



**Indian Council of Agricultural Research
Directorate of Knowledge Management in Agriculture
Krishi Anusandhan Bhavan-I,
Pusa, New Delhi 110012**

Advertisement No. DKMA/ 427154 /2026

(Hiring of Senior Consultant)

The Project Director, ICAR-DKMA invites applications to hire services of one Senior Consultant-GRADE-II (Media/PR) to work in ICAR Hqrs. on purely contractual basis at an emolument of Rs. 1,45,000/- per month. The Senior Consultant-GRADE-II (Media/PR) will be hired initially for a period of one year and extendable by two more years on satisfactory performance with 3% annual increment in the emoluments after base year.

Details of qualification, job profile and other instructions are available at the websites of ICAR (www.icar.org.in) and ICAR-DKMA (www.dkma.icar.gov.in). The duly filled in application along with self-attested copies of certificates must be sent to Section Officer, General Administration Section, Room No. 612, 6th Floor, DKMA, Krishi Anusandhan Bhawan - I, Pusa, New Delhi through speed post or by email (dkma612@gmail.com) within 15 days from the date of publishing of this advertisement in newspapers.

(Rashmi)
Under Secretary (DKMA)

TERMS OF REFERENCE (TOR)

Hiring of Senior Consultant (Media/PR)

1. INTRODUCTION

The Indian Council of Agricultural Research (ICAR) plays a pivotal role in advancing agricultural research, education, and extension in the country. Through its extensive network of institutes and coordinated efforts, ICAR addresses critical challenges related to food security, sustainability, and farmer welfare. The Council is committed to ensuring that its scientific achievements, innovations, and farmer-centric initiatives are effectively communicated, thereby strengthening public outreach, enhancing transparency, and improving its national visibility.

In view of the growing need for proactive media engagement, as emphasized in the *ICAR Communication Policy and Strategy (2025)*, it is proposed to engage a **Senior Consultant (Media/PR)**. The consultant will support strategic communication efforts, strengthen media coordination, and further enhance the visibility of ICAR's initiatives across multiple platforms.

2. SCOPE OF WORK / RESPONSIBILITIES OF SR. CONSULTANT

- The Senior Consultant (Media/PR) will support the Council in strengthening media outreach and strategic communication.
- The Consultant will assist in preparing and disseminating press releases, press notes and media advisories related to ICAR programmes, research achievements, innovations, success stories and events.
- To facilitate ICAR for press conferences, media briefings and interactions of the Secretary (DARE) & Director General (ICAR) and other senior officials with the media.
- The role will also involve implementation of ICAR Communication Strategies to highlight ICAR's contributions to agriculture, food security and rural development in alignment with the communication guidelines of the PIB/Government of India.
- In addition, the Consultant will assist in promoting the visibility of ICAR's technologies, innovations and success stories emerging from ICAR institutes, agricultural universities and Krishi Vigyan Kendras (KVKs), coordinate with media organizations and ICAR institutions for effective dissemination of information, and facilitate media coverage of major events, programmes and institutional activities.
- Media monitoring reports and impact assessment
- Any other duty assign by the competent authority as and when required

3. QUALIFICATION

- Essential

Master's degree in media/journalism/mass communication or related subjects from a reputed university.

- Desirable

Doctoral degree in any field

4. EXPERIENCE

- Candidates should have a minimum of 10 years of professional experience, after acquiring the essential qualification, in the areas of agriculture, rural development and/or social sciences in reputed government or non-government development agencies and/or research organizations.
- Preference will be given to candidates having experience with reputed media houses in roles such as reporter, editor or journalist, or those with experience in teaching and research supported by published work, policy papers, media articles or similar contributions.
- Desirable expertise includes knowledge and communication skills for agriculture-related policies and practices, rural development, sustainable agriculture, gender and women-related issues, as well as experience in public communication and media coordination.

5. PROCEDURE FOR HIRING OF SR. CONSULTANTS:

Through open advertisement in all formats and as per GFR provisions.

