

**No. K-11025/19/2023-IEC Section
Government of India
Ministry of Jal Shakti
Department of Water Resources, River Development and
Ganga Rejuvenation**

Shram Shakti Bhawan, Rafi Marg,
New Delhi, the 11th August 2023

NOTICE

Subject: Mass Communication Internship Programme -reg.

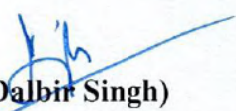
The Ministry of Jal Shakti, Department of Water Resources, River Development and Ganga Rejuvenation invites applications from students who are **pursuing studies in BA/MA/PG courses in mass communication/Journalism/public relations or related fields/ MBA (Marketing) or the students who have completed their degrees/diplomas in aforesaid course(s)** from any recognized college/ university.

2. The objective is to get such students acquainted with the working of the Department especially in the field of media/ social media related activities of the Department, and they may help supplement the process of mass publicity of this Department to create awareness about importance of development and management of water resources in holistic manner. The programme will provide a platform for interaction by officers of the Department with students/young scholars.

3. The eligibility conditions and other salient features of the Internship Programme have been given in "**Guidelines for Mass Communication Internship Programme**", which are available on the Ministry's website <https://jalshakti-dowr.gov.in>.

4. The interested candidates may send their applications as per the proforma attached to the aforesaid Guidelines latest **by 15.09.2023 (5.00 pm)**. The programme is tentatively scheduled to start from **15.10.2023**.

5. The completed applications along with copies of requisite documents may be sent only through online mode email to iec-mowr@nic.in addressed to the Section Officer, IEC Section, Department of Water Resources, River Development and Ganga Rejuvenation, Ministry of Jal Shakti, Room No.628A, Shram Shakti Bhawan, Rafi Marg, New Delhi. Tel:011-23354649.


(Dalbir Singh)
Deputy Secretary (IEC)
Tel. No.23766369

Copy to:

1. Sr. PPS to Secretary, DoWR,RD&GR
2. PPS to JS (Admn.IC&GW), DoWR,RD&GR
3. All Officers/ staff of the DoWR,RD&GR
4. E-Governance Section for uploading on the Ministry's website/ Intramowr
5. Guard File

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Subject: Guidelines for Mass Communication Internship programme in Department of Water Resources, River Development and Ganga Rejuvenation -reg.

1. Mass Communication Internship programme – Intern

Program Name: Mass Communication Internship Programme

Eligibility: Under Graduate/ Graduate/ Post Graduate Degree/ Research Scholar

Position Type: Intern

Location: New Delhi

2. Mass Communication Internship programme:

DoWR, RD & GR seeks to engage students pursuing Under Graduate/ Graduate/ Post Graduate Degrees or Research Scholars enrolled in recognized University/Institution in the field of Mass Communication in India, as "interns".

3. Purpose:

The Internship Programme allows short term exposure to “selected candidates” to be associated with the Department’s work related to media/social media activities. The programme will well acquaint the "Interns" with the working of the Department in field of media/social media related activities etc. and simultaneously the “interns” will supplement the process of mass publicity of this Department to create awareness about importance of conservation and management of water resources in holistic manner. For the "Interns", the program will be an exposure to the functioning of the Government of India.

The intern program will offer the following work culture and environment that reflect the values of student:

1. Knowledge about the functioning of the Government and its Departments in the field of information, education and communication.
2. Continuous observation, evaluation, and feedback for growth
3. Personal development, hard and soft skill development, and academic advancement
4. A balance of learning goals and an organization’s needs

4. Internship:

Internship shall be available throughout the year based on the requirements of DoWR, RD &GR.

5. Eligibility:

Bonafide students of any recognized University/ Institution in India fulfilling following conditions are eligible to apply for the internship:

Students, who are **pursuing studies in BA/MA/PG courses in mass communication/ Journalism/public relations or related fields/MBA (Marketing) or in related fields or the students who have completed their degrees/diplomas in aforesaid course(s)** from any recognized college/university are eligible provided:

- a) Such Undergraduate students having completed/appeared in the term end exams of second year/4th semester of the bachelor degree course and secured **not less than 60% or equivalent marks in 12th class**; or
- b) The students who have appeared in the final exam or just completed Graduation/PG and waiting for admission for higher studies may also be considered for internship provided that- they have secured **55% or more cumulative marks in all the years/semesters of their graduation/ post-graduation till the date of application**; or
- c) Such Graduate students having completed/appeared in the term end exams of first year/2nd semester of their post graduate programme or pursuing research/PhD and secured **not less than 55% or equivalent marks in Graduation**.
- d) The students should be skilled and interested. Writing, communication, time management, organization, traditional and digital marketing, customer service, relationship building, strategic and analytical thinking, and creativity are among the requisite abilities for the internship program.

