



GOVERNMENT OF INDIA  
MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT  
DEPARTMENT OF EMPOWERMENT OF PERSONS WITH DISABILITIES (DEPwD)

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**APPOINTMENT OF SOCIAL MEDIA CONSULTANT ON CONTRACT BASIS**

For Persons with Disabilities (PwDs) universal accessibility is critical for enabling them to gain access for equal opportunity and live independently and participate fully in all aspects of life in an inclusive society. Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 under sections 44, 45 and 46 categorically provides for non-discrimination in transport, non-discrimination on the road and non-discrimination in built environment respectively. United Nations Convention on the Rights of Persons with Disabilities (UNCRPD), to which India is a signatory, under Article 9 casts obligations on the Governments for ensuring to PwDs accessibility to (a) Information, (b) Transportation, (c) Physical Environment, (d) Communication Technology and (e) Accessibility to Services as well as emergency services. The Department hosted the Second Session of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) Working Group on Asian and Pacific Decade of Persons with Disabilities during 2-3 March, 2015 at New Delhi in association with the UNESCAP Secretariat. This Working Group has been constituted by UNESCAP Secretariat to monitor implementation of the Incheon Strategy "Make the Right Real" for Persons with Disabilities. Goal No. '3' of Incheon Strategy concerns "Enhance access to the physical environment, public transportation, knowledge, information and communication".

2. It is the vision of the Government to have an inclusive society in which equal opportunities and access is provided for the growth and development of PwDs to lead productive, safe and dignified lives. In furtherance of the vision of the Department, it is imperative to launch a Nation-wide Awareness Campaign towards achieving universal accessibility for all citizens including PwDs in creating an enabling and barrier-free environment. In this direction, Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice & Empowerment has launched the "**Accessible India Campaign (Sugamya Bharat Abhiyan)**" as a nation-wide flagship campaign for achieving

universal accessibility that will enable persons with disabilities to gain access for equal opportunity and live independently and participate fully in all aspects of life in an inclusive society. The campaign targets at enhancing the accessibility of built environment, transport system and Information & communication eco-System.

3. For managing this nation-wide Campaign, the Department urgently requires an eligible candidate on contract basis for the post of **Social Media Consultant** to staff the Programme Management Unit of Accessible India Campaign for a period of one year at a consolidated remuneration in the range of Rs. 50,000 to Rs. 60,000/-, commensurate with qualification and experience of the candidate. The terms of reference for the post of Social Media Consultant to staff the Programme Management Unit of Accessible India Campaign is at **Annexure-I**.

4. Applications from the eligible candidates for the aforesaid position are invited in the enclosed proforma (**Annexure-II**) along with attested copies of the certificates of essential qualifications and experiences. The applications may be addressed to The Joint Secretary, Department of Empowerment of Persons with Disabilities, Ministry of Social Justice & Empowerment, 5<sup>th</sup> Floor, Paryavaran Bhawan, CGO Complex, Lodi Road, New Delhi-110003. Applications received incomplete or after the due date will not be considered. Only shortlisted candidates will be intimated and called for an interview. The DEPwD reserves the right to reject any or all applications without assigning any reason. Last date of submission of applications is: 11.01.2016.

**Terms of reference (ToRs) for the post of Social Media Consultant on contract basis to staff the Programme Management Unit of Accessible India Campaign.**

**I. Objective**

A Social Media Consultant will be hired on contract basis to support the Programme Management Unit in implementation of objects and targets of Accessible India Campaign.

**II. Summary of Assignment**

Social Media Consultant will be responsible for developing and overseeing the execution of strategic social media and digital initiatives, including developing and managing viral campaigns, creating and supervising account, and integrating interactive media into the overall strategy. Other duties may include optimization engine marketing (SEO/SEM) integration, monitoring and analysis of social media contents and their impact and supervision.

**III. Scope of Work**

Specified tasks of the Social Media Consultant for Accessible India Campaign will be as under:-

- a) Advising the Department on strategic use of social media platforms to expand the outreach of the Accessible India Campaign, assist in implementation of its bringing a change of mind-sets as required under objectives and targets of Accessible India Campaign.
- b) To set up a complete social media management system for the Accessible India Campaign and managing the same.
- c) Amplifying the agenda of the Accessible India Campaign through designing of social media campaigns, creating necessary content as required in each of the social media platforms, engaging with stakeholders through the campaigns with the overall objective of helping increase effectiveness of the Accessible India Campaign.
- d) Monitoring and guarding the negative campaign/content related to the implementation of Accessible India Campaign.

