BHASHINI

DIGITAL INDIA BHASHINI DIVISION-DIC

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The National Language Translation Mission has been named BHASHINI. The mission BHASHINI was launched by the Hon'ble PM during Digital India week in July 2022. Later it was decided by the Ministry of Electronics and Information Technology (MeitY), that the mission should be implemented by a newly formed Independent Business Division (IBD) under Digital India Corporation (DIC).

Mission BHASHINI's commitment extends to fostering a resilient content ecosystem that is bolstered by technological support specifically tailored for Indian languages. The platform aims to facilitate widespread access to open-source data and efficient translation tools, strategically positioned to address the needs of a vast and diverse population. With a vision "harness natural language technologies to enable a diverse ecosystem of contributors, partnering entities and citizens for the purpose of transcending language barriers, thereby ensuring digital inclusion and digital empowerment in an Aatma Nirbhar Bharat" the BHASHINI platform is poised to serve as a digital public good, contributing significantly to linguistic accessibility and technological empowerment on a national scale.

Digital India BHASHINI Division (DIBD) is looking for young, talented, innovative, and dynamic Professionals who desire to be a part of the team that is scripting the exciting transformation story which is unfolding in India today.

Purpose of Assignment:

- To support various DIBD initiatives for boosting the culture of creativity, innovation, and entrepreneurship in India.
- Operational ground level execution of various DIBD Programs and their implementation of various activities which may call for field level visits/support.
- To manage, review and monitor DIBD beneficiaries as front end/Regional accounts holder of DIBD Programs.

DIBD-DIC invites applications for 08 Young Professional positions to provide services on a contractual basis, as detailed below:

S.No	Designation	No. of Posts	Essential Qualifications	Essential Experience**	Tentative Task Profile based (subject to change on urgency and requirements)
1	**Young Professional: AI Engineer**	1	B.S./B.E./B.Tech/M.S./ M.E./M.Tech/ MCA in Technology subjects (preference for Computer Science, AI, Information Technology, or related fields)	Minimum 1 year of professional experience in core algorithms, NLP, CV, ASR, OCR, and generative models.	• Develop and implement AI models and algorithms. • Research and apply state-of-the-art methods in NLP, CV, OCR, and ASR. • Collaborate with ML Engineers and Data Engineers for deployment. • Optimize models for performance and scalability. • Assisting managers in tracking and supporting daily tasks.
2	**Young Professional: ML Engineer**	1	B.S./B.E./B.Tech/M.S./ M.E./M.Tech/MCA in Technology subjects (preference for Computer Science, AI, Information Technology, or related fields)	Minimum 1 year of professional experience in developing and optimizing ML/DL models.	• Design, train, and fine-tune ML/DL models. • Ensure scalability, efficiency, and accuracy of models. • Collaborate with AI Engineers for production-ready solutions. • Conduct experiments and performance benchmarking. • Assisting managers in tracking and supporting daily tasks.
3	**Young Professional: API Developer**	1	B.S./B.E./B.Tech/M.S./ M.E./M.Tech/MCA in Technology subjects (preference for Computer Science, AI, Information Technology, or related fields)	Minimum 1 year of professional experience in wrapping AI models into usable APIs, SDKs, and enterprise integrations (using tools like Apigee, Kong, etc.).	• Develop, test, and maintain APIs for AI/ML services. • Manage API lifecycle and documentation. • Ensure API security, scalability, and performance. • Integrate APIs into enterprise applications. • Assisting managers in tracking and supporting daily tasks.
4	**Young Professional: Cloud Technology Engineer**	1	B.S./B.E./B.Tech/M.S./ M.E./M.Tech/MCA in Technology subjects (preference for Computer Science, AI, Information Technology, or related fields)	Minimum 1 year of professional experience with cloud platforms (AWS, GCP, Azure), cloud integration, and configuration.	• Deploy and manage cloud infrastructure for AI/ML solutions. • Implement CI/CD pipelines for model deployment. • Optimize cloud costs and resources. • Ensure security, compliance, and scalability.
5	**Young Professional: MLOps**	1	B.S./B.E./B.Tech/M.S./ M.E./M.Tech/MCA in Technology subjects (preference for Computer Science, AI, Information Technology, or related fields)	Minimum 1 year of professional experience in model deployment automation, pipeline orchestration, and monitoring (e.g.,	• Automate model training, testing, and deployment pipelines. • Implement monitoring and logging systems. • Manage versioning and reproducibility of ML models.

				MLflow, Kubeflow, etc.).	• Work closely with Cloud and Data Engineers for CI/CD.
6	**Young Professional: Creative Design & Multimedia**	1	Any Graduate, preferably with an MBA or equivalent qualification. Candidates with an academic background in Marketing, Mass Communication, Communications, Graphic Design, Multimedia, Film Studies, Digital Media or a related discipline will be given preference.	• Minimum 01 year of hands-on experience in graphic design, video editing, multimedia production, or a related field. • Proficiency in Canva, Adobe Premiere Pro, CorelDRAW, Adobe Photoshop, After Effects, or similar graphic design and video editing tools. • Practical experience in creating and editing videos, reels, shorts, motion graphics, animations, explainers, and digital creatives. • Strong understanding of visual storytelling, typography, colour theory, composition, and branding. • Ability to transform concepts, technical information, and creative briefs into engaging visual content. Attention to detail, creative thinking, and the ability to deliver quality outputs within short timelines.	• Conceptualise, design, and produce creative visual assets for BHASHINI's digital platforms, campaigns, events, and communication initiatives. • Create and edit videos, reels, shorts, motion graphics, animations, and explainers showcasing BHASHINI's language technologies, platforms, applications, and impact. • Manage end-to-end creative production, including ideation, storyboarding, editing, and finalisation of multimedia content. • Design posters, banners, infographics, carousels, presentations, event collaterals, and other digital and print creatives. • Translate technical concepts and product demonstrations into engaging visual narratives for diverse audiences. • Adapt creative assets to different platforms and formats while maintaining BHASHINI's brand identity and visual guidelines. • Coordinate with relevant teams, maintain an organised repository of creative assets, and explore emerging design tools and workflows to improve quality and turnaround time. Undertake other assignments related to graphic design, video production, animation, and creative communication as required.
7	**Young Professional: Content & Social Media**	1	Any Graduate, preferably with an MBA or equivalent qualification.	• Minimum 01 year of hands-on experience in content creation,	• Develop engaging content showcasing BHASHINI's mission, language technologies, platforms,

