



Adv. No. – DIC/DIBD/3(3)/CEO/10/2022

DIGITAL INDIA BHASHINI DIVISION (DIBD)-DIC

A section 8 Company, Ministry of Electronics and Information Technology, Govt. of India
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Website: <https://bhashini.gov.in/>

WEB ADVERTISEMENT

06th October 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 BHASHINI Division-DIC is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

Sr. No.	Name of the Post	No. of Vacancies
1.	Awareness & Coordination Manager	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 – Awareness & Coordination Manager

Division: Digital India BHASHINI Division (DIBD)	Age: Maximum Age for Application is 58 Years
No of Post: 01	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: Delhi/Noida or other locations as per project requirement	Reports to: CEO - DIBD

JOB DESCRIPTION

We are seeking a driven **Awareness & Coordination Manager** to lead initiatives that enhance the organization's visibility, strengthen its brand presence, and ensure seamless coordination of awareness campaigns. The ideal candidate will have a strong background in event management, public relations, and stakeholder coordination, with hands-on experience in content creation (written, visual, and video) for digital platforms. This role is best suited for individuals who thrive in a startup environment, are self-driven, and can operate as a individual contributor while managing multiple responsibilities.

Role & Responsibilities

1. Plan, coordinate, and execute high-impact events, campaigns, and outreach programs.
2. Develop and maintain strong relationships with media houses, partners, and stakeholders.
3. Manage PR activities, including press releases, media coverage, and public statements.
4. Design and implement awareness strategies aligned with organizational objectives.
5. Collaborate across departments to ensure consistent communication and brand representation.
6. Exposure to Coordinate with external agencies, vendors, and partners for smooth execution of initiatives.
7. Track performance metrics for campaigns and events, and prepare periodic reports.
8. Develop engaging content for the organization's website, blogs, and social media platforms.
9. Creating content (conceptualization, scripting, shooting coordination, editing, and publishing) to support campaigns and brand visibility.
10. Ensure all digital and video content aligns with PR and awareness strategies.
11. Support in creating creative communication material for campaigns and events.
12. Responsible for Capacity building activities, Start-Up engagement for Challenge rounds/Hackathons, Ministry and state engagements
13. Raise awareness of new products, drives, or initiatives through events
14. Maintaining an organized content library and streamlining workflow for seamless collaboration.
15. Tracking and integrating trending hashtags, tags, viral strategies, and engagement techniques.
16. Stay updated on the latest trends in technology and communications, applying relevant insights to improve BHASHINI's project offerings.



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| 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	
Essential Requirement	• Bachelor's degree in Journalism, Communications, Public Relations, Marketing, or related field. • MBA /PGDM (preferable). • Minimum 5 years of proven experience in event management, PR, and communications. • Strong track record in handling end-to-end events and media relations is preferred. • Experience in branding, marketing visuals, and storytelling through design, with a strong sense of visual composition, typography, and color theory, along with keen attention to detail in content creation and campaign execution. • Hands on experience in all tools used in editing/production purposes (e.g Adobe(creative) or others) • Proven capability to lead teams while also working independently. • Excellent communication, networking, and stakeholder management skills. • Strong organizational and project management abilities. • Experience of working for a government set up/ project is desirable • Ability to work in a fast-paced, dynamic environment with tight deadlines. • Formal educational qualifications and experience may be relaxed for exceptional candidates.

Please note: 1. This is a dynamic role, and the responsibilities outlined are indicative and may be adjusted, reassigned, or expanded in line with evolving business requirement and organizational priorities.

2. 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

DIBD-Digital India Corporation

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New Delhi – 110003

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