



Institute of Teaching and Research in Ayurveda

(Institute of National Importance)

Ministry of AYUSH, Government of India

Opp. B – Division Police Station, Gurudwara Road, Jamnagar – 361 008

Website: <https://itra.ac.in/>

Email: director@itra.edu.in

(O) +91 – 288 – 2552014

No. PGT/7/E/2024-25/ 648

Email

Date 01.07.2024

ITRA, Advertisement No. PGT/06/2024

(Dt. 01.07.2024)

-:CIRCULAR:-

Subject: Engagement of Media Consultants on contract basis in Institute of Teaching and Research in Ayurveda (I.T. R.A.), Jamnagar,(Gujarat), - reg.

The undersigned is directed to say that the **Institute of Teaching and Research in Ayurveda (I.T. R.A.), Jamnagar,(Gujarat)** proposes for engagement on contract basis in **Institute of Teaching and Research in Ayurveda (I.T.R.A.), Jamnagar,(Gujarat)**. The details are enclosed as **Annexure-1**. The short-listed candidates will be considered for engagement as per the requirement of the **Institute of Teaching and Research in Ayurveda (I.T.R.A.), Jamnagar,(Gujarat)**. The Advertisement is for **01** positions given in **Annexure-1**, however, suitable applicants will be placed in the panel to meet the immediate requirements of the **Institute of Teaching and Research in Ayurveda (I.T. R.A.), Jamnagar,(Gujarat)** in the future.

2 The terms and conditions of the engagement will be as per the guidelines circulated vide Ministry of Ayush, Govt. of India, New Delhi letter no. A-41020/4/2020-E-II dated 01.04.2023 (copy enclosed) as **Annexure-II**.

3. Interested and eligible applicants may submit their particulars "strictly in the enclosed format (Annexure-III) along with CV and relevant self attested documents like all certificates, mark sheets; testimonials in support of age, educational Qualifications , experience, caste/community/persons with disability (PwD) along with application form with pages numbers and should be sent in envelop super scribed "**APPLICATION FOR THE POST OF Media Consultant**" by

Regd. /Speed Post only supporting the claim" to the Director, Institute of Teaching and Research in Ayurveda (ITRA),(Institute of National Importance) Opp. B-Division Police Station, Gurudwara Road, Jamnagar-361008 (Gujarat) latest by **Dt. 16.07.2024**. Applications received after due date will not be considered.

Applicants are required to apply in the prescribed format available at website along with terms and conditions on <http://itra.ac.in> as per the prescribed proforma of application form. Institute will not consider any other format or application proforma.

4. Institute of Teaching and Research in Ayurveda (I.T. R.A.), Jamnagar,(Gujarat) reserves the right to accept or reject any application without assigning any reason.



(Prof. (Dr.) B. J. Patgiri)
I/c. Director, ITRA



[Encl.: As Above]

Copy to:

- (1) **The Web Information Manager, (NIC Cell), Ministry of AYUSH with the request to upload the advertisement circular on Ministry of Ayush website / Notice Board.**
Email: - webmanager-ayush@gov.in
- (2) **The Director, (Ayurveda Section), Ministry of Ayush, Govt. of India, Ayush Bhawan, B Block, GPO Complex, INA, New Delhi – 110023 : (with the request to upload the advertisement circular on Ministry of Ayush website / Notice Board), Email:- ayurveda-section@gov.in**
- (3) **The P.P.S. I.T. to V.C., ITRA, Jamnagar with the request to upload this advertisement on ITRA website up to dt. 02.06.2024.**
- (4) The Account Officer, Account Section, ITRA
- (5) Notice Boards of ITRA () New P. G. Institute (2) Dy. Director, U.G. (3) Dy. Director, Pharmacy (4) Dy. Suptd. Hospital.
- (6) ITRA Consultants appointment related F .No. 447