	Management		Candidates with an academic background in Marketing, Mass Communication, Communications, Graphic Design, Multimedia, Film Studies, Digital Media or a related discipline will be given preference.	social media management, digital marketing, or digital communications. • Strong written communication, copywriting, storytelling, and content development skills. • Ability to develop engaging content for social media platforms, websites, digital campaigns, and organisational communication. • Familiarity with social media platforms, content calendars, digital marketing practices, audience engagement, and emerging trends. • Understanding of platform-specific content formats, hashtags, searchability, and digital outreach strategies. • Ability to simplify technical concepts and communicate them effectively to diverse audiences. • Familiarity with social media analytics, performance reporting, and content optimisation. Ability to work independently, manage multiple assignments, and adapt to changing priorities and short deadlines.	initiatives, achievements, and impact across digital channels. • Create social media copy, captions, blogs, articles, website content, campaign narratives, success stories, and event updates. • Plan and manage social media content calendars, publishing schedules, and digital outreach campaigns across relevant platforms. • Research emerging trends, audience behaviour, and developments in AI and language technology to identify relevant content and outreach opportunities. • Coordinate with technical and other teams to develop accurate, accessible, and audience-appropriate communication. • Manage audience engagement and identify relevant hashtags, tagging opportunities, and digital strategies to improve content reach and discoverability. • Monitor social media and campaign performance, prepare reports, and recommend improvements in content strategy and engagement. • Adapt content and outreach plans to evolving organisational priorities and undertake other related assignments as required.

8	**Young Professional: Support/ Onboarding**	**1**	Any graduate, preferably with an MBA in Marketing or equivalent.	Minimum 01 year of professional experience in customer/client onboarding. Preference will be given to candidates with expertise in Customer Engagement and Customer Portfolio Management.	• Engage with customers to promote DIBD offerings, support customer onboarding, maintain strong client relationships, and handle customer queries by coordinating with internal teams to ensure timely resolution. • Support the planning and execution of Grand Innovation Challenges (GICs) and hackathons by assisting in research, participant onboarding, event coordination, documentation, and preparation of reports and other related materials. • Maintain accurate customer records and provide documentation support for onboarding, customer engagement, GICs, hackathons, and other operational activities. • Assist managers in tracking daily operational activities, coordinating multiple assignments, and ensuring timely execution of tasks through effective multitasking and time management. • Contribute to improvement of language models & applications through Glossaries datasets and other activities.

*The no. of position may vary and/or can be interchange at any stage of hiring process by DIBD-DIC.

** Formal educational qualifications and experience may be relaxed for exceptional candidates. The minimum required experience will be considered as of the last date of application submission.

Note: Internship or training experience will not be considered. Please ensure that you meet the essential criteria before applying, excluding any internship or training experience.

Age Limit: 32 years (as on last date of application).

Job Location: The current Job Location is at **Noida**. However, Young Professional may be posted anywhere in India depending upon the requirement of the organization.

Tenure of Engagement: The engagement will be purely on contractual basis for a period of 1 year from the date the candidate joins the assignment or co-terminus with the project, whichever is earlier. Further continuation beyond this period will be subject to project requirements and satisfactory performance.

Remuneration: A consolidated monthly remuneration of **₹50,000/-** (inclusive of all) will be paid to young professionals. The remuneration is subject to statutory deductions, and TDS will be applicable as per the provisions of the Income Tax Act.

The terms and conditions of engagement of the Young Professional will be according to the NITI guidelines no. A-12036/2/2023-Adm.IB dated 07.07.2023. The guidelines are placed on NITI Aayog's website www.niti.gov.in.

https://forms.gle/roPA5Xrd1EZ1QHg59

Submission of Applications: Eligible candidates may apply **online** via the **BHASHINI**, **DIC, NeGD OR MeitY website** within **30 days** from the date of advertisement. **Only online applications will be accepted.**

Note: Direct inquiries with the BHASHINI team will not be entertained during the application process. Only shortlisted candidates will be contacted for the next selection stages.

General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.

2. DIBD, DIC reserves the right to fill all or some or none of the positions advertised without assigning any reasons thereof.

3. The positions are purely temporary in nature for the project of DIBD, DIC and the appointees shall not derive any right or claim for permanent appointment at DIBD, DIC or on any vacancies existing or that shall be advertised for recruitment by DIBD, DIC in future.

4. DIBD, DIC reserves the right to terminate the appointments of all positions with notice of one month or without any notice by paying one month's salary in lieu of the notice period.

5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience.

6. In case of a query, the following officer may be contacted

Ms. Vinaya Viswanathan
Director- HR
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