1. Selection Criteria: The selection will be based on the basis of weightage of marks in Qualification, Experience (where applicable) in the relevant field and performance in the interview. Criteria for awarding marks:

SR. CONSULTANT (GRADE-II)

S.N.	Parameters	Max. Marks assigned
1	Marks on Graduate	15
2	Marks on Master Degree	15
3	Marks on PhD Degree	15
4	Marks on additional Degree/Diploma in relevant field	05
5	Experience (over and above minimum experience required)	20
6	Interview (including output assessment based on published work)	30
	TOTAL	100

**Basis of Calculating marks*

a) For calculating Experience: 2 marks for each year over minimum experience required with maximum of 20 marks. For calculating marks of experience for less than 1 year, marks will be assigned proportionately on monthly basis i.e. 2/12 for experience of each month.

6. EMOLUMENTS

For Sr. Consultant (Grade-II): Rs1,45,000 to 2,65,000/- with 3% annual increment has been added after base year (ref. to Niti Aayog Office order no A-12024/1/2020-Admin 1 B). However, the initial remuneration is fixed at **₹1,45,000 per month**. Tax will be deducted at source as per Govt. of India Income Tax rules

AGE

Candidate should be below 50 years of age as on the date of advertisement.

7. DURATION OF ENGAGEMENT

Individual Sr. Consultants will be engaged for initial period of one year which may be extended by two more years at a time upto a maximum tenure of three years, i.e., 1+1+1 years for providing high quality services on specific tasks as per requirement of the ICAR-DKMA. However, their continuation in their respective position beyond the first and subsequent years would be contingent on a satisfactory Annual Performance Review based on clearly defined Key Performance Indicators. The performance of Sr. Consultant will be monitored by a duly Constituted Monitoring and Evaluation Committee.

8. TA/DA /CONVEYANCE CHARGES

The Sr. Consultant may be deputed by the ICAR-DKMA to attend conferences/seminar/symposium/workshop). To and fro journey by train in AC-2 Tier/AC Chair Car and DA at fixed rate of Rs.1500/- per day for other tour related expenses on Guest House/Hotel Accommodation, food and local conveyance etc.

9. LEAVE

The Sr. Consultants are eligible for 08 days leave in a calendar year on pro-rata basis and 02 restricted holidays as per the rules of Govt. of India/ICAR. Intervening weekly holidays or gazetted holidays during a spell of leaves should not be counted against the admissible leaves. The un-availed leaves will not be carried forward to next calendar year. In addition to this, Sr. Consultants may also be allowed compensatory leave in lieu of the duty assigned on holidays but not more than 02 leaves can accrue in a month. The Compensatory leaves can be accumulated only up to 05 days at a time and the Sr. Consultants may be allowed to avail the same within 03 months. Female Sr. Consultants will be entitled to maternity leave as per provision in the Maternity Benefit (Amendment) Act 2017, provided they have worked for at least 80 days in the 12 months preceding the delivery. However, there will be no paternity leave for male Sr. Consultants.

10. THE OTHER TERMS & CONDITIONS

- a. The Senior Consultant shall function on a day-to-day basis under the supervision of the Secretary (DARE) & Director General (ICAR) and shall be under the administrative control of the Project Director (PD), ICAR-DKMA.
- b. The engagement will stand terminated on completion of the tenure of the scheme or on the date stated in the sanction order of the scheme whichever is earlier whether so communicated formally on individual basis or not.
- c. If any Sr. Consultants leaves his/her assignment without permission for one month, he/she will stand terminated from the date of his/her absence.
- d. Since Sr. Consultants are engaged for the Scheme work full time, the Sr. Consultants will not be allowed to do any other work or to accept or hold another appointment with or without remuneration elsewhere.
- e. ICAR will have the intellectual property rights/proprietary right on research outputs of the Sr. Consultant made during the period of working in the ICAR as per the provisions of "ICAR Guidelines for Intellectual Property Management and Technology Transfer/Commercialization" mutatis mutandis. However, in case the Sr. Consultants has done some research work, his/her name can accordingly be acknowledged/included appropriately in the research paper(s) as solely decided by the Incharge/Project Director.

No right in this regard can be claimed.

