



प्रसार भारती / PRASAR BHARATI
भारत का लोक सेवा प्रसारक / INDIA'S PUBLIC SERVICE BROADCASTER
दूरदर्शन केन्द्र / DOORDARSHAN KENDRA
24, अशोक मार्ग, लखनऊ (उ०प्र०) 226 001
24, Ashok Marg, Lucknow (U.P.) 226 001



पत्रांक: (टीवी)लख0 7(5)/रिसोर्सपर्सन/ए.आर.-2025-26

दिनांक 10.04.2026

Doordarshan Uttar Pradesh (DD UP) is looking to constitute a panel of creative, energetic, and culturally rooted individuals who are resident of Lucknow District to enhance our digital footprint. We aim to bridge the gap between traditional television broadcasting and the modern digital audience by promoting our diverse programming—ranging from news and agriculture to folk art and entertainment—on platforms like X (Twitter), Instagram, Facebook, LinkedIn, Thread and YouTube etc.

Role & Responsibilities

- Content Strategy:** Develop daily content calendars to promote DD UP's flagship programmes.
- Regional Connection:** Create posts and videos that resonate with the cultural, linguistic, and social fabric of Uttar Pradesh.
- Real-time Updates:** Provide live social media coverage for special events, state announcements, and breaking news.
- Community Management:** Engage with followers, respond to queries, and build a positive community around the DD UP brand.
- Creative Production:** Design simple graphics and edit short-form videos (Reels/Shorts) featuring show highlights and behind-the-scenes content.

Remuneration

- Remuneration for Website Editor/Social Media ₹3,000.00 per assignment
- Remuneration for Website Assistant/Social Media Assistant ₹2,000.00 per assignment.

Eligibility Criteria

a) Essential Qualification for Website Editor/Social Media:

Graduation and Degree/Diploma/certificate in Digital Marketing/Social Media & Experience of one year in Website designing/Digital Marketing/Social Media.

Desired Qualification for Website Editor/Social Media:

Certification in Website Designing.

b) **Essential Qualification for Website Assistant/Social Media Assistant:**

Class XII and Degree/Diploma/certificate in Digital Marketing/Social Media.

Desired Qualification for Website Assistant/Social Media Assistant:

Experience of six months in Website designing/ Digital Marketing /Social Media & Certification in Website Designing

1. **Language Proficiency:** Proficiency in Hindi (Written & Spoken) and English is mandatory. Familiarity with local dialects (Bhojpuri, Awadhi, Braj, Bundeli etc.) is highly preferred.
2. **Technical Skills:** Working knowledge of Unicode Hindi typing and Application like **Final Cut Pro**, Adobe Premiere Pro, Canva, CorelDraw, Photo Shop, and Social Media Analytics.

Disclaimer

This position is strictly on an assignment basis. Engagement in this role is temporary and assignment-linked. It does not, under any circumstances, confer any right to the candidate for regular/permanent employment, absorption, or regularization in Doordarshan (Prasar Bharati).

Procedure for Constituting the Panel of Candidates

To ensure a transparent and merit-based selection for social media assignments, the following method shall be adopted:

1. **Public Solicitation:** Applications shall be invited through a continuous TV Scroll on the DD UP channel and a Pinned Post on the official DD UP Facebook page.
2. **Screening:** A committee will review submissions based on technical proficiency (video editing, graphic design) and cultural alignment with the broadcaster's values.
3. **Empanelment:** Successful candidates will be placed on a "Ready Panel," with their status maintained through periodic performance reviews. The organization reserves the right to remove individuals from the panel based on adverse appraisals from their respective section.

4. **Assignment Allocation:** Work will be allocated to empanelled candidates on an "as-needed" basis.

5. **Status of Engagement:** It is explicitly stated that being on the panel does not guarantee a minimum number of assignments, nor does it establish a permanent employer-employee relationship.

Guidelines and Conditions for Empanelment:

- i. Casual Assignees will be allotted duties/assignments "As and When Required Basis" for a maximum of seven days in a month.
- ii. Casual Assignees are required to work in odd hours.
- iii. Selected candidates cannot claim any right to a permanent/regular job under any advertised categories as the engagements/deployments will be made purely on casual basis in DD, Uttar Pradesh.
- iv. Application without proper self-attested enclosures/attachments/documents/photocopies of Original Certificates will be summarily rejected and no further correspondence will be entertained.
- v. There will be no application fee.
- vi. No TA/DA will be paid for interview/audition/skill tests.
- vii. Canvassing in any form will attract rejection of application.

Address to reach Application by Speed Post or hand to hand:

Head of Programme, Doordarshan Kendra, 24- Ashok Marg, Lucknow-226001

Format of Announcement/TV Scroll

"दूरदर्शन उत्तर प्रदेश (DD UP) सोशल मीडिया संबंधी कार्यो हेतु 'असाइनमेंट' के आधार पर वेब साइट/सोशल मीडिया एडिटर एवं वेब साइट असिस्टेंट/सोशल मीडिया असिस्टेंट का पैनल बनाने के लिए आवेदन आमंत्रित कर रहा हैं। योग्यता और आवेदन प्रारूप के लिए हमारे आधिकारिक फेसबुक पेज <https://www.facebook.com/DoordarshanUttarPradesh> और <https://prasarbharati.gov.in/pbvacancies> पर जाएँ। अंतिम तिथि: 05.05.2026"

Last Date for Application:

05.05.2026



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24, Ashok Marg, Lucknow (U.P.) 226 001



Application Form

1. Name (Full in Capitals):

2. Mailing Address: House No.....Street

City PIN CODE

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District

State:

3. Telephone/Mobile No:

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4. Date of Birth (DD MM YYYY)

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5. Category Applied [tick(✓) or cross(×)]:

a) Website Editor/Social Media

b) Website Assistant/Social Media Assistant

6. Age (on 31 March'2026)

Yrs

7. Essential Educational Qualification (start from 10th, attach Xerox copy)

SN	Examination Passed	Main Subject	Division/ Grade	Name of the Board/University	Year of Passing
1	10 th				
2	12 th				
3	Graduation/Diploma				
4	Degree/Diploma/Certificate in Social Media/Web Designing/ Digital Marketing				

8. Additional qualification (If any):

9. Write in detail about Experience in Website designing/Digital Marketing/Social Media

10 Desired Technical Skills/Proficiency in Softwares (Like Canva, CorelDraw,

Photoshop, Adobe PremierePro, Final Cut Pro etc.)

11. Please tick(✓) or cross(×) your status on Social Media Handles:

S.N.	Platforms	You are present	Are You Following/Subscribing to DD Uttar Pradesh
1	You Tube		
2	Facebook		
3	X		
4	Instagram		
5	LinkedIn		
6	Thread		

12. Type of any experience in Social Media:

13. Languages known

(i) (ii) (iii)

I, _____, s/o / d/o _____,
 hereby declare that I have read and understood the terms of this engagement. I
 clearly understand that this work is being offered on an assignment basis only. I
 further declare that I shall not claim permanent employment or any service-related
 benefits in Doordarshan Uttar Pradesh based on this assignment.

Place:

Signature of the Applicant

Date: