

**ADVERTISEMENT NOTICE**

File No. A-36011/01/25-Admn

<sup>th</sup>  
25 January, 2025.

**ENGAGEMENT OF MARKETING ASSOCIATE  
FOR RASHTRAPATI NIWAS, MASHOBRA (SHIMLA)**

The Under Secretary (Admn), President's Secretariat, Rashtrapati Bhavan, New Delhi on behalf of the President of India, invites applications from eligible persons for engagement of a Marketing Associate for Rashtrapati Niwas, Mashobra, Shimla, on purely **contractual basis** from amongst professionals fulfilling the eligibility conditions as prescribed below. Application should reach in the **O/o Under Secretary (Admn)**, President's Secretariat, Rashtrapati Bhavan, New Delhi on **01 February, 2025** up to **1700 hrs**. The application form can also be downloaded from Rashtrapati Bhavan website **<http://rashtrapatibhavan.gov.in/vacancy-circulars>**

2. The terms and conditions for engagement shall be as under:-

**(A) Criteria and Number of Marketing Associate**

The Marketing Associate shall be engaged to look after the work mentioned under the heading "Responsibility" against the positions in para 4 below relating to Rashtrapati Niwas, Mashobra, Shimla and **shall not be appointed for the regular work of the Secretariat**. Accordingly, Marketing Associate shall not be treated as an employee borne on the regular cadre of the President's Secretariat for any purpose. He/She shall be engaged on **contract basis** on a full time basis and will not be allowed to take up any other assignment during the period of his/ her engagement with President's Secretariat.

**(B) Period of Engagement**

The Marketing Associate shall be engaged initially for a period of **01 year from** the date of joining. The contract may be extended for further period of one year on the same terms and conditions mutually agreed upon and subject to satisfactory performance. His/ her services shall be terminated without notice in case the performance is found to be unsatisfactory. The said engagement shall also not vest any right whatsoever to claim regular appointment in the President's Secretariat or continued engagement.

**(C) Age Limit**

Only Indian citizens between the age of 22 to 40 years as on the last date of receipt of application shall be made eligible.

**(D) Remuneration**

The monthly remuneration of the Marketing Associate shall be **Rs.40,000/- (Rupees Forty Thousand only)**.

Contd...2/-



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| (i)   | The Marketing Associate shall be paid a fixed remuneration as mentioned above on monthly basis. For any fraction of a month, the Marketing Associate will be paid on pro rata basis (number of days, taking 30 days in a month).   |
| (ii)  | No other allowances etc. shall be admissible to the Marketing Associate. The remuneration shall be paid by direct bank transfer or through account payee cheque.   |
| (iii) | The aforesaid consolidated amount shall be paid to the Marketing Associate of such time as he/she shall serve under this agreement and actually perform his/her duties commencing from the aforesaid date and ceasing on the date of his/her quitting service or on the date of his/her discharge there from or on the expiration of his/ her terms of service under this Contract Agreement or on the day of his/ her death if he/ she shall die whilst in service. |
| (iv)  | If in the opinion of the President's Secretariat, it is necessary to carry out work outside the Terms of Reference for some purpose in addition to the services, the Marketing Associate shall carry out such additional work and with the prior authorization of the Client. No additional fee for such additional work shall be paid.  |

**(E) Reporting**

The Marketing Associate shall be posted in the Rashtrapati Niwas, Mashobra, Shimla of President's Secretariat and shall report to the Manager, Rashtrapati Niwas, Mashobra, Shimla. Further, the duties assigned to the position is such that he/ she shall be called upon to come to/ stay in office before/ beyond normal working hours and on Sundays/ Holidays, whenever required in the exigencies of work, for which no additional remuneration shall be admissible.

**(F) TA/DA, Transport and Telephone**

The Marketing Associate shall not be entitled to TA/DA, Transport and Telephone facilities.

**(G) Leave**

The Marketing Associate shall be entitled to leave as follows:-

|       |  |
|-------|--|
| (i)   | Entitled to 18 (eighteen) days leave on pro-rata basis of one and half day leave for work of each month and will also be allowed to take half day leave from his entitled leave during the agreement period of 1 year.   |
| (ii)  | There shall be no remunerations for the period of absence beyond 18 days calculated on pro-rata basis, President's Secretariat would be free to terminate the services in case the Marketing Associate remains absent for more than 10 days beyond the entitled leave. |
| (iii) | Any non availed leave during the agreement period shall not qualify for encashment.  |
| (iv)  | In the event of absence on the ground of sickness, he/she shall be required to submit a proper medical and fitness certificate. However, any leave including the leave on Medical grounds beyond cumulative 09 days shall be without salary.                           |
| (v)   | Station Leave Permission shall be mandatory before leaving the station, even on a holiday.   |



However, leave cannot be claimed as a matter of right. Further, if excess leave is taken, salary deduction would be made accordingly. Salary would also be deducted for habitual late coming. Long Leave, even if on medical grounds, has to be sanctioned before the individual proceeds on leave.