6. Duration of internship:

The period of Internship will be at least three months starting from the date of joining of an intern and may be extended upto six months, on monthly basis.

7. Number of students for internship:

The maximum number of interns to be allowed **will be 3 for each internship duration**.

8. Framework of internship:

The following activities will be part of the internship program:

A. First month of internship

1. Understanding the working of the Department regarding IEC activities
2. Creating content for social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.)
3. Social Media Planning
4. Determine the social media platform
5. Develop a social media plan for the Department with targets/deliverables

B. Second month of internship

6. Promote the service
7. Create Awareness
8. Boost Conversations with the audience
9. Build relationship with the audience
10. Build Community with target audience
11. Drive traffic to the organization
12. Establish metrics and KPI
13. Drafting the press releases/press notes on Departmental events and to ensure wide publicity.

C. Third month of internship

14. Interaction with the target audience
15. Research your audience
16. Analyse Social Media Marketing Impacts and Results
17. Develop methodology to ensure wide publicity to the National water awards for attracting large number of applications
18. Drafting speeches for Hon'ble Minister/Secretary and higher officials on the achievements of Department

In case of extension to the internship, add-ons/innovations/initiatives to the aforesaid activities would be expected from the interns in the following months. Besides, the Department reserves the right to add-on activities in furthering their future interests.

9. Procedure to apply:

The student willing to undergo internship programme in the Department may fill his/her application form along with relevant documents recommendation/ a No Objection Certificate (NoC) from his/her respective college/university. The application form can be accessed on the website <https://jalshakti-dowr.gov.in> of Department. The format of the application form is at **Annexure-I**, format of NOC is at **Annexure-II**. Students are advised to fill up the form and submit to the Department.

10. Selection:

Selection of interns will be done on the basis of assessment of the candidate through a personal interview, subject to possession of requisite qualifications and approval of the Competent Authority in the Department. All further intimations will be sent through emails.

11. Placement:

Each selected intern shall be posted with the Deputy Secretary/ Director/ Joint Secretary/ office of Secretary (WR, RD&GR) in the Department. They will work closely with the IEC Section of the Department.

12. Submission of Report:

At the end of the internship, each intern shall submit a detailed report on the work carried out and, if required, make a presentation on it. The outcome of study during the internship will remain as intellectual property of Department. and interns shall not use it without prior approval of the Department. The intern shall maintain full confidentiality of any information relating to the DoWR, GR & RD.

13. Certificate of Internship:

On satisfactory completion of internship, a Certificate of Internship shall be awarded. For satisfactory completion inter-alia 90% attendance is mandatory and submission of report duly countersigned. This is a full-time internship to be attended physically in the main secretariat. A format of the Certificate of Internship at **Annexure-III**.

14. Termination:

The Department may terminate the engagement of an intern at any point in time as it deems fit, without giving any reason. Decision of the Department shall be final in this regard. An intern can choose to terminate the internship giving prior notice of one week to the Department.

15. Terms & Conditions:

- i. Pursue the programme with utmost dedication. Maintaining proper discipline and decorum in the premises.
- ii. The Intern has to make his/her own accommodation arrangement during the internship.
- iii. Interns are required to present themselves at respective locations/premises from 9.00 AM to 5.30 PM, unless otherwise permitted by the controlling officer.

- iv. The Intern shall follow the rules & regulations which are in general applicable to employees of the Department.
- v. The Internship is neither an employment nor an assurance of an employment with the Department.
- vi. Interns will follow the advice given to them by the Department regarding representations to third parties.
- vii. In the event of unsatisfactory performance, the concerned intern may be advised to discontinue the Internship.
- viii. If the intern decides to disengage from the Department, prior intimation should be given to this Department.
- ix. Selected interns are advised to contact respective Offices/ Sections in the department for entry pass during the internship.
- x. Library facility at the Department is limited to referencing only, borrowing of books/ journals is not extended to the interns.
- xi. The department reserves the right to review the scheme at any time. Also, the department will have the power to relax any of the conditions in respect of any deserving candidate.
- xii. The intern shall follow the confidentiality protocol of the Department and shall not reveal to any person or organisation confidential information relating to the Department.

