



NFDC/P&A/Recruitment/2021-22/1379  
January 28, 2022

Shri P.M. Prasad,  
Chairman & Managing Director,  
CENTRAL COALFIELDS LTD  
Darbhanga House,  
Kutchery Road, Ranchi – 834 029

Dear Sir,

**Subject: Requirement of Personnel on immediate absorption in NFDC**

National Film Development Corporation of India is the central agency established to encourage the good cinema movement in the country. The primary goal of the NFDC is to plan, promote and organize an integrated and efficient development of the Indian film industry and foster excellence in cinema. Over the years NFDC has provided a wide range of services essential to the growth of Indian cinema. The NFDC (and its predecessor the Film Finance Corporation) has so far funded / produced over 330 films. These films, in various Indian languages, have been widely acclaimed and have won many national and international awards including Oscars.

The Distribution Department of NFDC has the capacity to monetize its films across seven prominent verticals, which include Theatrical Distribution, Music, Syndication at Domestic and International levels, Video on Demand Platforms, Home Video. NFDC's own OTT platform, [www.cinemasofindia.com](http://www.cinemasofindia.com) aligns with the Make in India and Digital India initiative.

The Film Facilitation Office of the Ministry of I&B, whose mandate is to promote filming in India is operated under the aegis of the NFDC. Its web portal [www.ffa.gov.in](http://www.ffa.gov.in) is the single window facilitation and clearance mechanism for filming in India and the single repository of information for domestic and international filmmakers.

NFDC is positioned as a 360-degree integrated media service provider for the creation and dissemination of advertising communication across platforms. NFDC has collaborated with various governmental establishments/departments, etc., and has produced and delivered various types of audiovisuals and cross-platform campaigns, as per the needs and requirements of clients.

Film Bazaar, the largest South Asian film market, is organized by NFDC every year in Goa alongside the International Film Festival of India. It also conducts training in various technical trades pertaining to film making.

The Union Cabinet in its meeting held on 23.12.2020, has approved to merge four of its film media units, namely Films Division, Directorate of Film. Festivals, National Film Archives of India, and Children's Film Society, India with the National Film Development Corporation (NFDC) Ltd. by expanding the Memorandum of Articles of Association of NFDC, which will then carry out all the activities hitherto performed by them. The merger of Film Media Units under one corporation will lead to convergence of activities and resources and better coordination, thereby ensuring synergy and efficiency in achieving the mandate of each media unit.

The umbrella organization, NFDC, consequent upon the merger of Film Media Units will be uniquely placed with regard to promotion, production & preservation of filmic content - all under one management. The vision of the new entity will be to ensure balanced and focused development of Indian cinema in all its genres-feature films, including films /content for the OTT platforms, children's content, animation, short films and documentaries.

राष्ट्रीय फिल्म विकास निगम लिमिटेड (भारत सरकार का उद्यम)

डिस्कवरी ऑफ इंडिया बिल्डिंग, (छठी मंजिल), नेहरु सेंटर, डॉ. अनी बेसंत रोड, वरली, मुंबई - 400 018

**National Film Development Corporation Limited** (A Government of India Enterprise)

Discovery of India Building, (6th Floor), Nehru Center, Dr. Annie Besant Road, Worli, Mumbai – 400 018

CIN – U92100MH1975GOI022994 | GSTIN 27AAACN3540R1Z3

[www.nfdcindia.com](http://www.nfdcindia.com) | [www.cinemasofindia.com](http://www.cinemasofindia.com) | [www.filmbazaarindia.com](http://www.filmbazaarindia.com) | [www.ffa.gov.in](http://www.ffa.gov.in)

T 91 22 6628 8288 | 2494 9856 | 9858 F 91 22 2495 2262 E [nfdc@nfdcindia.com](mailto:nfdc@nfdcindia.com) /NFDCIndia

1. Applications are invited for the following vacancies in NFDC on immediate absorption basis.

Sr.No.	Post	Scale (IDA Revised)
1	Deputy General Manager (Personnel & Administration)	80,000 – 2,20,000- E5
2	Deputy General Manager (Company Secretary/Legal Head)	80,000 – 2,20,000- E5
3	Deputy General Manager (Finance & Accounts)	80,000 – 2,20,000- E5
4	Deputy General Manager (Media Planning)	80,000 – 2,20,000 –E5

2. The eligibility criteria for application and the terms and conditions are attached at **Annexure-I**.

3. It is requested that the vacancy may be given wide circulation among various cadres and applications in respect of willing and eligible officers, who could be spared immediately in the event of their selection, may be forwarded in the attached format (Annexure II) along with the following documents:

Vigilance clearance

Integrity Certificate

Statement of major / minor penalties imposed, if any, on the applicant during the last 10 years.

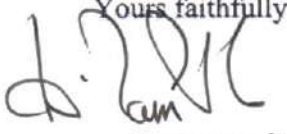
If no penalty has been imposed, a nil certificate should be enclosed.

