



रूरल इलेक्ट्रीफिकेशन कारपोरेशन लिमिटेड
Rural Electrification Corporation Limited

(भारत सरकार का उद्यम) / (A Government of India Enterprise)

Regd. Office: Core-4, SCOPE Complex, 7 Lodhi Road, New Delhi 110 003

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CIN : L40101DL1969GOI005095 Website: www.recindia.nic.in



Ref No: 06/05/2018/REC/HR (Rectt.)/1790 Date: 7th Sep, 2018

To,

Sh. Vikram Sahay,
Joint Secretary (Administration)
M/O Information & Broadcasting,
Room No 552, A wing Shastri Bhawan,
New Delhi-110001

Subject: Seeking senior level officers on deputation for the post of GM (CC&PR).

Sir,

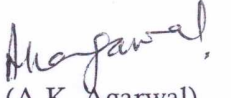
Rural Electrification Corporation Limited, a Schedule "A" Navratna CPSE under the Ministry of Power, has been in operation since 1969. A leading financial institution, it funds the entire spectrum of power infrastructure; including Generation, Transmission and Distribution. The Company has a consistent record of excellent performance, growth and profitability over the last decade.

In addition to its commercial operations, the Ministry of Power has assigned REC with responsibilities as the Nodal Agency for the flagship programmes of Government of India (GoI) that inter alia include, Deen Dayal Upadhyaya Gram Jyoti Yojana (DDUGJY), Ujwal Discom Assurance Yojana (UDAY), National Electricity Fund (NEF), and most importantly, the 'SAUBHAGYA scheme- Pradhan Mantri Sahaj Bijli Har Ghar Yojana.

We need services of dynamic & experienced Officers from **Indian Information Service (IIS) at the level of Deputy Secretary & Director**, having excellent track record, who are adept at translating ideas into actions, initially for a period of 2 years on deputation basis, to the post of **General Manager (Corporate Communication & Public Relations)** for developing & executing strategies for upholding a positive public image for REC. The details of the post are given in **annexure-I**.

Candidate should possess inspiring leadership qualities, networking and communication skills with insatiable quest for excellence and passion for continual professional growth.

I would request you to circulate this requirement amongst your officers with instructions to interested candidates to visit our website (www.recindia.gov.in) under the 'Careers' tab where the terms & conditions of deputation have been uploaded. Candidates who fulfill the requirements will be called for an interview before being offered a suitable post. The Last date for receiving applications is **8th October 2018**.


(A.K. Agarwal)
Director (Finance/HR)

Zonal Offices : Hyderabad, Kolkata, Mumbai, Panchkula & Lucknow

Project Offices : Bangalore, Bhopal, Bhubaneswar, Chennai, Guwahati, Jaipur, Jammu, Patna, Ranchi, Shillong, Shimla,

Details of the Post

Name of the post and Grade	Nature of Experience	Job description
General Manager (CC&PR), E8.	<p>Should have hands on experience in entire gamut of activities of Corporate communication / Public Relations including designing and execution of media planning, corporate image building, branding, development of creative and coordination with the media and press.</p> <p>The candidate should have outstanding oral and written communication skills.</p>	<p>The incumbent shall lead a team & shall be responsible for all operations of the CC/PR department. He / She shall develop & execute strategies to create and uphold a positive public image. He / She shall ensure cordial relationships with various members of the media, government, and public. He / She shall be responsible for internal as well as external communications for the company.</p> <p>He / She shall ensure effective branding for the company through execution of advertising campaigns which are in line with the company's image and goals.</p>

Note- Applications of willing and eligible candidates, who can be spared on being selected, should be sent along with copy of their AARs/APRs (Annual Appraisal Reports/Annual Performance Reports) for the last 5 years and Vigilance clearance/cadre clearance to the GM (HR), REC Ltd. Corporate Office, Core-5, 5th floor, SCOPE Complex, New Delhi-110003 .