16. Logistics & Support:

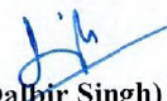
Interns will be required to have their own laptops. The department shall provide them working space, internet facility and other necessities as deemed fit by the Heads.

17. Honorarium:

The interns will be given an honorarium of Rs.10,000/- per month during their internship. Each intern will be required to provide copy of his/her Pan Card and Mandate Form of the bank for transfer of honorarium through online mode.

Note: For further information/ clarification, my contact –

The Section Officer,
IEC Section,
DoWR,RD&GR, Ministry of Jal Shakti,
Room No.628A, Shram Shakti Bhawan,
Rafi Marg, New Delhi
Tel:011-23354649 email: iec-mowr@nic.in

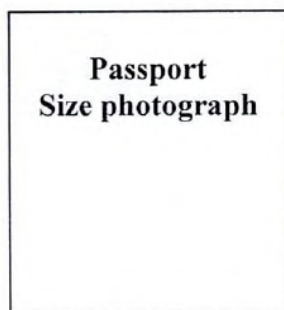

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5. Guard File

Application No: _____
(To be filled by the Office)

APPLICATION FORM
MASS COMMUNICATION INTERNSHIP PROGRAMME, 2023

**Instructions:**

1. Forms to be filled in Block Letters.
2. All fields under this form are mandatory.

No. (for office use only) _____

Particulars (of applicant):

1. **Name** :
2. **Course Pursuing along with Semester/Year:**
3. **College/University** :
4. **Father's Name** :
5. **Mother's Name** :
6. **Date of Birth** :
7. **Gender** :
8. **E-mail** :
9. **Contact number** :
10. **Gender** :
11. **Category:** Gen/OBC/ST/SC/DA :

DETAILS OF EDUCATIONAL QUALIFICATION

Qualification	Passing Year	Name of School/ College	Name of Board/ University	Subject(s)	Obtained Percentage
High School					
Intermediate					
Graduation					
Post Graduation					

DOCUMENTS (Mandatory to be enclosed)

1. Curriculum Vitae
2. Identity proof (Aadhar Card/Driving License/Pass Port/Voting Card)
3. NOC from HoD
4. 500 words write-up "**Reason for Joining as Intern in DoWR,RD&GR**".

(Signature of Applicant)

(Signature of Section Officer of Department with Seal/Stamp)
(To be filled by the Office)

FORMAT FOR NOC TO BE OBTAINED FROM COLLEGE/INSTITUTION

(To be given on Letter Head)/ To be signed by HOD/Principal

Dated:-

Subject:- No Objection Certificate for mass communication Internship Programme.

It is certified that <Mr./ Ms/> _____ is a bonafide student <College ID No.> _____ of < Semester/Year> _____ of <name of the programme> _____ of this <Institution/College> _____.

The <Institution/College> _____ has no objection to <Mr. / Ms/> _____ for pursuing the Internship programme in Department of Water Resources, River Development and Ganga Rejuvenation for the period from _____ to _____.

It is also certified that <he/she> _____ is not registered for any course requiring <his/her> _____ attendance in the class during the said period.

The conduct of the student as recorded by the <college/institution> _____ has been found good/satisfactory/unsatisfactory.

(Signature and Seal)
HOD

ANNEXURE-III

FORMAT OF INTERNSHIP COMPLETION CERTIFICATE

(To be given on Letter Head)

Dated :

TO WHOMSOEVER IT MAY CONCERN

This is to certify that <Mr./Ms>..... a student of
<University/Institution>.....
..... has successfully completed <his/her>..... Internship with
**Department of Water Resources, River Development and Ganga Rejuvenation (DoWR,
RD &GR), Ministry of Jal Shakti, Government of India** from to
..... During the period of Internship he/she worked
under..... in the following areas:

i.

ii.

2. <He/she>has shown special flair forand <his/her>
.....performance in preparation of the report has been rated as
.....

3. During the period of <his/her>..... internship programme <he/she>
..... was punctual and hardworking.

4. I wish <him/her>..... every success in
<his/her>..... life and career.

Joint Secretary (Admin, IC&GW)