APARs attested copies for the last five years.

4. Application through proper channel should reach the following address on or before 28.02.2022.

Shri D. Ramakrishnan, General Manager (P&A)  
National Film Development Corporation Limited,  
Discovery of India Bldg., 6<sup>th</sup> Floor,  
Dr. Annie Besant Road, Worli, Mumbai 400 018.  
Phone: 022 -6628 8288/24949856/ Email: [rama@nfdcindia.com](mailto:rama@nfdcindia.com)

Thanking you,

Yours faithfully,  
  
General Manager (P&A)

Encl: As above.

## Annexure I P&A/2021-2022/1361

### Job profile and terms and conditions for the immediate absorption

#### **A. The Job Profile of the Officers would be as follows:**

##### **1. DGM(Personnel & Administration):**

Handling the Personnel & Administration Activities which includes, but are not limited to the following activities:

Manpower planning, Employee benefit services, Learning and Development, Employee welfare schemes, Performance Management, Updating and development of Personnel Policies, Change management initiatives, disciplinary matters, conciliation and arbitration proceedings, Risk Management, Grievance handling. Compliance of all statutory, audit & vigilance requirements. Preparation and upgradation of Recruitment Rules, Service Rules and Promotion Policy including reservation policy and preparation of Roster on post-merger.

Handling matters related to timely repair & maintenance (Electrical/Civil) of NFDC properties including residential flats, offices and guest houses. Responsible for Labour contracts, administrative contracts, statutory compliances, disciplinary cases, legal cases, industrial relations and bipartite/tripartite discussions with unions for regular employees and contract employees. Liaisoning with Labour Commissioner Office. Negotiation with Unions and implementation of industrial laws, GeM Tender guidelines.

##### **2. DGM (Company Secretary/Legal Head):**

Handling all Secretarial matters which includes, but not limited to the following activities:

Handling all aspects of the Conducting of Board Meetings, Audit Committee Meetings and all other Committee Meetings of the Board of the Company in accordance with the Companies Act. Undertake compliance requirements of the Company and its Subsidiaries, Preparation of various reports like Directors Report, Business Responsibility Report, and Report of CSR etc. of the Company and its subsidiary, Handling all the activities in respect of Annual General Meeting (AGM) of the Company and its Subsidiary, Finalizing layouts and Issuing Newspaper Notice and Advertisement on legal aspects of new issues of shares, debentures, deposits etc., Dispatch of Annual Report to the Shareholders, Liaisoning with Statutory Auditors and Handling entire Secretarial Audit and Corporate Governance Audit of the Company. Complying with the Annual, Quarterly, Half yearly Compliances and Disclosure requirements of the company as well as under various laws under DPE and with other competent Authorities.

Follow up procedures for appointment, re-appointment and cessation of the Directors. Undertaking complete process of Board Performance Evaluation. Drafting various policies and incorporating the amendments thereto in lines with the recent circulars in this regard such as, Whistle Blower policy, Code of Conduct for the Board of Directors, Senior Management Personnel, etc. Filling of Annual Return of the Company and its Subsidiaries. Monitoring and coordination with various intermediaries.

**(Legal):**

Render legal opinions, advices, suggestions and clarifications on matters related to adjudication. Litigation management which includes appointment of Advocates/ Counsels for looking after cases pending before various courts and tribunals. Undertake drafting of applications, counters affidavits/replies and other submissions to be filed before courts/tribunals/forums and briefing the advocates/counsels, overseeing and finalizing the pleadings. Vetting of various contract documents viz., rescindment/ cancellation, Escrow, Settlement and Financing Agreements. Executing addendums to ensure incorporation of circumstantial changes, Tender documents, Work Orders, and Negotiations prior to signing of contract agreements. Scrutinizing various agreements, MOUs, JVs and Guarantees etc.  
Ensuring Legal Compliance and other statutory requirements. Assist in the disciplinary proceeding and RTI matters.

**DGM (Finance & Accounts):**

Handling all the Activities which includes, but are not limited to the following activities:

Preparing corporate budgets, plan proposals, MOUs, co-ordinate with Regional Offices regarding financial matters, planning investments, analyzing financial proposals, liaisoning with Ministry of Information & Broadcasting, investment planning of corporate surplus funds and exercising budgetary controls etc. for the Head Office and Regional Offices. To formulate financial strategies and policies, preparing and approving annual budgets, preparing annual plan and proposals, preparing and implementing budgetary controls, conducting financial planning etc.

**DGM (Media Planning):**

Preparation and execution of Media plans, knowledge of BARC/TVR ratings, Experience relating to Film Industry and Administrative experience. Responsible for building strategic, integrated communications programmes related to company initiatives, corporate strategy and long-term vision that apply creative tactics across a variety of external and internal communication channels. Publicity campaigns on Electronic Media (TV, Radio, Internet, and Cinema Theaters), Media & Public Relations, Social Media & Digital Management, Outreach campaigns across all platforms

**B. The Terms and Conditions of the Officers would be as follows**

**I. Eligibility Criteria:**

a) Educational Qualification:

S L	Post	Educational Qualification/Skills Required
1	DGM(P&A) - E5	2 years full time MBA /Post Graduate Degree/Post Graduate Diploma in Management with specialization in HR/Personnel Management & Industrial Relations from a recognized University/Institute. Degree in Law is desirable with 10 years' experience.