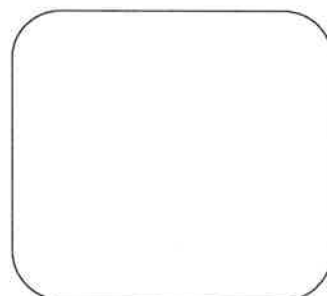
Advertisement of the Post

| No. | Particulars | | Consolidate monthly remuneration (Rs.) |
|-----|--|--|--|
| 1 | No. of consultants to be engaged on contract basis | (1) Media Consultant -01 | |
| 2 | Period of engagement | Initially for a period of up to 31.03.2025 . Tenure may be further extended, subject to functional requirements and also subject to appraisal of the performance. | |
| 3 | Age Limit | Should not be more than 64 years of age as on the last date of receipt of application. | |
| 4 | Entry Level Requirement | <p>1. Media Consultant :</p> <p>Essential Qualification: Graduate in Public Relation/Mass Communication/Journalism from any of Universities established or incorporated by or under the Central or State Act in India or any other educational Institution recognized as such or declared to be deemed university under section 3 of the UGC Act, 1956.</p> <p>Experience: Five (05) years Post qualification experience in relevant field.</p> <p>Desirable: Master Degree in Public Relation/Mass Communication /Journalism from any of recognized Institutes/ Universities and relevant experience of Government/ Local Bodies/Government undertaking board/ Corporation/Limited Companies established under the Companies Act.</p> | <u>Rs.50000/- per month</u> |
| 5 | Terms and conditions | As per the guidelines for engagement of consultants circulated vide Ministry of Ayush letter no. A-41020/4/2020-E-II dated 01.04.2023 (copy enclosed). | |
| 6 | Specialization in | Media Consultant : Media vital role in promotion and propagation of Ayurveda and for awareness among the society. | |
| 7 | Desirable | <p>Preference will be given to persons:</p> <ul style="list-style-type: none"> • Who are proficient in working independently in MS Office, MS Word, MS Power Point, MS Excel and other Computer Applications. • Who have handled Policy/Administrative matters and related issues while in service. | |

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|---|---------------|---|--|
| | | <ul style="list-style-type: none"> • Excellent communication skills. • In case of Domain Expert, exposure in Social Sector Schemes/Missions of Govt. at National, State and District level and experience of working in Public Sector including Ayush would be desirable. | |
| 8 | Place of work | Institute of Teaching and Research in Ayurveda (I.T. R.A.), Jamnagar,(Gujarat) | |

Annexure-III

APPLICATION FORM FOR POSTS ON CONTRACT BASIS IN INSTITUTE OF TEACHING AND RESEARCH IN AYURVEDA (I.T. R.A.), JAMNAGAR,(GUJARAT)



Affix passport size photos

I. Personal Details:

| | | |
|-----|---|--|
| 1. | Post applied for Consultant/Consultant (OL/Hindi) Domain Expert/ Senior Legal Consultant/Legal Consultant), Consultant/TT/Sr. Project Consultant (Civil Engineer)/Media Consultant. | |
| 2. | Name of the Applicant (in Block Letters) | |
| 3. | Father's/Husband's name | |
| 4. | Date of Birth (DoB) | |
| 5. | Nationality | |
| 6. | Permanent Address | |
| 7. | E-mail ID (in Block Letters) | |
| 8. | Mobile Number | |
| 9. | In case of retired Govt. Servant, last Post held in Government Service prior to retirement along with the name off Ministry/Department/Organization (please attach a copy of PPO) | |
| | Pay Level/ Grade Pay of the last post held | |
| 10. | References | |

II. Educational Qualifications: (Please attach the self-attested copies of education certificates supporting the claim)

| Sr. No. | Degree/Diploma |
|---------|----------------|
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III. Professional Qualifications: (Please attach the self-attested copies of education certificates supporting the claim)

| Sr. No. | Name of the Organization | Period Service/Engagement | Post held prior to retirement (in case of Govt. Employee) |
|----------------|---------------------------------|----------------------------------|--|
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I solemnly affirm that the above declaration is true and I understand that in the event of the declaration being found to be incorrect after my appointment, I shall be liable to be dismissed from the Ministry.

Signature with date

General Information

Applicants are advised to read all instructions carefully before filling up the applications.

