sup>th</sup> April 2018 in the form of re-advertisement )

The Directorate of Publications Division (DPD), Ministry of Information & Broadcasting invites applications from suitable candidates for engaging personnel purely on contract basis for handling Sales, marketing, Store keeping and accounting activities in its Business Division.

2. The details, including terms and conditions, duties, remuneration, etc. regarding above engagement are available in **Annexure-II** of the **Notice Inviting Applications (NIA)** on the website of DPD, i.e., at **www.publicationsdivision.nic.in**


3. Interested candidates, who fulfil the eligibility criteria, may submit their typed application in the prescribed proforma as given in **Annexure-I** in an envelope super scribed, **"Application for engagement as contract personnel for the following jobs on short term basis:-"**

DPD HQ			Sales Emporia		
Outsourced required	Staff	No. of personnel	Outsourced required	Staff	No. of Personnel
Assistant Manager	Business	01	Marketing Supervisors		01
Business Executives		02			
Accounts Officer		01			
Sales Assistants		02			
Store Keeper		01			
<b>Total:</b>		<b>07</b>			<b>01</b>

Application should reach by speed post/by hand to this office at the following address:- **Section Officer ( Business Wing), Room No 60, Ground Floor, Soochna Bhavan, Lodhi Road, New Delhi-110003** latest by 8<sup>th</sup> June 2018. Applications can also be sent by e-mail to **bkbiswas1965@gmail.com** after signing and completing Annexure-I along with copies of relevant certificates in support of qualifications and experience.

4. Please attach self attested photocopies of educational qualification and experience certificates along with application. Original documents / certificates along with one set of self attested photo copies in support of date of birth, educational and professional qualifications, work experience, etc. are required to be produced at the time of interview/personal interaction.

5. **Incomplete applications will liable to be rejected.**

  
(B. Swaminathan)  
Section Officer  
TEL: 2436 7175

**Annexure-I**

**PRO FORMA**

**Application for engagement of contract personnel for Team Manager, Marketing Executives, Store Keepers/Sales Assistants/Data Entry Operators**

1.	Post applied for			
2.	Name in Full (Block Letters)			
3.	Date of Birth			
4.	Address for communication along with contact number and e-mail address			
5.	Nationality			
6.	Educational Qualification ( with percentage / Grade) Certificate to be attached from class X onwards		Marks / % / Grade obtained	
		Class X		
		Graduation		
		Post Graduation		
7.	Brief particulars of Work Experience (Recent first, if no experience, may write - /NA)	Employer	Work Dealt	Period
8.	Additional relevant information, if any in support of your suitability for the said engagement, attach a separate sheet, if necessary			
9.	Qualification/ Experience in the relevant position			
10.	Names of References from Gazetted Officers / Reputed persons of local area as mentioned in Annexure IV			

I hereby declare that the particulars furnished above are true and correct to the best of my knowledge and belief. I have read this document and ready to accept all the terms & conditions for engagement of Personnel.

(Signature of the candidate)

Place:

Date:

**Annexure-II**

**Details of category of post, number of posts, location of posts, eligibility criteria, duties and responsibilities and consolidated remuneration per month of the professionals to be hired on contract basis**

**Outsourced personnel required at DPD Headquarters, Delhi**

Sl. No.	Outsourced Staff required	No. of persons required and location	Eligibility Criteria	Duties to be performed	Remuneration (per month) Consolidated
1.	<b>Asst. Business Manager (ABM)</b> (Bulk Sales/Institutional Sales & Business Promotion)	1 Delhi	Essential Qualification: Post Graduate with minimum 4 years Experience in Sales & Marketing, (ii) Experience in e-Commerce and e-Publishing will be preferred qualification  Desirable: MBA in marketing.	<b>Assisting Director(Business) and Business Manager in the following activities</b>  <ul style="list-style-type: none"> <li>• Marketing and Sales of books and Journals</li> <li>• Sale of e-books and p-books on e-commerce platforms</li> <li>• Circulation, Sales Promotion and Dispatch Coordination with regional Sales Emporia</li> <li>• Organization of book fairs,</li> <li>• Supervision of Royalty Payments,</li> <li>• Grievance redressal, Maintenance of State of the Art Gallery,</li> <li>• Implementation of Business Policy Guidelines.</li> </ul>	Rs.30000/-
2.	<b>Business Executive</b>  i) Business Promotion-conventional -Online & e-commerce sales, Royalty ii) Book Exhibitions/ Fairs & Book Agents/ Distributors iii) Journals & Advertisement,	2 Delhi	Essential Qualification: (i) Graduation  (ii) PG diploma in advertisement and marketing with minimum 2 years experience (iii) Experience in e-Commerce and e-Publishing will be preferred qualification.	<ul style="list-style-type: none"> <li>• Supply of books on gratis for Business Promotion.</li> <li>• Handling grievances relating to Books/ e-commerce.</li> <li>• Co-ordination for sale of Books on e-commerce platforms</li> <li>• Business Promotions through online medium</li> <li>• Updating social media.</li> <li>• Co-ordination for participation in International Book Exhibitions and Fairs ;</li> <li>• Co-ordination for display/running of Mobile Vans.</li> <li>• Supervision of Marketing and Sales of books</li> <li>• Circulation, sales</li> </ul>	Rs.25000/-

