

**Mission for integrated Development of Horticulture (MIDH)
Ministry of Agriculture & Farmers Welfare
Government of India**

Walk-in-interview

Walk-in-interview shall be conducted on 29.07.2016 at 11.00 a.m. in the chamber of Joint Secretary (MIDH) Room No.227, Krishi Bhawan, New Delhi for 01(one) contractual post of Consultant (Media, Communication & Public Relation) under MIDH. Terms of recruitment may be down loaded from the website: www.midh.gov.in and www.nhb.gov.in

Eligible interested candidates may appear for the interview on the given date and timings alongwith two copies of detailed bio-data with photographs.

**TOR for Consultant (Media, Communication & Public Relation)
Under MIDH**

Qualifications:

Graduate in any discipline with Post Graduate Diploma in Mass Communication and Journalism.

Experience:

Minimum four year's experience in handling media /publicity at senior level.

Age: Maximum 45 years

Remuneration: Rs. 50000/- per month.

Terms of reference:

1. Prepare a concept plan for generating awareness about the programmes of MIDH so that the modalities and details about the scheme are made known to the farmes and entrepreneurs at the District and Taluka level for enabling them to avail the benefits of the scheme.
2. Prepare booklets and pamphlets highlighting programmes of MIDH to be multiplied and disseminated through the print media.
3. Bring out publicity material on specific areas of horticulture such as floriculture, cultivation of medicinal & aromatic plants, beekeeping, organic farming, post-harvest management etc.
4. Undertake field visits and assist the State Horticulture Mission in organizing promotional campaigns.
5. Develop scripts for bringing out jingles and video clips to be used as a promotional material on MIDH through the electronic media.
6. Liaison with agencies like All India Radio, Doordarshan and other T.V. network for facilitating broadcast/telecast of programmes relating to NHM.
7. Assist the State Horticulture Missions to document case studies of success stories for its wide dissemination.