

No.M-24011/15/2023-MUC-II
Government of India
Ministry of Information and Broadcasting
MUC-II section

Room No.125, A-wing,
Shastri Bhawan, New Delhi – 110001.
Dated: 17.04.2023

OFFICE MEMORANDUM

Subject: Seeking comments/views/suggestions from Stakeholders on Amendment of Recruitment Rules for the post of Media Executive in Central Bureau of Communication (CBC) – regarding.

The undersigned is directed to say that as per DoPT's O.M. No. AB-14017/61/2008-Estt(RR) dated 13.10.2015, the framing/Amendment of Recruitment Rules are to be uploaded on the website of respective Ministries/Departments for 30 Days inviting comments from the stakeholders.

2. Therefore, the draft Recruitment Rules for the post of Media Executive in Central Bureau of Communication (CBC) are uploaded on the official website of Ministry of Information and Broadcasting for information of stakeholders. All stakeholders are requested to go through the draft Recruitment Rules and furnish their comments, if any, to the undersigned within a period of 30 Days from the date of its uploading on the website. In case, no comments are received till then, the Ministry will proceed further for taking necessary action for amendment of aforementioned draft Recruitment Rules.



(Santosh Kumar Gaund)
Under Secretary to the Government of India
Tel: 2338 4853
E-mail: somuc2-moib@gov.in

Encl.: As above

To

All concerned Stakeholders

Copy to:

1. DG (CBC), Soochna Bhawan for information.
2. NIC, M/o I&B, Shastri Bhawan with a request to upload the draft Recruitment Rules on the website of the Ministry of Information and Broadcasting.

[To be published in the Gazette of India, Extraordinary, Part II, Section 3, Sub-Section (i)]

**Government of India
MINISTRY OF INFORMATION AND BROADCASTING**

New Delhi, dated the April, 2023

NOTIFICATION

G.S.R._____-: In exercise of the powers conferred by the proviso to article 309 of the Constitution and in supersession of Directorate of Advertising and Visual Publicity (Media Executive) Recruitment Rules, 1982, the President hereby makes the following rules regulating the method of recruitment to the post of Media Executive in the Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting, namely:

1. Short title and commencement:-

(i) These rules may be called the Central Bureau of Communication (CBC), Media Executive Recruitment Rules, 2023.

(ii) They shall come into force on the date of their publication in the Official Gazette.

2. Number of posts, Classification and Level in the Pay Matrix:- The number of posts, its classification and the level in the Pay Matrix attached thereto, shall be specified in Columns (2) to (4) of the Schedule annexed to these Rules.

3. Method of recruitment, age limit, qualifications etc.:- The method of recruitment, age limit, qualifications and other matters relating to the said post shall be as specified in columns (5) to (13) of the said Schedule.

4. Disqualification:- No person -

(a) who has entered into or contracted a marriage with a person having a spouse living; or

(b) who, having a spouse living, has entered into or contracted a marriage with any person,

shall be eligible for appointment to the said post:

Provided that the Central Government may, if satisfied that such marriage is permissible under the personal law applicable to such person and the other party to the marriage and that there are other grounds for so doing, exempt any person from the operation of this rule.

5. Power to relax. - Where the Central Government is of the opinion that it is necessary or expedient so to do, it may, by order, for reasons to be recorded in writing and in consultation with the Union Public Service Commission, relax any of the provisions of these rules with respect to any class or category of persons.

6. Saving - Nothing in these rules shall affect reservations, relaxation of age-limit and other concessions required to be provided for the Scheduled Castes, Scheduled Tribes, ex-servicemen and other special categories of persons in accordance with the orders issued by the Central Government from time to time in this regard.

SCHEDULE

Name of Post	No. of post	Classification	Level in the Pay Matrix	Whether Selection or non-selection post	Age limit for direct recruits
1	2	3	4	5	6
Media Executive	2* (2023) *Subject to variation dependent on workload.	General Central Service, Group 'A', Gazetted	Level - 11 (Rs.67700-208700)	Selection	Not exceeding 40 years. Relaxation of a maximum of 5 years in the upper age limit will be admissible to such of the Govt. servants as are working in posts which are in the same line or allied cadres and where a relationship could be established that the service rendered in a particular post will be useful for the efficient discharge of the duties of the post. Decision in this regard will rest with the UPSC. Note: The crucial date for determining the age limit shall be the closing date for receipt of applications from candidates in India (other than those in Andaman and Nicobar Islands and Lakshadweep).

Educational and other qualifications required for direct recruits	Whether age and educational qualifications prescribed for direct recruits will apply in the case of promotees	Period of probation, if any	Method of recruitment whether by direct recruitment or by promotion or by deputation or transfer and percentage of vacancies to be filled by various methods	In case of recruitment by promotion or deputation or transfer, grades from which promotion or deputation or transfer to be made	If a Departmental Promotion Committee exists, what is its composition	Circumstances in which Union Public Service Commission is to be consulted in making recruitments
7	8	9	10	11	12	13
<p>Essential:</p> <p>(i) Degree of a recognised University or equivalent.</p> <p>ii) 7 years experience of media work in an advertising agency or advertising department of a newspaper/periodical or a commercial firm of repute or similar organisation under Govt.</p> <p>(iii) Adequate knowledge of media evaluation and selection preparation and release of advertising campaigns.</p> <p>Note 1: Qualifications are relaxable at the discretion of the UPSC in case of candidates otherwise well qualified.</p> <p>Note 2: The qualification</p>	No	2 years	By promotion failing which by direct recruitment.	<p>Promotion: Assistant Media Executive in Central Bureau of Communication (CBC) with 9 years service in the grade rendered after appointment thereto on a regular basis.</p> <p>Note: Where juniors who have completed qualifying or eligibility service are being considered for promotion, their seniors shall also be considered provided they are not short of the requisite qualifying service by more than half of</p>	<p>Group 'A' Departmental Promotion Committee (for considering promotion)</p> <ol style="list-style-type: none"> Chairman/Member, Union Public Service Commission - Chairman Director General, Central Bureau of Communication (CBC) - Member Joint Secretary, Ministry of Information and Broadcasting - Member <p>Group 'A' Departmental promotion committee (for considering confirmation)</p> <ol style="list-style-type: none"> Director General, Central Bureau of Communication 	<p>Union Public Service Commission shall be consulted while making direct recruitment and promotion on each occasion</p>

<p>regarding experience is relaxable at the discretion of the UPSC in the case of candidates belonging to the Schedule Castes and Schedule Tribes if at any stage of selection, the UPSC is of the opinion that sufficient number of candidates from these communities possessing the requisite experience are not likely to be available to fill up the vacancies reserved for them. The appointing authority should record the reasons for relaxing the qualification regarding experience in writing while doing so.</p> <p>Desirable:</p> <ol style="list-style-type: none"> 1. Journalistic experience 2. Working knowledge of Hindi. 				<p>such qualifying or eligibility service or two years, whichever, is less, and have successfully completed their probation period for promotion to the next higher grade along with their juniors who have already completed such qualifying or eligibility service.</p>	<p>(CBC) - Chairman</p> <p>2. Joint Secretary, Ministry of Information and Broadcasting - Member</p> <p>3. Additional Director General, Central Bureau of communication (CBC) - Member</p>	
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[Santosh Kumar Gaur],
Under Secretary