				<p>promotion and Dispatch Coordination with zonal Sales Emporia</p> <ul style="list-style-type: none"> <li>• Liaison with Book agents/Distributors</li> <li>• Circulation of journals, preparation of print order ; Co-ordination with Postal department/ courier agency</li> <li>• Co-ordination for Advertisements for journals</li> <li>• Liaison with Book agents/distributors</li> <li>• Co-ordination with Postal department/ courier agency</li> <li>• Coordination for supply of complementary copies of Journals to Ministry and VVIPs</li> <li>• Ensure timely starts of the subscription received online as well as offline</li> <li>• Reply of complaints &amp; Grievances for subscribers</li> </ul>	
3	Sales Assistants	2 Delhi.	Graduate with 2 years experience in Sales & Marketing (ii) Diploma in Sales, Marketing, Accounting.	Assisting ABM and BM(HQ) in all the activities mentioned above.	Rs 20000/-
4	Store Keeper	1 Delhi	(i) B. Lib with 2 years experience (ii) Diploma in Stores and Inventory.	<ul style="list-style-type: none"> <li>• In-charge of current store, To look into bulk orders by State Governments/Institutions, supplies to Ministries, Rashtrapati Bhavan, Election Commission, Supreme Court etc.</li> <li>• To attend Book Fairs and maintenance of Sales proceed record</li> <li>• Supplies to agents and local buyers of Book Gallery.</li> </ul>	Rs 20000/-
5.	Accounts Officer	1 Delhi	(i) M.Com with four years of experience in accounting.	<ul style="list-style-type: none"> <li>• Preparing bills of agencies and other client organizations</li> <li>• Processing bills of</li> </ul>	Rs 20000/-

			(ii) Experience in Govt Accounting procedure would be preferred.	<ul style="list-style-type: none"> <li>agents</li> <li>• Preparation of Dispatch bills</li> <li>• Entries of CBS/online payments</li> <li>• Correspondence with agents/dispatcher</li> <li>• Acceptance and release of security deposits</li> <li>• Coordination with Railways/dispatcher</li> <li>• Monitoring of outstanding payments</li> <li>• Preparation of Advertisement and publicity bills</li> <li>• Maintenance of individual accounts of agencies and clients.</li> </ul>	
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**Outsourced personnel required at Sales Emporium Old Secretariat Delhi**

Name of post vacant	No. of Posts	Eligibility criteria	Emoluments proposed	Duties to be performed
Marketing Supervisor	1  Old Secretariat Delhi	M. Com with 4 yrs experience	Rs. 25,000/- Monthly consolidated	<p>Coordinate with Agents/Institutions to seek orders for publications</p> <p>To improve visibility and marketing of DPD's publications through exhibitions and book fairs</p> <p>Undertake sales and attend to queries</p> <p>Maintain the daily account of sales Regarding cash/ DD/Cheques</p>

1. **Background and context**

Publications Division a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage was established in 1941. It has emerged as a premier publishing house of the Government of India, enriching national knowledge repository in : (i) Preserving and showcasing India's heritage with quality publications on land and people, history of freedom movement, art and culture, flora and fauna, biographies of the builders of modern India during the freedom movement, leading lights in the field of culture, philosophy, science, literature etc. (ii) Chronicling the contemporary with consciously bringing out speeches of the Presidents/ Prime Ministers, books on contemporary science, economy, history and other subjects with underlying focus on Indian society and readership AND (iii) Bringing out Children's literature - fiction and non-fiction material with broad objective of providing infotainment, spreading awareness about the land, people, heritage, culture and society aiming at inculcating human values and scientific temper among children.

