



## राष्ट्रीय फैशन प्रौद्योगिकी संस्थान

वस्त्र मंत्रालय, भारत सरकार

सिडको औद्योगिक परिसर, ओमपोरा, बडगाम -191111, जम्मू कश्मीर

**National Institute of Fashion Technology**

Ministry of Textiles, Govt. of India

SIDCO Industrial Complex, Ompora, Budgam-191111, J & K

16349/NIFT/Sgr/Admin/Public Relations(PR)/2020/3637

Date: 17-12-2024

### Expression of Interest

National Institute of Fashion Technology (NIFT), set up in 1986 by the Ministry of Textiles, Government of India, is a statutory institute by virtue of an Act (2006) of the Indian Parliament with the President of India as "Visitor". NIFT has 19 professionally managed full-fledged campuses including one at Srinagar, J&K.

NIFT Srinagar hereby invites Expression of Interest (EOI) from interested candidates for the engagement of Public Relations Manager on part time basis. Details of engagement and remuneration are as follows:

Position	Period of Engagement	Honorarium Per Hour	Daily Conveyance	No. of Vacancy
Public Relation Manager	1 year	As per Guest Faculty policy of NIFT	As per GOI Rates	1

#### 1. Eligibility Conditions:

We are looking for a creative and experienced Media Person with a natural flair of Public Relations. The Candidate must have:

- Master's degree in Journalism/Mass Communication/Media Studies or any other relevant subject.
- Five years of post-qualification experience relevant to PR in a reputed print/electronic media platform.

#### 2. Job Responsibility:

- Preparing Press Briefs, Press Notes & other similar communication activities of the Campus on day to day basis & also getting them published in relevant media (Print & Electronics) as needed.
- Publicity of NIFT Srinagar activities in various local and national newspapers.
- Develop, maintain and manage relations with various stake-holders of the NIFT Srinagar including student community, artisans and industry by using print – electronic media.
- Organize media briefings/meetings & coordinate the presence of media persons on various occasions & outreach activities of NIFT.
- Coordinate and liaison with various Govt./Non-Govt. institutions through focused PR events.

*[Signature]*  
17/12/24



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- vi. Organizing relationship building meetings for Director and other faculty/officers with editors and senior journalists at regional and national level.

For above activities, NIFT Srinagar shall provide all required financial and administrative support

### 3. How To Apply:

The EoI for nomination must be submitted in the form of CV along with all required documents at [careers.srinagar@nift.ac.in](mailto:careers.srinagar@nift.ac.in) by or before **31/12/2024**. The CV must contain details regarding current address, contact details, educational qualifications, professional experience, networks etc.

### 4. Interview Schedule:

If required, interviews of the eligible/shortlisted candidates shall be held. For that purpose, venue, date & timing of interview shall be informed through mail.

### 5. General Instructions:

- The candidate must be a citizen of India.
- NIFT reserves the right to fill or not to fill advertised position or postpone the hiring process of the same at any time without any notice.
- The candidate should ensure that he/she fulfill the eligibility (qualification/experience etc.) requirements. He/She are advised to satisfy him/herself before applying that he/she possess at least the essential qualifications and experience laid down for the post as on the last date of receipt of the applications. No enquiries with reference of eligibility will be entertained.
- Engagement may be terminated at any time by the Competent Authority before the expiry of contract.
- Any suppression or misrepresentation of material facts(s) shall result in disqualification of the candidate.
- Employment in NIFT shall be governed by the rules and regulations, service conditions, as notified by the institute from time to time.
- No interim enquiry or correspondence will be entertained. NIFT Srinagar shall not issue notices regarding recruitment process in newspapers etc. Candidates are advised to visit the NIFT Srinagar website for updates regularly.
- Decision of the Selection Committee will be final and binding on all the candidates.

*Handwritten signature and date: 17/12/24*



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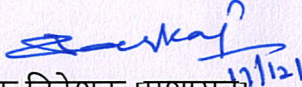
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- ix. All the legal disputes will be subjected to the jurisdiction of Srinagar/Budgam Courts in J&K.
- x. For any technical assistance, candidates may contact on 95418 83495 or mail us at [careers.srinagar@nift.ac.in](mailto:careers.srinagar@nift.ac.in)

  
सहायक निदेशक, [प्रशासन] 17/12/24  
Assistant Director, [Admin]  
निफ्ट श्रीनगर/ NIFT, Srinagar