



**Sports Authority of India**  
**RECRUITMENT CELL**  
**(An Autonomous Organization under Ministry of Youth Affairs & Sports)**  
**Jawaharlal Nehru Stadium Complex (East Gate)**  
**Lodhi Road, New Delhi- 110 003**

SAI/Pers/Recdt. Advisor (Branding & Marketing)/503

Date: 02.11.2023

**Sub: Engagement of Advisor (Branding & Marketing) on contract basis in**

**Sports Authority of India**

Sports Authority of India (SAI) is an autonomous organization under the administrative control of the Ministry of Youth Affairs and Sports with its Head office at Jawaharlal Nehru Sports Complex, Lodhi Road, New Delhi-110003.

2. SAI invites applications from eligible, qualified and motivated Indian Citizens for providing consultancy as **Advisor (Branding & Marketing)** (On a part-time basis) for a period of 06 Months to drive, support and manage its sport development terms of Media Strategy, communication and public relations.
3. **Requirement:** 01 Advisor (Branding & Marketing) based in Sports Authority of India HQ in New Delhi. Candidate need to travel different locations across India as per deployment on need basis.
4. **Essential Qualification:** Graduate in any discipline from a recognized university.
5. **Essential Experience:** 10 Years (In relevant field as mentioned in JD)
6. **Responsibilities/Job Description:**
  - i. To ensure all marketing communication, adverts, collateral & templates are developed as per respective Khelo India Games marks, Khelo India marks, all logos of Government stakeholders and sponsors in the event.
  - ii. To formulate the brand guidelines and templates for various designs and creatives.
  - iii. To ensure the branding designs are vibrant, colourful, inspirational in visual design reflecting the event colour scheme and guidelines.
  - iv. Review and examination of draft designs and mock-ups of the branding elements.
  - v. Conceptualise and formulate plan for branding and city activation programs.
  - vi. Coordination with various stakeholders including Host Broadcaster, Event Management Agencies, etc. in formulating a well-integrated branding and design program of appropriate standard, ensuring look and feel as per the international standards.
  - vii. Technical assistance and advice in formulation of promotional and marketing campaigns including Mascots, Theme Songs, Composite Logos, and other important look and feel elements.
  - viii. Coordinate with media agency to integrate all stakeholder press & PR initiatives. Ensure tie ups with local/regional media for adequate coverage in local press.
  - ix. Strategize the broadcast plan in liaison with the broadcast partner.
7. **Tenure:** Engagement for a period of 06 months.
8. **Remuneration:** Rs. 10,000/- per diem with the cap of Rs. 1.5 Lakh/month.
9. **Mode of Engagement:** Scrutiny of applications followed by Interview of shortlisted candidates.

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10. **How to Apply:** - The candidate has to apply only online through the link <https://sportsauthorityofindia.nic.in/saijobs>. Applications received through any other mode would not be accepted and summarily rejected.

ONLINE APPLICATION WILL BE AVAILABLE FROM : 02.11.2023 (05.00 PM)

LAST DATE FOR RECEIPT OF APPLICATIONS : 18.11.2023 (till 05:00 PM).

**11. Documents:**

- i. **DEGREE AND MARKSHEET:** The certificate must be one issued by the Competent Authority (i.e., University or other examining body) awarding the particular qualification.
- ii. **WORK EXPERIENCE:**

Documents claiming work experience must clearly mention the following:

- a. Name of the establishment
- b. Signature of competent authority/issuing authority clearly stating their position of authority in the organization.
- c. Duration of work experience (Date of joining and Date of relieving shall be mentioned).
- d. The field in which the candidate has worked or the post held in the establishment.

**12. OTHER DOCUMENTS:**

- a. Proof of Date of birth: Aadhar Card/10th class mark sheet/12th class mark sheet.
- b. One recent passport size colour photograph.

