

<b>ORGANISATION</b>	<b>National Institute of Urban Affairs (NIUA)</b>
<b>POSITION</b>	Young Professional (Content Writer/ IEC Expert)
<b>PROJECT NAME</b>	Digital India Land Records Modernization Programme
<b>DUTY STATION</b>	Department of Land Resources, Ministry of Rural Development, Nirman Bhawan, New Delhi
<b>DURATION</b>	12 months
<b>NATURE OF ENGAGEMENT</b>	Contractual, full-time

### **About the National Institute of Urban Affairs (NIUA)**

Established in 1976, the National Institute of Urban Affairs (NIUA) is a premier institute of Ministry of Housing and Urban Affairs, Government of India, for research and capacity building for urban sector in India. NIUA's broad objective is to bridge the gap between research and practice on issues related to urbanisation. For more than 45 years now, NIUA has been the vanguard for contributing to and building the urban narrative for a fast-evolving urban India. The Institute has been actively working on bringing forth key areas of concern for urban India in order to build the discourse at various scales. It has utilised its competencies in research, knowledge management, policy advocacy and capacity building to address urban challenges and continuously strive to develop sustainable, inclusive and productive urban ecosystems in the country.

### **About the Digital India Land Records Modernization Programme**

DILRMP is spearheaded by the Department of Land Resources (DoLR), Ministry of Rural Development and came into effect in April 2016. The programme aims to develop an Integrated Land Information Management System, and to establish apt systems and mechanisms to ensure real-time updation of land records on a continuous basis, so that the computerised information on land mirrors the ground/ physical reality at every point of time. To leverage technology for enhancing transparency, efficiency and accessibility in land administration, and to lay the foundation for inclusive growth and development, DoLR is establishing a National Project Management Unit (NPMU). The NPMU will ensure effective implementation, monitoring, and scalability of DILRMP, leveraging its successes and addressing challenges by March 2026.

### **Key Responsibility Areas**

- Develop and implement communication strategies to promote DILRMP, including drafting press releases, organising press conferences and liaising with media outlets to increase programme visibility and awareness.
- Create high-quality content for various communication materials and activities of DILRMP, including articles, reports, newsletters, brochures, website content, social media posts and promotional materials, ensuring clarity, accuracy and alignment with program objectives and messaging.
- Respond to additional duties and responsibilities as assigned by senior officials of DoLR.

**Work Experience Required**

- 2 to 5 years of relevant experience in content writing, communication, or information.
- Demonstrated proficiency in creating engaging content, developing communication strategies, or implementing Information, Education, and Communication initiatives.

**Educational Qualifications Required**

- Bachelor's degree in Business Management, Marketing, Media and Communication, Journalism, Public Relations, Digital Marketing, or related fields.

**Remuneration**

At par with the standards established by DoLR, commensurate with experience and skills. Proof of past remuneration (last received salary/ monthly contract payment) would be required.

**Application Process**

- Applications to be only submitted online through NIUA's portal.
- Only candidates whose applications are complete in all regard and adhere to the prescribed format will be considered.
- Only shortlisted candidates will be notified.

**Last Date to Apply:** Applications will be accepted until the position is filled.