

Advertisement for Walk-in-Interview

Date:06.02.2026

Subject: - Engagement on contract basis as **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** thorough “Walk-in-Interview” in Institute of Teaching & Research in Ayurveda- reg.

Institute of Teaching & Research in Ayurveda (ITRA), an autonomous organization under the **Ministry of Ayush, Government of India**, invites applications from **Government employees who have superannuated** (up to the closing date of application) in **Pay Levels 10 to 14**, from any **Ministry/Department of the Central Government, State Government, Central Autonomous Bodies, State Autonomous Bodies**, as well as from **eligible independent candidates**, for engagement as **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) (Broadcast Channel of ITRA)** in the **Institute of Teaching & Research in Ayurveda**, as per details given below:

Sr. No.	Name of post & No. of position	Age (upper limit)	Qualification/Eligibility	Remuneration
1	Head – Commissioned Production (ANCN)- 01 Post	Age Limit Maximum 50 years as on date of advertisement. Relaxation applicable as per norms. Retired Government/Prasar Bharati officials may be considered up to 65 years under Pay-Minus-Pension norms.	Educational Qualification Post Graduation in filmmaking, media production, mass communication, broadcast journalism or equivalent qualification from a recognized institute/university. Experience Minimum 15 years' experience in media production industry as television journalist, director, consultant producer, production head or equivalent role. Experience in Government communication, Dur Darshan, documentary or broadcast production is desirable.	Consolidated remuneration of ₹1,50,000 per month. Tenure : Initial engagement for one year or until the project period whichever is earlier.

Key Responsibilities

The Head-commissioned Production shall:

1. Plan and manage studio recording schedules and production workflow.
2. Coordinate recording, editing, and post-production processes.
3. Liaise with faculty, domain experts, anchors, technical staff, and external agencies.
4. Ensure professional production standards for broadcast and digital dissemination.
5. Develop programme concepts, formats, and production plans.
6. Supervise recording sessions and ensure timely programme delivery.
7. Maintain production schedules, records, and documentation.
8. Coordinate logistics and technical arrangements for studio and field recordings.
9. Assist in development of outreach and academic communication programmes.
10. Ensure effective utilization and maintenance coordination of studio facilities.
11. Provide technical and operational guidance to production staff.
12. Perform any other duties assigned for smooth functioning of ANCN activities.

Deliverables

- Regular production of scheduled academic and outreach programmes.
- Timely completion of recording and post-production workflow.
- Maintenance of programme archive and production documentation.
- Development of new programme formats as required.

Nature of Engagement

- Purely contractual and project-based engagement under ANCN. The engagement shall not confer any right for regular appointment and shall be co-terminus with project requirements.

Sr. No.	Name of post & No. of position	Age (upper limit)	Qualification/Eligibility	Remuneration
2	Domain Expert (Ayush)-01 Post	Age Limit Maximum 50 years as on date of advertisement. Relaxation applicable as per norms. Retired Government officials may be considered up to 65 years under Pay-Minus-Pension norms.	Qualification Postgraduate qualification in Ayurveda or other Ayush discipline from recognized institution. Experience Five years of Relevant academic, clinical, research or regulatory experience in Ayush sector. Experience in academic communication or media engagement desirable.	Remuneration Consolidated remuneration of ₹75,000 per month. Tenure : Initial engagement for one year or until the project period whichever is earlier.

Key Responsibilities

The Domain Expert shall:

1. Develop and validate Ayush academic and clinical content for broadcast.
2. Ensure scientific and regulatory accuracy of programme scripts.
3. Coordinate with faculty and subject experts for programme preparation.
4. Support development of lecture series, public health programmes, and clinical discussions.
5. Assist in preparation of scripts, programme concepts, and educational material.
6. Review content prior to recording and dissemination.
7. Provide subject inputs for awareness and outreach programming.
8. Assist in development of evidence-based communication material.
9. Ensure content aligns with national Ayush policies and academic standards.
10. Participate in programme recording when required.
11. Perform additional duties assigned for effective functioning of ANCN.

6. Deliverables

- Academic validation of broadcast content.
- Development of structured educational programmes.
- Timely review and approval of scripts and programme material.
- Contribution to national Ayush outreach initiatives.

Nature of Engagement

Purely contractual and project-based engagement under ANCN. The engagement shall not confer any right for regular appointment and shall be co-terminus with project requirements.

The details including eligibility criteria, terms and conditions etc. of the above engagement are also available on the Institute website i. e. <https://itra.ac.in/>.

Interested retired official/candidate, who fulfil the eligibility criteria as mentioned above may appear for the Walk-in-Interview as per the below mentioned address and schedule along with CV/Resume as well as relevant attested documents:

Date of Walk –in-interview: 13th February, 2026 at 11.00 am at the The Director's office, Institute of Teaching & Research in Ayurveda (ITRA), Jamnagar – Gujarat.

Terms & Conditions.

1. Period of engagement

Initial engagement for one year or until the project period whichever is earlier which may be extended/curtailed depending upon the performance of the **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** or functional requirement of the Office with the approval of the Competent Authority.

No Extension will be granted beyond the age of 65 years.

2. Selection Procedure

The engagement will be purely on contract basis. Applicant appeared for Walk-in-interview on the basis of experience and qualification will be selected from shortlisted candidates on Walk-in-interview basis.

Mode of Engagement & Legal Authority

The proposed engagement shall be made on a contractual basis, in accordance with:

- Prasar Bharati DoPT guidelines on contractual consultant appointments (as amended from time to time).
- ITRA Act, Statutes, and Rules, empowering the Director, ITRA, as the Chief Executive.
- Officer, to engage professionals on contract for institutional and project requirements.
- Applicable Government of India financial and service norms.
- Professional broadcasting standards and content practices followed by Prasar Bharati.
- The Director, ITRA competent to approve such contractual engagement in the interest of institutional and project-based operational needs.