**(H) Residential Accommodation**

No residential accommodation shall be provided from the President's Estate Pool of Accommodation to the Marketing Associate being engaged.

**(I) Termination of Engagement**

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| (i)   | By either side, after giving one month notice or on depositing an amount equal to one month fee, if he/ she wishes to terminate the engagement;   |
| (ii)  | Without notice, in case the performance is found to be unsatisfactory; and  |
| (iii) | If any declaration/ information furnished in the bio-data is found to be false or if it is detected that some material/ facts has been suppressed willfully, his/ her engagement will be terminated at any point of time. |

Prior to acceptance of resignation, the Marketing Associate shall hand over all office property in his/ her possession to the Manager, Rashtrapati Niwas, Mashobra, Shimla and obtain a 'No Demand Certificate' in the prescribed format. Further, no claim of pensionary benefit on account of this contractual engagement shall be admissible.

**(J) Marital Status**

The Marketing Associate will have to submit declaration in the prescribed form about his/ her marital status and in the event of candidate having more than one wife/ husband living, the engagement will be subject to his/ her being exempted from the requirement of the rules in this behalf.

**(K) Oath of Allegiance**

The Marketing Associate will have to take an oath of allegiance/ faithfulness to the Constitution of India or make solemn affirmation to this effect in the prescribed form.

**(L) Residuary**

The decision of Secretary to the President will be final in respect of all matter in respect of engagement of the Marketing Associate, not specifically provided for.

**(M) Confidentiality**

Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the Marketing Associate who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by Marketing Associate of confidential information related to the process may result in the rejection of its Proposal and may be subject to the provisions of the Employer's antifraud and corruption



**(N) Proposal Evaluation**

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|------|--|
| (i)  | From the time the applications are opened to the time the Contract is awarded, the applicant should not contact the Employer on any matter related to his/ her applications. Any effort by the applicant to influence the Employer in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the applications. |
| (ii) | The employer shall constitute a Selection Committee which will carry out the entire evaluation process.  |

**(O) Taxes and Duties:**

The Marketing Associate shall be liable to pay such direct and indirect taxes, duties, fees and other impositions levied under the applicable laws of India.

**(P) Conflict of Interest**

Employer requires that Marketing Associate provide professional, objective, and impartial advice and at all times hold the Employer's interests paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work. Marketing Associate have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. If the Marketing Associate fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the Marketing Associate during selection process or the termination of its Contract during execution of assignment.

**(Q) Confidentiality**

The Marketing Associate will maintain confidentiality and discretion as directed by President's Secretariat/ Rashtrapati Niwas, Mashobra, Shimla.

**(R) Fraud and Corruption**

- |     |  |
|-----|--|
| (i) | It is the Employer's policy to require that Marketing Associate observe the highest standard of ethics during the execution of the contract. In In pursuance of this policy, the Employer defines, for the purpose of this provision, the terms set forth below as follows: (a) —corrupt practice means the offering, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process or in contract execution; (b)—fraudulent practicell means a misrepresentation or omission of facts in order to influence a selection process or the execution of a contract; (c) —collusive practices means a scheme or arrangement between the Marketing Associate with employees or others engaged on contract basis, with or without the knowledge of the Employer, designed to establish prices at artificial, noncompetitive levels; (d) —coercive practicesll means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of a contract; |
|-----|--|



|       |  |
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| (ii)  | The Employer may terminate the contract if it determines at any time that Marketing Associate was engaged in corrupt, fraudulent, collusive or coercive practices during the selection process or the execution of that contract, without the Marketing Associate having taken timely and appropriate action satisfactory to the Employer to remedy the situation;   |
| (iii) | The Employer may also sanction against the Marketing Associate, including declaring the Marketing Associate ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the Marketing Associate has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Employer-financed contract;   |
| (iv)  | At the time of execution of this Contract, the Marketing Associate shall disclose any commissions or fees that may have been paid or are agreed to be paid to agents, representatives, or commission agents with respect to the selection process or execution of the contract. The information disclosed must include at least the name and address of the agent, representative, or commission agent, the amount and currency, and the purpose of the commission or fee. |

