



Adv. No. – N/350/2024-DIC

DIGITAL INDIA BHASHINI DIVISION (DIBD)-DIC

A section 8 Company, Ministry of Electronics and Information Technology, Govt. of India
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Website: www.dic.gov.in

WEB ADVERTISEMENT

12th June 2025

The Ministry of Electronics and Information Technology (MeitY) under the Digital India Programme has undertaken a unique initiative, Bhashini, the National Language Translation Mission. Mission Bhashini was launched by Hon'ble PM on 4th July 2022 during Digital India Week 2022 in Gandhinagar, Gujarat. Vision of Bhashini to "Harness natural language technologies to enable a diverse ecosystem of contributors, partnering entities and citizens for the purpose of transcending language barriers, thereby ensuring digital inclusion and digital empowerment in an Aatma Nirbhar Bharat."

In order to build this ecosystem, The Digital India Bhashini Division (DIBD), an Independent Business Division under Digital India Corporation (DIC). The DIBD is managing and executing the activities of "National Language Translation Mission": Bhashini. Bhashini (<https://www.bhashini.gov.in>) has been developed as a platform where various components have been integrated to bring stakeholders together. Bhashini works with some of the premier academic institutes, including IITs and IIITs) in India. These institutes are developing state of the art language AI models for various Indian languages. Bhashini platform already hosts 300+ AI based language models in various technologies.

Digital India Corporation/Bhashini is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

| Sr. No. | Name of the Post | States Handled | No. of Vacancies |
|---------|-------------------------------------|----------------------------|------------------|
| 1. | Engagement Manager- Jammu & Kashmir | Jammu & Kashmir/Leh/Ladakh | 01 |
| 2. | Engagement Manager- Lucknow | Uttar Pradesh | 01 |
| 3. | Engagement Manager- Bangalore | Karnataka | 01 |
| 4. | Engagement Manager- Bhubaneswar | Odisha | 01 |

Screening of applications will be based on qualifications, age, and academic record and relevant experience. Digital India Corporation 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 selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

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

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



1. Job Title –Engagement Managers

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| Division: Digital India Bhashini Division (DIBD) | Age: Maximum Age for Application is 58 Years |
| No of Post: 04 | Remuneration: Salaries for this position would depend on the qualification and experience of the selected candidate and will be fixed as per the industry norms. |
| Location: Lucknow, Bangalore, Jammu & Kashmir, Bhubaneshwar | Reports to: CEO - DIBD |

JOB DESCRIPTION

We are looking for dynamic and skilled **Engagement Managers** to join our team and play a pivotal role in driving our State & Government portfolio. Working closely with the **CEO-DIBD** and the **States Head**, you will lead efforts to develop and present technology proposals for state governments and oversee the execution of policy-level project sprints. This role demands individuals who can efficiently manage operations and ensure seamless alignment with project milestones and objectives.

As an **Engagement Manager (States)**, you will act as a critical link between **Bhashini** and state/central government stakeholders, leveraging your expertise in IT solutions sales and consulting to deliver large-scale, transformative projects. The ideal candidate will bring a strong consulting background, an entrepreneurial mindset, and a deep understanding of regional dynamics to advance Bhashini's mission.

This is a unique opportunity to join the **Digital India Bhashini Division** and contribute to advancing digital inclusion across the nation while working on impactful and innovative initiatives.

Role & Responsibilities

1. Lead and oversee the State & Government portfolio within the Division, ensuring alignment with Bhashini's strategic objectives and seamless execution of initiatives across states.
2. Develop and sustain strong relationships with state governments, central agencies, and other stakeholders to advance Bhashini's mission. Act as the primary representative of Bhashini in state-level meetings, forums, events.
3. Identify, onboard, and collaborate with state and central government partners to foster innovation and achieve project goals.
4. Lead sales efforts for large-value IT solutions, leveraging consulting expertise to deliver tailored value propositions.
5. Prepare and present comprehensive technical proposals for state and central government projects, ensuring alignment with policy requirements.
6. Leverage deep knowledge of the region's language, culture, and administrative processes to customize project strategies.
7. Ensure all state-specific initiatives are designed and executed to address localized challenges and opportunities.

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| 8. Plan and manage state-level initiatives, such as hackathons, conferences, and innovation challenges, in collaboration with state governments to drive engagement. |
| 9. Execute policy-level sprints by keeping operations and initiatives on schedule, with all activities meeting predefined project milestones. |
| 10. Design and implement efficient workflows and frameworks to support project rollout in each state, closely monitoring performance, addressing challenges, and maintaining accountability to state-specific needs. |
| 11. Bring a startup-oriented approach to problem-solving, showcasing adaptability, resourcefulness, and agility in driving results. |
| 12. Conduct training sessions and workshops to equip state government partners with the tools, protocols, and knowledge essential for sustaining Bhashini initiatives. |
| 13. Maintain transparent communication with stakeholders at all levels, ensuring alignment, accountability, and regular updates on project progress. |
| 14. Exhibit strong analytical skills and sound judgment to address operational challenges swiftly and make informed decisions under business demands. |
| 15. Manage complex, long-term projects with exceptional organizational skills, attention to detail, and adaptability to evolving project needs. |
| 16. Stay updated on the latest trends in technology and communications, applying relevant insights to improve Bhashini's project offerings. |
| 17. Demonstrated success in a similar role, with the ability to drive results in a fast-paced, dynamic environment with minimal supervision. |
| 18. Demonstrate excellent communication and stakeholder engagement capabilities, ensuring clarity and collaboration across teams. |
| 19. Be willing to travel extensively to maintain strong relationships and ensure effective project implementation at the grassroots level. |

| Required Profile | |
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| Essential Requirement | <ul style="list-style-type: none"> • A Full time B.S./B.Tech. /B.E. or equivalent degree or B.Sc. (IT/CS) with a Post Graduation in a Technical Background may be considered. • MBA/MTech (preferable). • 5+ years of experience in IT solutions sales or consulting, with a strong focus on large-value items, including demonstrated expertise in preparing technical proposals. • Prior relevant experience in a government-facing role is highly desirable, with a proven track record of preparing technical proposals for Central and State Governments. • Exposure to working in a startup environment & Experience in handling policy-level execution of innovation sprints will be a significant advantage. • Preference will be given to candidates who are natives of the region for which they are applying and are fluent in the regional language. • Formal educational qualifications and experience may be relaxed for exceptional candidates. |

Note: Candidates selected in this interview could be considered for other vacant positions at DIBD-DIC requiring similar skill sets and at appropriate level.

General Conditions applicable to all applicants covered under this advertisement:

1. 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.
2. DIBD-Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of DIBD-Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at DIBD-Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by DIBD-Digital India Corporation in future.
4. DIBD-Digital India Corporation reserves the right to terminate the appointments of all positions with notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience.
6. In case of a query, the following officer may be contacted

Ms. Vinaya Viswanathan
Director- HR
Digital India Corporation
Electronics Niketan Annexe,
6 CGO, Complex Lodhi Road,
New Delhi – 110003
Phone No. 011-24303500, 24360199