

Advt. No. INDAI/24/2024-INDAI

India AI Division

Digital India Corporation

Electronics Niketan, 6, CGO Complex Lodhi Road, New Delhi – 110003

Website: www.indiaai.gov.in / www.dic.gov.in

Web Advertisement

20.06.2025

Ministry of Electronics, and Information Technology, MeitY, has established **India AI Independent Business Division (India AI)** under Digital India Corporation for implementing the India AI mission. The India AI Mission aims to create a robust ecosystem that accelerates AI innovation through strategic initiatives and collaborations spanning both public and private domains. By democratizing access to computing resources, enhancing data quality, nurturing homegrown AI expertise, attracting top talent, fostering industry partnerships, supporting startup ventures, promoting socially impactful AI projects, and emphasizing ethical practices, the mission seeks to foster responsible and inclusive growth within India's AI landscape. Government of India has recently approved the IndiaAI Mission to democratize access to AI innovation pillars and ensure global competitiveness of India's AI ecosystem catalyzing AI innovation through strategic programs and partnerships across the public and private sectors. By democratizing computing access, improving data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects and bolstering ethical AI, it will drive responsible, inclusive growth of India's AI ecosystem.

India AI is currently inviting applications for the below position purely on Contract/ Consolidated basis.

Sr. No	Name of the Post	No. of Positions
1.	Deputy Manager - Graphics	1

The place of posting shall be in New Delhi but transferable to project locations of IndiaAI as per existing policy of IndiaAI.

The details can be downloaded from the official website of **DIC, NeGD & MeitY**, viz. www.dic.gov.in , www.negd.gov.in, & www.meity.gov.in

Eligible candidates may apply ONLINE : <https://ora.digitalindiacorporation.in/>

Last date for submission of application: 04.07.2025

About India AI

The IndiaAI Mission aims to build a comprehensive ecosystem that fosters AI innovation by democratizing computing access, enhancing data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects, and promoting ethical AI. This mission drives responsible and inclusive growth of India's AI ecosystem through following seven pillars.

About DIC

The Digital India Corporation (formerly Media Lab Asia) has been set up by the Ministry of Electronics and Information Technology (MeitY), Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. Digital India Corporation plays the role of a leader in promoting e-Governance by taking forward the projects and activities of the Digital India Programme, to facilitate its stakeholders to realise its goals. It also provides strategic support to Ministries & Departments, both at the Central and State level for carrying forward the mission of the Digital India Programme by way of Capacity Building for e-Governance projects, promoting best practices, encouraging Public-Private Partnerships (PPP), nurturing innovation and technology in various domains. Digital India Corporation has several Independent Business Divisions under it and these include NeGD, MyGov, Bhashini, ISM, IndiaAI and MSH.

More details can be seen at <https://dic.gov.in/>

Job Description: Deputy Manager – Graphics

Division	:	India AI
Number of Position	:	1
Reporting to	:	COO

About the Role

The objective of this role is to prepare/develop design & creatives for IndiaAI portal as well as social media, ensuring impact & visibility. The role involves overseeing all creatives for E-books, magazines, brochures, posters, website, social media content and corporate presentations etc. Additionally, this role is responsible for improving design processes and methodologies, fostering continuous innovation.

Roles & Responsibilities

- Develop creative designs for E-books, magazines, brochures, posters, website, social media content, and corporate presentations.
- Conceptualize information into interactive designs including whiteboard illustrations for digital marketing and public relations campaigns.
- Collaborate with teams and the Social Media Manager to produce brand-relevant and engaging visuals for campaigns.
- Use design thinking to identify problems, create innovative solutions, and develop user-centered designs with a focus on accessibility.

- Obtain approval on concept designs, refining layouts as needed to meet specifications.
- Conduct semiotic analysis and utilize graphic design trends to deliver impactful and culturally resonant designs.
- Lead design projects with a focus on strategic thinking, time management, and ensuring quality control throughout the creative process.
- Provide recommendations to improve design processes and methodologies, fostering continuous innovation.
- Stay updated on the latest design technologies and trends, utilizing tools such as Adobe Illustrator, Adobe InDesign, Adobe XD, Corel Draw, and Adobe After Effects.

1. Education

- Graduate degree /Diploma in design related stream
- Certificate courses in Graphic Design, Multi-Media, or Video Editing are an added advantage.

2. Desirable Skills & Experience

- Minimum 5 years of professional experience in graphic design for digital/social/ print media.
- Proficiency in interactive design, wire framing, UI/UX design, and rapid prototyping.
- Experience working on high-profile projects, including government or corporate initiatives, designing logos, info graphics, banners, and more.
- Strong project management skills with the ability to lead design efforts while collaborating with cross-functional teams.
- Ability to work independently and adapt to creative needs in a government or corporate culture.
- Passionate about continuous learning and improvement in design techniques and strategies.
- Familiarity with digital advertising, strategic thinking, and problem-solving.

General Conditions applicable to all applicants covered under this advertisement:

- Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
- IndiaAI reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
- The positions are purely temporary in nature for the project of India AI and the appointees shall not derive any right or claim for permanent appointment at India AI or on any vacancies existing or that shall be advertised for recruitment by IndiaAI in future.
- Screening of applications will be based on qualifications and relevant experience. IndiaAI reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview.
- Only shortlisted candidates shall be invited for interviews. India AI reserves the right to not to select any of the candidates without assigning any reason thereof.
- IndiaAI reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.
- The maximum age shall be as on the last date of receipt of the applications.
- In case of a query, the following officer may be contacted at:

HR Division

India AI Division

4th Floor, Electronics Niketan 6-CGO, Complex Lodhi Road, New Delhi – 110003

Email: hrd-ai@indiaai.gov.in