

Mission for integrated Development of Horticulture (MIDH)
Ministry of Agriculture & Farmers Welfare
Krishi Bhawan, New Delhi

Walk-in-Interview

Walk-in-Interview shall be conducted on 04.04.2018 At 11:00 AM in the chamber of Dy. Managing Director, National Horticulture Board, plot No. 85, Institutional Area Sector – 18, Gurgaon for engagement of 01 (one) contractual Consultant (Event Management, & Publicity) 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 a walk-in-interview on the given date and timing along-with two copies of detailed bio-data with photographs.

TOR for Consultant (Event Management & Publicity) under MIDH

Qualification & Experience:

Graduate in any discipline with 10-15 years experience of coordinating event and Publicity.

Age: Maximum 45 years.

Remuneration: To be decided by Selection Committee as per MIDH norms.

Terms of reference:

1. To coordinate Event Management for the programmes and events the being organized by MIDH.
2. To 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.
3. To prepare booklets and pamphlets highlighting programmes of MIDH to be multiplied and disseminated through the print media.
4. To bring out publicity material on specific area of horticulture such as floriculture, cultivation of medicinal & aromatic plants, beekeeping, organic farming, post harvest management etc.
5. To undertake field visits and assist the State Horticulture Mission in organizing promotional campaigns.
6. To develop scripts for bringing out jingles and video clips to be used as a promotional material on MIDH through the electronic media.
7. To Liaison with agencies like All India Radio, Doordarshan and other T.V. network for facilitating broadcast/ telecast of programmes relating to NHM.
8. To assist the State Horticulture Missions to document case studies of success stories for its wide dissemination.