Recruitment Methodology

Institute will ensure transparency and merit based selection.

The recruitment process shall include:

- Publication of advertisement on ITRA website and relevant media portals.
- Specification of eligibility criteria, experience requirements, remuneration, and tenure.
- Constitution of a Selection Committee as per institutions norms.
- Conduct of Walk-in Interview to assess professional competence, production vision, and leadership capability.
- Engagement of the selected candidate on a fixed-term contractual basis.

3. Leave

The **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** will be entitled for the paid leave at the rate of 1.5 days for each complete month of service. Encashment/Accumulation of leave beyond contract period will not be allowed. In special circumstances, the **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** could be called for services on holidays or beyond normal working hours for which no extra remuneration will be paid.

4. Transport Allowance

An appropriate and fixed amount as Transport Allowance for the purpose of commuting between the residence and the place of work shall be allowed not exceeding the rate applicable to the appointee at the time of retirement. No TA/DA is admissible for joining the assignment or on its completion. However, retired employees engaged as **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** may be allowed TA/DA on official Tour, if any, as per their entitlement at the time of retirement.

5. Office time and working hours

Engagement of **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** would be on full time basis. Working hours shall be from 9.30 AM to 6.00 PM during working days. They will not be allowed to take any other assignment during the period of contractual engagement. The **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** may be called on Saturday/ Sunday/ other Gazetted holidays, if required. The **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** may be required to mark his/her attendance in Bio- metric System or any other system as prescribed time to time.

6. 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 office will issue TDS certificate.

7. Confidentiality of data and documents

The Intellectual Property Rights (IPR) of the data collected as well as the deliverables produced for the office shall remain with this office. No one shall utilize or publish or disclose or part with, to a third party, any part of the data or statistics or proceedings or information collected for the purpose of this assignment or during the course of the assignment for the office, without the express written consent of the office. The **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** shall be bound to hand over the entire set of records of assignment to the office before the expiry of the contract, and before the final payment is released by the office.

08. Conflict of interest

The **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** appointed by this office, shall in no case represent or give opinion or advice to others in any matter which is adverse to the interest of this office. No **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** would be permitted to take up any other assignment during the period of Consultancy.

09. Termination of service

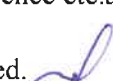
The engagement may be terminated at any time by the office without assigning any reasons by giving a notice of 07 days. In case, a **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** desires to leave the assignment, he/she has to give 07 days' notice which can be curtailed/extended depending upon the workload.

In the event any **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** is found unfit on any account or if he/she is found guilty of any insubordination/misconduct, his/her services can be terminated immediately without any notice.

10. I.T.R.A. shall not be responsible for any loss, accident, damage; injury suffered by the **Head – Commissioned Production (ANCN) and Domain Expert (Ayush) broadcast channel of ITRA** whatsoever arising in or out of the execution of his work including travel.

12. Guidelines for the submission of the application

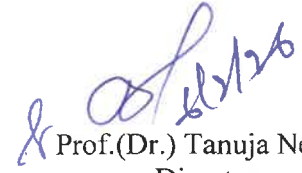
1. APPLICATION PROCEDURE:

1. The interested candidate should ascertain their suitability for the position as per the requirements and should possess the minimum essential qualifications / experience as prescribed above for each position.
 2. Mere possession of the minimum essential requirements does not confer the right to selection to a candidate.
 3. Interested candidates may submit their duly filled up application form along with two recent passport photographs in the enclosed prescribed format signed and complete in all respects supported by the self-attested photocopies of the educational qualifications, experience etc. at the time of Walk-in-interview.
 4. Incomplete / unsigned applications / applications are liable to be summarily rejected.
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5. The candidates are advised to access the website of the Institute <https://itra.ac.in/> for any further information.
6. Candidates must remain present at the time of walking interview.

If Applicant is appearing for Walk-in-interview superannuated, he has to submit the application along with following documents: -

- a) Copy of PPO
- b) Copy of Last Pay Certificate
- c) Copy of PAN card and AADHAR card
- d) Service certificate mentioning date of retirement (for employees who are due to retire as on closing date of advertisement)


Prof. (Dr.) Tanuja Nesari
Director
ITRA

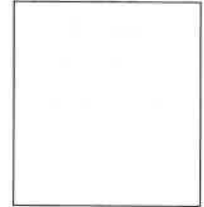
INSTITUTE OF TEACHING AND RESEARCH IN AYURVEDA (ITRA), JAMNAGAR

ANNEXURE-I

APPLICATION PROFORMA FOR THE POST OF HEAD – COMMISSIONED PRODUCTION (ANCN) AND DOMAIN EXPERT (AYUSH) BROADCAST CHANNEL OF ITRA IN INSTITUTE OF TEACHING & RESEARCH IN AYURVEDA (ITRA), JAMNAGAR UNDER MINISTRY OF AYUSH, GOVT. OF INDIA.

Application for the Post of :.....

Subject:



1. Name :
2. Date of Birth :
3. Gender :
4. Education Qualification :
5. Mobile No. :
6. Email ID :
7. Permanent Address :
8. Details of employment of chronological order, if applicable. (Enclose a separate sheet, if space below is insufficient)

Department / Institution / Organization	Post held	From	To	Emoluments	Nature of duties performed

9. Details of courses / training programmes attended, if any:
10. Language known :
11. Details of previous consultancy / worked as Head – Commissioned Production/ Domain Expert (Ayush) if any :
12. Recommendations :
13. Additional information if any, which you would like to mention in support of your suitability for the post. Enclose a separate sheet, if need to be.
14. Remarks, if any.

(Signature of Candidate)

Date:

Place:

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