- f. The Sr. Consultants shall have no legal right to claim his/her regularization/ appointment by absorption or otherwise against any regular posts or any further contractual engagement on termination of the scheme/project. The engagement in the scheme is purely time-bound, non-regular and on co-terminus basis with the scheme. The services of the incumbent shall stand terminated automatically on expiry of the period given in the sanction.
- g. Sr. Consultants are full time workers and are required to adhere to the administrative, financial and disciplinary regulations of ICAR-DKMA where the incumbent is working.
- h. The engagement of the manpower in the Scheme/Directorate is purely time-bound and non-regular and also not against any sanctioned vacancy/cadre strength/post/position.
- i. TDS will be deducted as per Government of India rules.
- j. On appointment the Sr. Consultants will submit a declaration regarding his/her marital status in the prescribed form. In the event of his/her having more than one spouse living, his/her appointment will be subject to his/her being exempted from the enforcement of the recruitment in this behalf.
- k. The appointment will be subject to the condition that he/she be declared medically fit/sound mind for the services by the Govt. medical hospital/Dispensary. Police verification maybe done as per the relevant instructions issued by ICAR/GoI
- l. **Termination:** The engagement may be terminated by either party by giving **30 days' written notice** or payment of one month's remuneration in lieu thereof. ICAR-DKMA reserves the right to terminate the contract immediately without notice in cases of gross misconduct or breach of confidentiality.
 - i. If the candidate leaves his/her assignment without permission he/she shall not be paid any emoluments due to him applicable for that respective month.
 - ii. The position of Sr. Consultant is not transferable, however may be considered to be posted at any other place in India in public interest/ or the smooth functioning/requirement of the project as the case may be. The Sr. Consultant may be directed/required to work in any other Unit in ICAR.
 - iii. The ICAR-DKMA holds no responsibility for his/her regularization/absorption against any other regular post on termination of the project as it is purely contractual/ temporary and time bound service of the incumbent shall stand terminated automatically on expiry of the sanction of the project.
- m. Other conditions of services:
 - i. The selected candidate shall have to produce medical fitness certificate from Government Hospital at the time of joining.
 - ii. Neither party shall be held responsible for any delay or failure in performance resulting from acts beyond their control (e.g., natural disasters, war, pandemics, etc.). The affected party must take all reasonable steps to minimize the consequences of such an event and inform the other party immediately.
 - iii. **Professional Integrity:** The Consultant shall not seek or accept instructions from any external authority.
 - iv. **Confidentiality:** Strict adherence to the **Official Secrets Act, 1923** regarding Council data. The consultant shall sign an agreement of confidentiality with ICAR.
 - v. **Sexual Harassment:** Mandatory compliance with the **POSH Act, 2013**; any

- violation results in immediate termination.
- vi. **Conflict of Interest:** Declaration required that no outside activity interferes with ICAR duties.
 - vii. The appointee will not be entitled to:
 - 1. Benefits of ICAR Provident Fund.
 - 2. Benefits of ICAR CGELIS scheme.
 - 3. Medical Facilities or reimbursement of any expenditure incurred for Medical treatment, and
 - 4. Residential accommodation.
 - 5. Any other benefit applicable to regular staff except specifically allowed in the ToR.
 - n. Working hours shall normally be from 09:00 AM to 5:30PM during working days including half an hour lunch break in between. However, in exigencies of work, he/she may be required to work beyond office hours, and he/she may be called on Saturday/Sunday and other Gazetted Holidays without any extra remuneration.
 - o. Settlement of Disputes: ICAR-DKMA and the Individual Sr. Consultant shall use their best efforts to amicably settle any dispute, controversy or claim arising out of the Consultancy period or the breach, termination or invalidity thereof. Work related grievances, if any, should be processed as per the redressal mechanism established at ICAR-DKMA.
 - p. The ICAR will not be responsible, if there is any mishappening /untoward incident etc, inside or outside the ICAR.
 - q. If any declaration given or information furnished by the Consultant proves to be false or if he/she is found to have willfully suppressed any material information, he /she will be liable for removal from such contract and also such other action as the ICAR may deem necessary
 - r. The consultancy shall be governed by the laws of India and is subject to the exclusive jurisdiction of the Courts at Delhi.

12. Place of Work

ICAR Headquarters, New Delhi, with travel as required.