**13. GENERAL INSTRUCTIONS:** (All the instructions given below must be strictly followed or else the application is liable to be rejected)

1. Applications are invited only from Indian citizens who fulfill eligibility criteria of essential educational qualification and essential work
2. The responsibility of ensuring genuineness of the certificate lies completely on the candidate by self-attestation. SAI reserves the right to discard experience certificates which do not provide correct details as mentioned above. Website links could be provided to ascertain genuineness.
3. Candidates will be called for the interview on the criteria as mentioned above. Hence, fulfillment of eligibility criteria does not entail that candidate will be considered for the interview.
4. The Candidates should note that their candidature at all the stages will be purely provisional, subject to satisfying the prescribed eligibility conditions. If, on verification at any stage, before or after Interview, it is found that they do not fulfil any of the eligibility conditions; their candidature will be cancelled by SAI.
5. Selection of the candidate will be based on the interview for which no TA/DA will be paid.
6. The candidates will be called for the interview in the ratio 1:5. If the number of applications received is more than 5 times the number of vacancy advertised, a duly constituted selection committee shall scrutinize / shortlist the eligible candidates to be called for interview on the basis of suitable criteria.
7. **NOTE:** SELECTED CANDIDATES WILL BE REQUIRED TO PRODUCE THE ORIGINAL CERTIFICATES MENTIONED IN APPLICATION AT THE TIME OF JOINING. FAILING TO SUBMIT THE REQUIRED CERTIFICATES IN ORIGINAL AT THE TIME OF JOINING WILL LEAD TO CANCELLATION OF CANDIDATURE.

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#### 14. Terms and Conditions (For Contractual engagement):

**Tenure:** The engagement will be for a period of 06 months. The tenure can be terminated by giving a 30 days' Notice period by either party, ie. SAI or the employee. The SAI can terminate the contract at any time, without prior notice and without providing any reason for it.

Candidates should note that only the Date of Birth as recorded in the Matriculation/ Secondary Examination will be accepted. The maximum age limit will be calculated as on the last date of applications of this notification.

**Tax Deduction at Source:** The Income Tax or any other tax liable to be deducted, as per the prevailing rules will be deducted at source before effecting the payment, for which the SAI will issue TDS /Service Tax Certificates, as applicable.

**Other Allowances:** No TA/DA shall be admissible for joining the assignment or on its completion. No other facilities like DA, Accommodation, Residential Phone, Conveyance /Transport, Personal Staff, Medical reimbursement, HRA and LTC etc. would be admissible.

**Extension:** Performance of the selected candidates would be continuously reviewed and their extension will be considered on the basis of periodic review / requirement.

**Police Verification:** Police verification of the individual Consultants shall be done as per the latest instructions issued by MHA. In case the police verification is received as negative, the contract of individual consultant shall cease to exist with immediate effect without any notice.

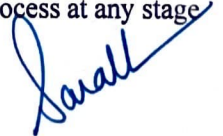
**Relaxation:** DG, SAI where DG, SAI is of the opinion that, it is necessary or expedient so to do, it may by order and for reasons to be recorded in writing, relax any of the provisions of these rules

#### 15. Confidentiality:

- a. Selected persons will not be allowed to publish a book or a compilation of articles or participate in a radio broadcast or contribute an article or anonymously or pseudonymously in the name of any other person, if such book, article, broadcast, uses any information that he/she may gather as part of this assignment.
- b. During the period of engagement, Employee would be subject to the provisions of the Indian Official Secret Act, 1923 and will not divulge any information gathered by him/her during the period of his/her engagement to anyone who is not authorized to know.
- c. The Selected personnel at no instance can represent or give opinion or advice to others in any matter, which is adverse to the interest of the Government.

#### 16. Other Conditions:

- a. In case he/she is required to proceed outstation from the place of posting on tour for official duty, he/she will be entitled to TA/DA as admissible under the rules.
- b. In case the performance of Candidate is not found satisfactory, his/her services will be discontinued after giving one-month notice.
- c. Without any prejudice to the above condition, the candidate will be terminated from his services with immediate effect without any obligations, in case the candidate is found guilty of violating any of the conditions contained in the terms of employment or is guilty of any misconduct including negligence of duties, unauthorized absence, etc.
- d. Decision of SAI in all matters regarding eligibility, selection and posting would be final and binding upon all candidates. No representation or correspondence will be entertained by SAI in this regard.
- e. SAI reserves the right to cancel the advertisement and/or the selection process at any stage without assigning any reason.
- f. The DG SAI shall be the final authority in case of any dispute.



- g. The appointment will be purely on contract basis and does not confer any right to claim to permanent employment in SAI.
- h. Any litigation matters pertaining to employment at SAI shall be restricted to the jurisdiction of the Delhi courts.
- i. Owing to the requirement in SAI, a panel shall be drawn which will be valid for a period of one Year and can be utilized by any Scheme/project funded by Government of India along with SAI. SAI reserve the right to cancel the panel without assigning any reason.

  
02/11/2023  
**Dy. Director (Recruitment)**  
**Sports Authority of India**