



Tamil Nadu Urban Habitat Development Board
Project Monitoring Unit Circle
PMAY - Housing For All
Recruitment Notification

Notification No.: 01 /2021

Dated:18.11.2021

Tamil Nadu Urban Habitat Development Board (TNUHDB), Government of Tamil Nadu is implementing "Pradhan Mantri Awas Yojana – Housing for All (Urban)" Mission. TNUHDB now invites applications from the eligible candidates for the following post in Tamil Nadu Urban Habitat Development Board, HFA Cell on contract basis under "Pradhan Mantri Awas Yojana – Housing for All (Urban)" Mission.

Sl. No.	Name of the Specialist / Post	No. of Post	Consolidated Pay
1.	Information, Education and Communication. (IEC) Specialist	1	Rs.85,000/- per month

I. Important Dates

1.	Date of Notification	19.11.2021
2.	Date of Publication in Newspaper	20.11.2021
3.	Last date for Receipt of filled Application through Registered Post / Speed Post	10.12.2021

II. Selection Criteria

The selection shall be based on qualification, experience and skills of the candidate and followed by an interview. The age, qualification, experience and competencies required for the posts and **roles and responsibilities** of the posts are given in Annexure - I of this Notification.

III. How to Apply

a. Application Forms

- Application forms are enclosed in the Annexure -II of this Notification.
- The application forms can also be downloaded from the website www.tnscb.org/recruitment

b. Documents to be submitted

- Duly filled in Application Form in the prescribed format, given in the Annexure - II.
- Copy of the SSLC/HSC/Birth Certificate (Self Attested) as proof of date of birth.
- Copies of Educational Qualification Certificates (Self Attested).
- Copy of Experience Certificate from the Employer (Self Attested) as a proof of experience.
- A short write-up on the professional competencies of the applicant.

In addition to the above, the applicant may submit other documents which he/she considers as important, that are not listed above, to justify the qualifications relevant to the post.

c. Application Submission Address

The duly filled in application form along with the necessary documents shall reach the address given below only through Registered Post / Speed Post before 10.12.2021 up to 5:00 PM.

Address:

The Superintending Engineer,
Project Monitoring Unit,
Tamil Nadu Urban Habitat Development Board,
No.5, KamarajarSalai,
Chennai-05.

d. General Instructions

- The candidates applying for the post should ensure that they fulfil all the eligibility conditions for the post.
- The candidates are instructed to write on the envelope for which post they are applying, '**Application for the Post of Information, Education and Communication (IEC) Specialist**'
- The candidates need to mention their Email ID, Contact Mobile No. and Communication Address very clearly and correctly.
- The candidates are instructed not to send any original certificates while applying for the above posts.
- TNUHDB will not be responsible for any postal delay.

IV. Certificate Verification and Interview

- Only shortlisted candidates will be communicated for interview and will be allowed to appear in interview subject to verification of the credentials that they have mentioned in the application form.
- The candidates admission to the certificate verification and interview will be purely provisional subject to satisfying the eligibility conditions.
- No TA / DA will be paid to the candidates for participation in certificate verification and interview.
- In case a candidate does not appear before the interview board or for verification of documents along with original documents, his/her candidature shall be rejected.
- Neither any request for change in date of interview / certificate verification shall be entertained nor second opportunity for interview / verification of certificates shall be provided in any case.

V. Engagement Period

- Appointment to the posts shall be made on contractual basis initially for a period of 6 months. However, the contract may be extended by the Board subject to the requirement of the Board and satisfactory performance of the contractual employees. **Further, contract shall be terminated at the closure of the Project.**
- The Board shall have the right to disengage any of the candidates before expiry of contractual period of 6 months for poor performance, indiscipline or any other act which is construed detrimental in the implementation of the Project and decision of the Chairman, TNUHDB shall be final.
- This will be a purely temporary and contractual job. **Any duties rendered under this Project by the candidate shall not confer him/her any right under any circumstances whatsoever to claim for any scale of pay or further to be appointed on temporary/regular basis in any of the Government project or in any State Government organizations.**

VI. Place of Posting

Housing For All Cell,
Tamil Nadu Urban Habitat Development Board,
No.5, Kamarajar Salai, Chennai-05

VII. Rejection of Application: (At any stage of Recruitment Process)

- If the application is received after closing date for any reason whatsoever.
- If the candidate does not have the essential qualification / experience.
- If the photocopies of all related documents are not enclosed in the application form.
- If the candidate not used the application form in the prescribed format.
- If the candidate is found using unfair means or adopting any malpractice at any stage of the selection process.
- Incomplete applications and applications containing wrong claims or incorrect particulars relating to age / educational qualification and other basic eligibility criteria will be liable for rejection.
- Application is liable to be rejected at any stage of the recruitment process or even after recruitment or joining, if any information provided by the applicant is found false or is found not in conformity with eligibility criteria mentioned in the notification.
- Any attempt to unduly influence selection process will lead to automatic disqualification of the candidate.

VIII. Other Instructions

The Tamil Nadu Urban Habitat Development Board reserves its right to postpone / cancel the recruitment process at any stage without assigning any reasons thereof.

Sd/-
Superintending Engineer /PMU
Tamil Nadu Urban Habitat Development Board
Chennai - 05

Annexure – I

**Tamil Nadu Urban Habitat Development Board
PMAY - Housing For All (Urban)**

Notification No: 01/2021

I. Age (as on 15.11.2021)

- Maximum: 45 Years (should not have completed)

II. Terms of Reference - Information Education Communication (IEC) Specialist

1. Qualification and Experience:

- I. **Master of Fine Arts in Visual communication** with advertising agency and experience in creative Head as Team Leader / **Post graduate degree or equivalent in Mass Communication/ Public relations/ Journalism/Social Work/Development.**
- II. Experience in advocacy management preferably in urban sector.
- III. **Minimum 7+ years of experience** in conducting knowledge management activities and development of IEC strategy.
- IV. Knowledge and experience of government systems and procedures would be desirable.
- V. Fluency in **Tamil and English** to Read, Write and Speak.
- VI. Must be familiar with working knowledge in softwares like Photoshop, video editing software, MS office etc,

2. Roles and Responsibilities:

- i. To develop reports and publications for the implementation of the Mission activities.
- ii. To prepare the annual Impact Assessment report for every year,
- iii. To share photographs and videos testimonials of beneficiaries of completed houses under HFA with Ministry by coordinating the ULBs officials/ specialists on fortnightly/monthly basis
- iv. To prepare the IEC annual plan for SLSMC and CSMC approval,
- v. To send the proposal to the government for fund release and submit the UCs under IEC,
- vi. Dissemination of IEC materials received from GOI and prepared at SLTC at various stakeholders with the approval of competent authority,
- vii. The bills and Vouchers regarding the expenditure incurred under IEC are to be examined for SLNA approval and claim of reimbursement to be submitted to the Ministry.
- viii. Provide inputs in documentation and dissemination of best practices in the sector and its dissemination to various stakeholders involved in the HFA Mission
- ix. To Support State to prepare media plan and its analysis.
- x. To Assist in advertisements and outreach campaigns of the ULBs.
- xi. Steps to be taken to increase the followers/pages likes/ subscribers.

- xii. Creating posters, editing videos, publishing in social media etc.
- xiii. Any other tasks that may be entrusted upon by the Board.

3. Salary:

Consolidated pay of Rs. 85,000/- per month for Post Graduate degree holders.