How to apply:

1. Interested and eligible candidates may apply through duly filled applications as per attached proforma Annexure-I. The application should also be accompanied with one set of self-attested relevant copies of testimonials, certificates and age proof and mark-sheets as required in the advisement.
2. The duly filled in applications along with self-attested copies of certificates must be sent to Section Officer, General Administration Section, Room No. 612, 6th Floor, DKMA, Krishi Anusandhan Bhawan-I, Pusa, New Delhi- 110012 through speed post or by email (dkma612@gmail.com) within 15 days from the date of publishing of advertisement in newspapers. The application(s) received after due date will not be considered in any case.
3. Candidates will be shortlisted for Interview on the basis of their academic qualification, experience, publication, achievements/awards etc. submitted by the candidates with the duly filled in application form and considering relevant criteria as per job requirement of the position. The list of shortlisted candidates to be called for Walk-in-Interview and invitation of interview will be sent to the shortlisted candidates on the e-mail address given in his/her application form. The candidates are advised to regularly visit website <https://www.icar.org.in> & www.dkma.icar.org.in and check their email for any updates.
4. The date and time of Interview shall be informed through e-mail only on their email address given in their application form.
5. The selected candidates at their expenses will be medically examined for fitness before engagement.
6. No TA/DA will be paid for appearing in Interview.
7. Candidate fulfilling the essential Qualifications and eligibilities criteria only need to apply. The self-attested document furnished by the selected candidates (s) with his/her application form shall be verified from original documents later on for which the candidate will have to visit ICAR-DKMA, KAB-I, Pusa, New Delhi-110012 at his his/her own expenses.
8. No option of Online Interview is available for candidates.
9. The selected candidates shall not claim any regular appointment as the Senior Consultant- GRADE-II position is purely temporary/contractual in nature.
10. Concealing of facts or canvassing in any form shall lead to disqualification of the candidature and/ or termination of engagement even after appointment.
11. The Project Director, ICAR-DKMA reserves the right to cancel/withdraw all/any position of Consultant out of the above. The decision of Project Director, ICAR-DKMA shall be final and binding on all aspects.
12. Candidates who are already employed in any organization should produce “No Objection Certificate” from the present employer.
13. All legal dispute shall be settled at New Delhi jurisdiction.

**PROFORMA OF APPLICATION FORM FOR ENGAGEMENT OF SENIOR CONSULTANT
UNDER ICAR-DKMA, KAB-I, PUSA, NEW DELHI-110012.**

(A) General Information:

1.	Post Applied for		Paste recent passport size photograph duly, self Attested
2.	Full Name (in Block letters)		
3.	Father's/Husband's Name		
4.	Gender	Male/Female/others	
5.	Date of Birth/...../.....	
6.	Age as on 01.05.2026years.....months.....days	
7.	Marital Status	Married/Unmarried	
8.	Contact No.		Mobile No.
9.	E-mail address		
	Alternate e-mail address		
10.	Correspondence Address		
11.	Permanent Address		
12.	Whether General/SC/ST/OBC/PH		

(B) Academic Qualifications:

Sr. No.	Name of degree	Subjects/ specialization	Board/ University	Year of passing	Duration of Course (in years)	Max. Mark/ OGP A	Marks/OG PA obtained	Percentage
1.	10 th class/ equivalent							
2.	10+2/ Higher Secondary equivalent							
3.	Bachelor's Degree							
4.	Master's Degree							
5.	Other (specify)							

(C) Experience (duly supported with certificates issued by Concerned Employers)

Chronological list of experience						
Sr. No.	Designation	Name of the Employer	Period of experience		No. of years/months	Nature of work done
			From date	To date		
1.						

2.						
3.						
4.						
5.						

(D) Please state whether you are employed at present: Yes/No

If yes, then give details of Employer with full Address and produce No Objection Certificate	
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(E) Additional information, if any:

Declaration: The information given above by me are true to the best of my knowledge and belief. If any information and/or document is being found false, my candidature/services, if selected, may be terminated without any notice beside other action under IPC. I also declare that none of my near or distant relative {if yes, details are (name)..... (Designation)..... (Institute name).....} is working in ICAR Hqrs./its Institutes etc.

Signature of Applicant
Dated: _____