

F.32/24/2020-R(CP)/R.IV/T.1/R4
Union Public Service Commission
Recruitment IV Section

Name of the post	Lateral Recruitment to the post of Director (Media Management), on contract basis in the Department of School Education and Literacy, Ministry of Education
Advertisement No.	51/2021
Vacancy No.	21025115406

ESSENTIAL QUALIFICATIONS:

(A) EDUCATIONAL:

Masters degree from a recognized university/institute in the field of journalism, media, content writing, Business Administration in Media Management or minimum 02(two) year PG Diploma in above fields.

(B) EXPERIENCE:

Atleast 10 (Ten) years of experience in the field of Media Management/ content writing.

DESIRABLE QUALIFICATION:

Doctorate Degree in the related discipline mentioned above.

The total numbers of effective applications are 22 (Twenty two). All the applications have been considered.

Modalities adopted	<p>i) Scrutiny has been done online on the basis of the report generated by the computer system, through Scrutiny of the information filled up/claims made by the candidates in their Online Application. Supporting documents of only those applicants have been examined, who have been found eligible on the basis of claims made in the application.</p> <p>ii) Total experience of the candidate as claimed in the Online Application has been taken into consideration, if supported by necessary certificates.</p> <p>iii) Only the experience possessed in the relevant fields specified in the advertisement has been taken into account.</p> <p style="text-align: right;"><i>Contd...</i></p>
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iv) The candidate who do not possess the relevant essential educational qualification have been rejected as “Lacking Essential Qualification (Educational)-LEQ-A”

v) If experience is not in the relevant field or the calculated relevant experience is less than the essential period as specified in the requisition and advertisement of the post, such candidates have been rejected under “Lacking Essential Qualification (Experience)-LEQ-B”.

vi) Master’s in Mass Communication/ M.Sc. in Science Communication/ M.A. in Audio Visual Communication/ 02 years PG diploma in Mass Communication have also been accepted as relevant towards the requirement of essential qualification.

vii) Some of the candidates can be rejected under more than one category. However, they have been rejected under the category considered as most appropriate.

Criteria adopted for Shortlisting	EQ(A)+EQ(B)
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(i) Candidates shortlisted to be called for Interview are:

Roll Nos.

01 03 14 19 24

(05 Candidates)

(ii) Rejections: The following applications have been rejected as under:

(a) Not Eligible- The grounds are as under:

(i) Does not fulfil the condition of having minimum gross salary of Rs. 15 lakh per year during any of the financial year 2018-19 or 2019-20 as per Form-16/ITR (or payslip in the absence of Form-16/ITR) or,

(ii) Individuals **working** at comparable levels in State/UT Governments, Public Sector Undertakings, Autonomous bodies, Statutory Organizations, Universities, Recognized Research Institutes, Private Sector Companies and International/ Multinational Organizations are only eligible.

Roll Nos.

13 15/16*

(02 Candidates)

*** Amalgamated applications.**

(b) LEQ-A[Lacking Essential Qualification (Educational)]:

Roll Nos.

05 06 07 10 11
18 20 21 23

(09 Candidates)

(c) LEQ-B [Lacking Essential Qualification (Experience)]:

Roll No.: 04

(01 Candidate)

(d) Incomplete: The following candidates have been rejected on account of non submission of the documents called for or submitted documents are not giving unambiguously the requisite information as asked for.

Roll Nos.

08 09 12 17 22

(05 Candidates)

INSTRUCTIONS FOR CANDIDATES:

1. Candidates who desire to represent against his/her rejection in accordance with criteria and modalities adopted for shortlisting for the post, may submit the same with substantive ground(s)/reason(s) to prernasharma-upsc@gov.in by 13.08.2021. Mails received after this would not be opened. No documents are to be submitted alongwith such e-mails. Even if submitted, they would not be opened, considered or entertained.

All the representations would be examined and if in any case the grounds/reasons indicated therein are found to be correct as per criteria and modalities adopted, such applications would be shortlisted and rejection of others would be maintained. Thereafter, revised and updated scrutiny details would be uploaded in this space, if any change is made therein. No individual reply would be given to any of these e-mails.

2. The shortlisted candidates are requested to bring originals of all the supporting documents when they come to Commission for the interview which would be verified on the date of interview and they would be allowed to attend the interview only if all facts indicated in the their application are true as per their original documents.

3. While making representation/ Correspondence with UPSC, the candidates must indicate file no. of this recruitment case and their Roll Number.

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4. The list of candidates who applied for the post alongwith their Roll Numbers has been uploaded on Commission's website -<https://www.upsc.gov.in>.
(Path- **Home >> Recruitment >> Lateral Recruitment >> Applicants' List**)

Deputy Secretary (R.IV)
Union Public Service Commission