2	DGM(CS/ Legal) – E5	Associate Membership of the Institute of Company Secretary of India. Full time Post Graduate Degree in Law or Graduate Degree in law from recognized Colleges/Universities in India with 10 years' experience.
3	DGM (F&A) E-5	CA/ICWA with 10 years' experience of which minimum 5 years should be in Managerial position.
4	DGM (Media Planning)	MBA in Marketing or Master's degree in Mass Media Communication with significant focus in media management with 10 years' experience. Specialization in Digital Marketing and working experience in the relevant are in the Government/PSUs.

**b) Experience required (post qualification):**

The minimum experience required for DGM is 10 years of post-qualification.

OR

Holding post in next below level i.e. E4 (70000-200000) for Manager Posts with 3 years regular service in the required grade. Experience should be in relevant fields.

**c) Age:**

The maximum age limit for DGM is 50 years.

**III. Date of Reckoning for Eligibility Criteria:**

The cut-off date for determining eligibility criteria in respect of experience and age shall be **the last date of application** and will remain unchanged irrespective of any reason whatsoever.

**IV. Pay Scale and Compensation**

Post	Grade	Pay Scale (Rs)
Deputy General Manager	E-5	80000 – 220000

In addition to the Basic pay and DA in Industrial DA pattern, the other benefits shall include Perks (35% of basic pay), Performance Related Pay based on the Company's as well as individual performance, HRA, Group Medical Insurance Scheme for self, Leave Encashment, Contributory Provident Fund, Gratuity, etc. as per the Company's Rules for regular employees.

Pay protection for candidates working in Government Departments/Public Sector Organizations will be considered as per the DPE guidelines.

**V. Mode of Selection**

Mode of Selection will be Interviews only

## **VI. Posting**

The selected candidates will be initially posted in Mumbai, except DGM (Media Planning), who will be initially posted at Regional Office, New Delhi They can be posted or transferred anywhere in India depending on requirement of the Organization. Selected candidates will have to make their own arrangements for accommodation.

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**Annexure II P&A/2021-2022/1361**

**THE NATIONAL FILM DEVELOPMENT CORPORATION LTD.  
APPLICATION FOR IMMEDIATE ABSORPTION TO NFDC**

Latest colour photograph



Name of the post applied for \_\_\_\_\_

Name (Shri/Ms.) \_\_\_\_\_

Present Designation & Grade \_\_\_\_\_

Present Basic Pay \_\_\_\_\_ Pay Scale \_\_\_\_\_ Grade Pay/Level in Pay Matrix \_\_\_\_\_

Date of Entry in the present grade \_\_\_\_\_

Date of joining in present organization \_\_\_\_\_

Date of Birth (DD.MM.YYYY) \_\_\_\_\_ Age \_\_\_\_\_ (As on closing date of application)

Category: GEN/SC/ST/OBC

Education Qualification (Start with the latest)

Qualification/Degree	University/Institute	Month/Year (MM.YYYY) of passing & Division	Full Time/Part time/Correspondence/Distance etc.

(Add more rows / columns if needed)

**Work Experience (Starts with the current posting and designation)**

Designation	Place of posting	Grade	From DD.MM.YYYY Format	To DD.MM.YYYY Format	Nature of duties performed

(Add more rows / columns if needed)

**Training Undergone**

Name of the Training/Programme	Agency	Date/Month/Year	
		From	To

(Add more rows / columns if needed)

**Any Special Assignments/Achievements**

Sr. No.	Assignments/Achievements

(Add more rows / columns if needed)

(Signature)

Name : \_\_\_\_\_  
Date : \_\_\_\_\_

**Note:** The application may be rejected in case of the reasons mentioned below but not limited to the following:

1. Incomplete application
2. Application not accompanied with the documents as mentioned in letter P&A/2021-2022/1361 dated January 28, 2022, except APAR attested copies, which can be produced on or before attending interview.
3. Application received after the last date
4. Applications not sent through proper channel



(To be verified/filled and forwarded by the concerned Estt./HR Dept. along with Vigilance Clearance)

- A. Whether Vigilance Clearance has been obtained Yes/No
- B. ACR APAR/Performance Score for the five years (to be filled by Parent Organization)

Year	ACR/APAR/Performance Score
2019-	
2018-	
2017-	
2016-	
2015-	

**C. Medical History of the employee**

1.	Whether the individual is suffering from any major ailment?	
2	If yes, Name of the ailment & since when	
3	Medical Fitness/status certificate may be enclosed	

**Signature of officer forwarding the application with seal**

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Date:** \_\_\_\_\_