

प्रसार भारती / Prasar Bharati
(भारत का लोक सेवा प्रसारक / India's Public Service Broadcaster)
प्रसार भारती हाउस, कॉपरनिकस मार्ग /Prasar Bharati House, Copernicus Marg,
नई दिल्ली-110001 / New Delhi-110001

NOTICE INVITING APPLICATIONS (NIA)

No.[E 302711] A-10/016/35/2025-TM&SO

Dated:18-09-2025

Subject: NIA for contractual engagement of Principal Advisor/Advisor at PBNS & PB-SHABD.

Prasar Bharati invites applications from experienced and dynamic persons (**Indian Nationals Only**) for engagement under PBNS for necessary support, coordination to various social media platforms of Prasar Bharati and handling of operations relating to PB-SHABD.

1.	Category	Principal Advisor/Advisor(PBNS & PB-SHABD)
2.	No. of Positions	1
3.	Place of work	New Delhi
4.	Duration of engagement	One year
5.	Monthly Remuneration	1.75-1.9 Lakh pm In case of Retired person , monthly remuneration to be fixed in concurrence with OM of department of Expenditure, Ministry of Finance dated 09.12.2020.
6.	Eligibility Criteria	<ul style="list-style-type: none">• Bachelor's degree.• Minimum 8 years of Experience of working with digital media/Social media• Understanding Editorial aspects for effective handling of operations.• News Distribution, Syndication Platform and related operations.• Having a minimum of 8 years of experience in industry. In case of Retired Persons: Persons retired from Central/ State Govt./ Autonomous Bodies/ PSUs with Level-14 (equivalent) or above having thorough knowledge of working with Digital Media/Social Media, News Distribution, Editorial aspect etc. Desirable: <ul style="list-style-type: none">• PG Degree or diploma in the field of mass communication/ content production/ business administration.• In depth knowledge of the digital media landscape and social media trends.• Social media Infrastructure and operations.
7.	Age	Below 45 years as on date of notification. In case of Retired Persons: Below 62 years as on date of notification.
8.	Nature of Duties	The engaged person will primarily be responsible for following operations: <ul style="list-style-type: none">• PBNS<ul style="list-style-type: none">i) News Sourcing platform and related operationsii) News Distribution and Syndication platform and related operations<ul style="list-style-type: none">• Prasar Bharati Digital platform and related operationsi) News Apps, Website and related CMS infrastructureii) Social media infrastructure and operationsiii) OTT (on demand/ streaming) and Content Syndication (fresh and archival content) infrastructure/operation/commerce.• PB-SHABD<ul style="list-style-type: none">i) To provide guidance on editorial policy and ensure alignment with the mandate of Prasar Bharati.


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		ii) To oversee content curation, quality control, and editorial integrity of stories published on PB-SHABD. iii) To review and approve high-impact stories and ensure their amplification through appropriate channels. iv) To develop and implement strategic plans for PBNS and PB-SHABD to enhance their reach, impact, and credibility. v) To coordinate between various divisions of Prasar Bharati and external stakeholders to streamline information flow and media messaging. vi) To advise senior leadership on media and communication strategies in line with national interest and organizational priorities. vii) To contribute to policy formulation relating to digital media, social media, and editorial standards. In addition to the above, any other work or task that may be assigned by the controlling officer.
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9. The terms and conditions of this engagement are as given under:-

- i. The services will be purely on contract basis. The persons engaged shall have no claim either implicit or explicit, for his/ her absorption or regularization in Prasar Bharati.
- ii. The person will be engaged on full time basis and will not be allowed to take up any other assignment during the period of contractual engagement.
- iii. Persons engaged on contract basis can be assigned additional task apart from the specific tasks for which they are engaged.
- iv. The engagement can be discontinued/ terminated with one- month notice or one month's salary in lieu thereof by either side without assigning any reason.
- v. No claim of pensionary benefit on account of this contractual engagement shall be admissible.
- vi. Prasar Bharati reserves the right to conduct test and/ or interview of the shortlisted candidates. No TA/DA etc. will be paid for attending the test/ interview.
- vii. The number of positions may be reduced or increased at the time of final selection at the sole discretion of Prasar Bharati.
- viii. Candidates are requested to upload complete and clear copy of all requested documents. Else their candidature shall be rejected without any intimation.
- ix. Age and educational qualifications shall be considered as on the last date of submission of the application (inclusive).
- x. Only shortlisted candidates will be contacted via email. Candidates are advised to keep checking inbox / spam / junk folders for any communication.

10. Those candidates who are eligible and willing to work on above terms & conditions in Prasar Bharati, having requisite qualification indicated above may apply online on Prasar Bharati web link <https://avedan.prasarbharati.org/> within 15 days from the date of publication on Prasar Bharati website along with self attested copies of supporting documents. In case of any difficulty in submission it may be emailed to avedanhelpdesk@gmail.com along with screenshot of error.


 (गिरीश कुमार / Girish Kumar)

उप निदेशक (टी.एम.&एस.ओ.) / Deputy Director (TM&SO)

To,

Director (PBNS) – with a request to upload this circular on the Prasar Bharati website upto the date indicated in para 10 above.

Copy to:-

DDE(Tech), PB Sectt. – with a request to host this circular on the Prasar Bharati e-office notification.