**(S) Liquidated Damages**

|      |  |
|------|--|
| (i)  | The parties hereby agree that due to negligence of act of the contracted party, if the employer suffers losses/damages, the quantification of which may be difficult, the amount specified hereunder shall be construed as a reasonable estimate of the damages. The employer is not liable to pay any of the damages as mentioned hereunder or anywhere in the agreement, as per the provisions of this Contract. |
| (ii) | The amount of liquidated damages under this Contract shall not exceed 10% (ten percent) of the total value of the contract.  |

**(T) Artibration**

In the case of dispute arising upon or in relation to or in connection with the contract between the Employer and the Marketing Associate, which has not been settled amicably, such dispute regarding any matter under contract will be decided by the Secretary to the President, who may appoint an arbitrator for the settlement of the dispute/ controversy. The jurisdiction of the court of law will be within Delhi. The language of the arbitration proceedings and that of all documents and communications between the parties shall be English.

**How to Apply**

3. The applications is to be submitted in the prescribed format as given in Annexure-B. Applications complete in all respect may be sent to **Under Secretary (Admn), President's Secretariat, Rashtrapati Bhavan, New Delhi – 110004** within a period of **7 days** of advertisement.

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4. Position/ No. of Position/ Eligibility Conditions.

| Sl. No. | Position            | No. of Position | Educational Qualification(s)/ Experience(s) & skills   |
|---------|---------------------|-----------------|--|
| (i)     | Marketing Associate | 01              | <p><u>Minimum Educational Qualification(s)</u></p> <ul style="list-style-type: none"> <li>● Degree in any stream.</li> <li>● Fluent in English and Hindi.</li> </ul> <p><u>Work Experience(s) and Skills</u></p> <ul style="list-style-type: none"> <li>● Minimum one year working experience in similar nature of work.</li> <li>● Minimum 1 years' experience in Social Media in any organization.</li> <li>● Event management experience.</li> <li>● Experience to liaise with Govt. Departments.</li> <li>● Good Knowledge of tourism, preferably of Himachal Pradesh.</li> </ul> <p><u>Responsibilities</u></p> <ul style="list-style-type: none"> <li>● To manage the Scholar Guides working in Rashtrapati Niwas, Mashobra, Shimla.</li> <li>● To assist the Manager, Rashtrapati Niwas Mashobra for hosting functions in Rashtrapati Niwas, Mashobra.</li> <li>● To Assist Manager, Rashtrapati Niwas, Mashobra, liaise with officials of Himachal Pradesh Govt. for outreach program of Rashtrapati Niwas, Mashobra, Shimla.</li> <li>● To Assist the Manager, Rashtrapati Niwas Mashobra, Shimla to liaise with different agencies / departments for promotion of Rashtrapati Niwas Mashobra, Shimla.</li> <li>● To provide social media contents related to Rashtrapati Niwas Mashobra, Shimla to PRO (Museum).</li> <li>● To coordinate with and manage Social Media Influencers to publicize Rashtrapati Niwas Mashobra, Shimla to a wider digital audience.</li> <li>● To assist the Manager in ideating and executive other innovative marketing campaigns related to Rashtrapati Niwas Mashobra, Shimla.</li> <li>● To assist the concerned State Department and PRO (M) in the design of all marketing collaterals for Rashtrapati Niwas Mashobra, Shimla.</li> <li>● Any other works provided by the Supervising staff of President's Secretariat/ Rashtrapati Niwas, Mashobra, Shimla.</li> </ul> |

Contd....7/-



Eligible candidates will have to appear for Personal Interview/ written test before Interview Board. The applicant, once selected, will not be allowed to withdraw his/ her candidature subsequently. He/ She will be required to join immediately.



(Pankaj Saurabh)  
Under Secretary (Admn)

**PROFORMA FOR APPLICATION FORM**

(Applicants must read the general instructions as given in Annexure-'B' before filling up the application form)

Recent passport size self attested photograph

**Professional Position applied for:** \_\_\_\_\_

1. **Name** : \_\_\_\_\_

2. **Father's/ Husband's Name:** \_\_\_\_\_

3. **Date of Birth** : \_\_\_\_\_ **Age:** \_\_\_\_\_ **Yrs. Sex** : \_\_\_\_\_

4. **Nationality** : \_\_\_\_\_

5. **Residential Address:**

**Temporary** : \_\_\_\_\_  
District : \_\_\_\_\_ State : \_\_\_\_\_ Pin \_\_\_\_\_

**Permanent** : \_\_\_\_\_  
District : \_\_\_\_\_ State : \_\_\_\_\_ Pin \_\_\_\_\_

6. **Telephone No:** \_\_\_\_\_ **Mobile No** : \_\_\_\_\_  
(with STD)