- e) Tracking the social media platforms through the state of the art monitoring and providing a fortnightly feedback impact of Accessible India Campaign to the Department.
- f) Create/re-design and monitor the social media accounts of the Accessible India Campaign across all popular platforms.
- g) Create necessary content for different social media platforms and ensure updating it on a daily basis.
- h) Create specific discussion groups/forums in the social media space comprising of selected categories of stakeholders so as to initiate a dialogue on an intended subject through which can seek as well as receive inputs on various issues.
- i) Undertakes necessary videography for uploading the same across different social media platforms.
- j) Shall prepare and upload a daily/weekly/fortnightly/monthly bulletin on significant development as well as events/media reports etc on Accessible India Campaign.
- k) Conduct online surveys and organize contests/quizzes etc., so as to enhance participation of general public on social media platforms.
- l) Shall install a system for managing and responding to the queries which are raised across different social media platforms and ensure that they are replied after taking any inputs from the concerned official of the Department, if required.
- m) Shall handle comments/feedback. Shall reply promptly to positive/negative comments received on Social Media platforms.
- n) Shall have credible contingency plan to effectively handle crises emergencies.
- o) Shall undertake any other works to be entrusted by DEPwD for sensitizing the people through social media platform.

#### **IV. Deliverables**

Social Media Consultant will be responsible for defining and executing specific social media strategies, timelines and key deliverance in consultation with the Department. Duties to include cultivating new communities and managing online communities on behalf of the Department using facebook, MySpace, Twitter, YouTube and other social media. Social Media Consultant will provide relevant content while tracking metrics and monitoring relevant updates.

at a consolidated remuneration in the range of Rs. 50,000 to Rs. 60,000/-, commensurate with qualification and experience of the candidate

#### **V. Qualifications, Experience and Skills**

Preferred Educational Qualification and Experience: Any Bachelor degree and experience of having worked on social media platform for any social campaign.

Preferred skill: i) Excellent oral and written communication skills in English and Hindi.; and

ii) Excellent computer skills(knowledge of excel, powerpoint, coral, etc.)

#### **VI. Duration and Type of Contract**

The position of Social Media Consultant is purely on contract basis for the specific period of one year.

#### **VII. Remuneration**

The consolidated remuneration of Social Media Consultant will be in the range of Rs. 50,000 to Rs. 60,000/-, commensurate with qualification and experience of the candidate.

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**Format for Curriculum (CV)**

1. Proposed Position: \_\_\_\_\_
2. Name: \_\_\_\_\_
3. Father's Name: \_\_\_\_\_
4. Address:
  - a) Permanent: \_\_\_\_\_
  - b) Present: \_\_\_\_\_
5. Telephone/Mobile/E-mail: \_\_\_\_\_
6. Date of Birth: \_\_\_\_\_ Nationality: \_\_\_\_\_
7. Education: (from graduation to professional qualification)

| Sr, No | Level of Exam | Board/Institution/ University | Year of Passing | %of marks obtained | Remarks |
|--------|---------------|-------------------------------|-----------------|--------------------|---------|
|        |               |                               |                 |                    |         |
|        |               |                               |                 |                    |         |
|        |               |                               |                 |                    |         |
|        |               |                               |                 |                    |         |

8. Membership of professional Associations (if any): \_\_\_\_\_  
\_\_\_\_\_

9. Other Training (**Indicate significant training since degrees**)

\_\_\_\_\_

10. Work experience/Employment Record (Starting with present position, list in reverse order every employment held since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.):

From [Year]: \_\_\_\_\_ To [Year]: \_\_\_\_\_

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_

Responsibility handled: \_\_\_\_\_

11. Languages (For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing):

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12. Social media related work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

(Among the assignments in which the incumbent has been involved, indicate the following information for those assignments that best illustrate the capability to handle the tasks listed under scope of work for the position)

Name of assignment of project: \_\_\_\_\_

Year: \_\_\_\_\_

Location: \_\_\_\_\_

Client: \_\_\_\_\_

Main Project features: \_\_\_\_\_

Positions held: \_\_\_\_\_

Activities performed: \_\_\_\_\_

(Please attach separately the details of experience on social media related works undertaken)

13. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_ Date: \_\_\_\_\_

[Signature] Day/Month/Year

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Department of Empowerment of Persons with Disabilities urgently requires an eligible candidate on contract basis for the post of Social Media Consultant to staff the Programme Management Unit of Accessible India Campaign for a period of one year at a consolidated remuneration in the range of Rs. 50,000 to Rs. 60,000/-, commensurate with qualification and experience of the candidate.

The details of Accessible India Campaign, the terms of reference including qualification, experience and job details for the post are available on Department's website: <http://www.disabilityaffairs.gov.in> under the link: 'what's new' and 'Tender/Advertisement'. The eligible candidates may apply with duly attested by a Gazetted Officer copies of certificates of the qualification and experience to : ' The Joint Secretary, Department of Empowerment of Persons with Disabilities, Ministry of Social Justice & Empowerment, 5<sup>th</sup> Floor, Paryavaran Bhawan, CGO Complex, Lodi Road, New Delhi-110003'. The application must reach this Office on or before 11<sup>th</sup> January, 2016.