1. The applicant must be a citizen of India.
2. All applicants must fulfill the essential requirements of the post and other conditions stipulated in the advertisement as on the last date of receipt of the applications. They are advised to satisfy themselves before applying that they possess essential criteria laid down for various posts. No enquiry or advice will be entertained asking for eligibility.
3. The prescribed essential criteria are minimum and mere possession of the same does not entitle candidates to be called for written test/skill test and/or interview. The Competent Authority reserves the right to shortlist candidates on the basis of higher qualifications/year of experience in the subject/screening test/other criteria. The decision of the Competent Authority will be final and binding in this regard.
4. **Experience certificate should clearly mentioned name, designation and tenure, failing which, candidature will be rejected summarily.**
5. If any document/Certificate furnished in a **language other than Gujarati or Hindi or English**, a transcript in Hindi/English of the same duly attested by a Gazetted Officer or Notary is to be submitted.
6. **The date for determining the qualification and/or experience will be the closing date prescribed for receipt of application.**
7. Institute reserves the right to increase or decrease the number of vacancies, to withdraw the vacancy of any or all the posts and reject any or all applications without assigning any reason thereof, whatsoever, at any stage of recruitment process.
8. Institute reserves the right to make any criteria for selection, amendment, cancellation and changes pertaining to this advertisement in whole or part thereof without assigning any reason thereof, whatsoever.
9. **Applicant has to attach necessary certificate like Gazette, Marriage certificate in case applying by name other than mentioned in the certificate.**
10. The written test and/or interview call letter, if short listed, shall be intimated by email.
11. No TA/DA will be granted to any candidates for written test and/or interview, if called for.
12. No correspondence or personal inquiries shall be entertained.
13. In case of any dispute the jurisdiction will be Jamnagar-361008.
14. The Institute will not be responsible for any delay in receipt of any application. Applications received after the last date or applications incomplete in any respect will be

summarily rejected without any intimation.

15. Canvassing in any form by or on behalf of any candidate, or bringing political or other influence with regard to selection/recruitment/posting will be lead to disqualification of candidature.
16. Applications will not be accepted by **E-Mail or Fax. No enquiry will be entertained over Phone, or E-Mail or Fax.**
17. Applicants are advised to access the **Website** of the Institute frequently for any further information relating to this Vacancy Advertisement Notification.
18. The appointments to the above post will be **purely on contract basis** and will not confer any right for regular appointment in Institute/Ministry.
19. Other terms & condition will be as per Ministry of Ayush letter no. A-41020/4/2020-E-II dated 01.04.2023 regarding "**Guidelines for engagement of consultants in the M/o Ayush**" with amendment therein from time to time.

How to apply:

20. Applicants are required to apply in the prescribed format available at website on <https://itra.ac.in> as per the prescribed proforma of applications form. Institute will not consider any other format or application Proforma.
21. Duly signed application completed in all respect enclosing self-attested copies of all certificates, mark sheets, testimonials in support of age, educational qualifications, experience, cast/community/Persons with disabilities (PwD) in prescribed format by Government of India, the supporting documents should be sent in an envelope super scribed "**APPLICATION FOR THE POST OF Media Consultant**" by **Registered/Speed-Post only through Department of Posts, Govt. of India to:**

**The Director,
Institute of Teaching and Research in Ayurveda (ITRA),
(Institute of National Importance)
Opp. B-Division Police Station, Gurudwara Road,
Jamnagar-361008 (Gujarat)**

22. Invalid Applications:

Candidates are advised to read all instructions carefully before sending their applications otherwise their applications are likely to be rejected on one or more of the following reasons or terms of the notifications.

- (a) Applications received after the closing date.

- (b) Candidates not having the required qualifications & valid experience.
- (c) Applications without latest photo not being pasted in the provided space.
- (d) Applications without declaration.
- (e) Application without signature.
- (f) Applications without any supporting documents details mention in application form.
- (g) Applications which are incomplete/illegible in any manner.
- (h) Application on another format not prescribed by ITRA.
- (i) Application sent not through **Register/Speed post only through Department of Posts, Govt. of India.**

23. **Last Date:**

- (a) The last date is for applying the post & receipt of applications is **16.07.2024.**
- (b) In case the last date of receipt of application is falls on Sunday/Holiday/Closed day, next working day will be considered as last date of the application.
- (c) Applications by hand will not be accepted.

24. **Disclaimer:-**

The application submitted by candidates does not imply that candidate has fulfilled all the criteria given in the advertisement. Your candidature in the whole recruitment/selection process is **"PURELY PROVISIONAL"** depending on scrutiny of your eligibility as mentioned in the Advertisement (**No. ITRA/06/2024**) for the post applied at later stages of recruitment/selection process. In case, it is found that the candidate does not fulfil the eligibility criteria as per advertisement and any information provided by the candidate is found to be false or is not in conformity with the eligibility criteria mentioned in advertisement including essential educational qualification(s) and experience prescribed for the post his/her candidature will be rejected at any stage of selection process and even after appointment.



(Director, ITRA)