7. **E-mail ID:** \_\_\_\_\_

8. **Educational Qualifications** (Matriculation onwards) :

| Sl. No. | Description of Qualifications | Year of Passing | Board/ University | % marks/CGPA | of |
|---------|-------------------------------|-----------------|-------------------|--------------|----|
|         |                               |                 |                   |              |    |
|         |                               |                 |                   |              |    |
|         |                               |                 |                   |              |    |
|         |                               |                 |                   |              |    |
|         |                               |                 |                   |              |    |



9. **Professional Experience:**

| Sl. No. | Description of Experience | Organization | Duration |    |
|---------|---------------------------|--------------|----------|----|
|         |                           |              | From     | To |
|         |                           |              |          |    |
|         |                           |              |          |    |
|         |                           |              |          |    |
|         |                           |              |          |    |
|         |                           |              |          |    |
|         |                           |              |          |    |

10. Any other information : \_\_\_\_\_

\_\_\_\_\_

11. Qualifications/ experience prescribed for eligibility to the professional position applied for vis-à-vis qualifications/ experience of the applicant (essential & desirable conditions to be indicated separately):

|           | Prescribed for the post | Possessed by the candidate |
|-----------|-------------------------|----------------------------|
| Essential | 1.                      |                            |
|           | 2.                      |                            |
|           | 3.                      |                            |
|           | 4.                      |                            |
|           | 5.                      |                            |
| Desirable | 1.                      |                            |
|           | 2.                      |                            |
|           | 3.                      |                            |
|           | 4.                      |                            |
|           | 5.                      |                            |

12. The last date of submission of application : 01February, 2025 upto 1700 hrs

## DECLARATION

I declare that I fulfill the eligibility conditions as prescribed for the position applied for by me and that all the statements made in the application are true, complete and correct to the best of my knowledge and belief. I, understand that in the event of any information being found false or incorrect at any stage, my candidature/ engagement is liable to be cancelled/ terminated.

Place : \_\_\_\_\_

(Applicant's Signature)

Dated: \_\_\_\_\_



## Annexure 'B'

1. Applicants are required to apply strictly as per the prescribed application format as given in Annexure 'A'. Applications not in the prescribe format are liable to be rejected.
2. Application should be typewritten in A4 sheet. The applicants are advised to scan the application form along with the supporting documents and send the same to email id: soadm@rb.nic.in. The name of the professional position should be clearly mentioned in the **subject line** of the **email**, which may read as **"Application for Engagement as "Marketing Associate" for Rashtrapati Niwas, Mashobra, Shimla on Contract basis"** before **last date** of submission.
3. Self attested copies of documents/ certificates vis-à-vis educational qualifications, experience, etc. are required to be attached with application. On being selected for engagement, selected professionals shall bring original certificates/ documents for verification at the time of joining.
4. The name of the candidate(s) and their parents in the curriculum vitae submitted by them should be exactly the same as reflected in the certificates/ documents attached with the application.
5. The experience certificate should clearly depict that the applicant possess the required experience in the prescribed field.
6. All eligibility conditions will be reckoned as on the last date of the application. No applications will be entertained after receipt of the prescribed of receipt of last date and time.
7. Any misrepresentation or concealment of fact or submission of false information on the part of any applicant shall render him/ her ineligible/ disqualified for engagement in President's Secretariat for any professional position even in the future.
9. Shortlisted applicants will be intimated through mail/e-mail for interview.
10. No correspondence or personal enquiry whatsoever in respect of the applications shall be entertained.
11. Applicants are strictly advised against canvassing in any form or manner. Any canvassing for or on behalf of any applicant shall render him/ her ineligible/ disqualified for being considered for engagement in President's Secretariat for any professional position even in the future.
12. Interaction/ interview with shortlisted candidates will be held at Rashtrapati Niwas, Mashobra, Shimla. Applicants called for interview/ written test shall not be entitled for payment of any TA/DA.
13. After selection of candidates, an agreement on non-judicial stamp paper of Rs.10/- is required for completion of contract agreement. The cost of non-judicial stamp paper will be borne by the selected candidates.
14. President's Secretariat reserves the right to cancel the process of engagement of Marketing Associate or alter the number of positions required at any stage without any notice and without assigning any reason(s) therefore.

15. Applicants should clearly note that President's Secretariat will in no case be responsible for non-receipt of their applications or any delay in receipt thereof on any account whatsoever. They should, therefore, ensure the receipt of their online application by the prescribed date. No applications entertained after last date and time.

*Pankaj*  
*25/01/2025*

(Pankaj Saurabh)  
Under Secretary (Admn)