Business Division in the Publications Division sells DPD's books and journals through its own sales emporia units across the country. It also sells its publications through registered agent's dealers. It also participates in book exhibitions, book fairs, both domestic and international level. Very recently DPD has entered into the digital marketing domain and its publications are now available on popular e-commerce platforms like Amazon, Google play, Kobo etc, for sale.

For its various activities, Business Wing is looking for professionals having skills in Sales, Marketing, storekeeping and accounting. This advertisement is one for engaging professionals on contractual basis initially for 6 months for increasing sales and marketing and improving its functions.

2. **Duties and Responsibilities of Contractual personnel shall be as per Annexure II**

3. **Selection Procedure:**

After scrutiny of qualifications and experience related documents, a list of suitable candidates will be prepared, who will be called for an interview/personal interaction in front of the Selection Committee. The Committee, on the basis of qualification, work experience and suitability of the candidate will recommend panel of candidates to be engaged. The recommendation of the Selection Committee will be placed before the competent authority. The decision of the Publications Division shall be final and cannot be challenged.

4. **Rules/Instructions applicable for Engagement:** The engagement will be as a hired Personnel on contract basis as per relevant rules pertains to procurement of services under chapter Six Rule 177 of GFR, 2017. This engagement is purely contractual and temporary (non-official) in nature and it does not confer to the Personnel hired on contract basis any legal right for extension of the contract and / or ad-hoc/regular/ temporary/permanent or any other employment with the Government. In all service matters such as Conduct, discipline etc, the personnel will be governed by the rules and regulations of Government of India.

5. **Monitoring Mechanism:** Monitoring will be done through monthly progress reports and reviews with senior officers of Business Division.

6. **Fees/ remuneration:** The Contractual personnel will be paid a consolidated remuneration as given in Annexure II per month lump-sum. No DA, HRA or any other relief or allowance will be admissible on the consolidated remuneration.

7. **Tax deduction at Source:** The Income Tax or any other tax liable to be deducted, as per the prevailing rules will be deducted at source before effecting the payment.

8. **Duration of the Project:** Initially for 6 months from the date of Joining.
9. **Leave:** The personnel hired on contract basis can avail 4 days of Leave during the period of 6 months engagement on prorata basis. Therefore, He/She may not draw any remuneration in case of absence beyond 4 days (Calculated on prorata basis.)
10. **Termination of Contract:** The contract could be terminated by either side by giving fifteen days' notice or pay in lieu thereof without assigning any reason.
11. **Other terms and conditions:**
- a. The normal office is five days in a week and working hours is 9.30 a.m to 6.00p.m; but the Personnel hired on contract may be required to work beyond duty hours depending on work exigency and they may also be required to attend office on Saturday and Sunday, if required.
  - b. No facility for using internet/telephone at residence to Personnel hired on contract basis will be provided by the office.
  - c. The Personnel hired on contract basis will not be entitled to residential accommodation from the central government pool, telephone, transport, Staff car and medical facilities. However all logistic support such as office space and equipment etc. will be provided to facilitate the work as per norms of DPD.
  - d. The Personnel hired on contract basis is required to mark their attendance in Attendance Register daily, failing which he/she will be treated absent from duty and his/her pay of that day is liable to be deducted.
  - e. Personnel hired on contract basis will not be allowed to take up any other assignment during the period of engagement with the Publications Division.
  - f. No TA/DA would be admissible to you for attending interview / personal interaction and joining this assignment or on its completion.

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**Annexure-IV**

**Undertaking**

TO WHOMSOEVER IT MAY CONCERN

This is to certify that I know Shri/ Smt./ Kumari \_\_\_\_\_ Son/  
Daughter of Shri \_\_\_\_\_ resident of \_\_\_\_\_  
\_\_\_\_\_ for the last \_\_\_\_\_ years. Shri/ Smt./  
Kumari \_\_\_\_\_ bears good moral character and to the best of my knowledge  
there is nothing against him/ her which debars him/ her to take up any government assignment and he/  
she is not involved in any criminal activity and no legal case is pending against him/ her.

(Signature)

Name:  
Address:  
Contact No.:  
e-mail: