

Guidelines for Internship programme 2024-25 (Second phase)
- Mass communication in the Department of Water Resources,
River Development and Ganga Rejuvenation (DoWR, RD &
GR), Ministry of Jal Shakti

1. **The Internship programme**

Program Name: Mass-communication Internship Programme

Eligibility: Graduate/Post Graduate or pursuing PG/ Research Scholar

Position Type: Intern

Location: New Delhi

2. **Objective :**

DoWR, RD & GR seeks to engage students Graduate/Post Graduate or pursuing PG Degrees or are Research Scholars enrolled in recognized University/Institution in Mass Communication or related field in India, as "interns".

3. **Purpose :**

The Internship Programme allows short term exposure to “selected candidates” to be associated with the Department’s work related to media/social media activities. The programme will help well acquaint the "Interns" with the working of the Department in field of media/social media related activities etc. and simultaneously the “interns” will supplement the process of mass publicity of this Department to create awareness about importance of development and management of water resources in holistic manner. For the "Interns", the program will be an exposure to the functioning of the Government of India.

The internship program offers the following work culture and environment that would reflect the values of student:

- (i) Knowledge about the functioning of the Government and its Departments in the field of information, education and communication.
- (ii) Continuous observation, evaluation, and feedback for growth
- (iii) Personal development, hard and soft skill development, and academic advancement
- (iv) A balance of learning goals and an organization’s needs

4. **Period:**

Internship will be available twice in the year based on the requirement of DoWR, RD & GR.

5. **Eligibility :**

Bonafide students of any recognized University/ Institution in India fulfilling following conditions are eligible to apply for the internship:

Students, who are pursuing studies in post graduate courses/Research scholars in mass communication/Journalism/public relations or related fields/ MBA(Marketing)or Students who have completed their degrees/diplomas in aforesaid course(s) from any recognized college/university are eligible provided scored **not less than 55% or equivalent marks in Graduation.**

The students should be skilled and interested in pursuing the internship program diligently. Writing, communication, time management, organization, traditional and digital marketing, customer service, relationship building, strategic and analytical thinking, and creativity are among the requisite abilities for the internship program.

6. **Duration of internship:**

The period of Internship **will be six months** starting from the date of joining of an intern. The period of internship may be extended **upto a maximum of three months** in respect of deserving candidates and based on the requirements of the Department. Interns not completing the requisite period of six months will not be issued any certificate.

7. **Number of interns :**

The maximum number of interns to be allowed **will be 03 for each internship program.** No intern would be allowed to repeat the internship.

8. **Framework of internship:**

The following activities will be part of the internship program:

(A) First month of internship

1. Understanding the working of the Department regarding IEC activities
 2. Creating content for social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.)
3. Social Media Planning
4. Determine the social media platform
5. Develop a social media plan for the Department with targets/deliverables

(B) Second month of internship

1. Promote the service
2. Create Awareness
3. Boost Conversations with the audience
4. Build relationship with the audience
5. Build Community with target audience
6. Drive traffic to the organization
7. Establish metrics and KPI
8. Drafting the press releases/press notes on Departmental events and to ensure wide publicity.

(C) Third month of internship

1. Interaction with the target audience
2. Research your audience
3. Analyse Social Media Marketing Impacts and Results
4. Develop methodology to ensure wide publicity to the National water awards for attracting large number of applications
5. Drafting speeches for Hon'ble Minister/Secretary and higher officials on the achievements of Department

Add-ons/innovations/initiatives to the aforesaid activities would be expected from the interns in the following months.

Besides, the Department reserves the right to add-on activities in furthering their future interests.

9. **Procedure to apply:**

The students willing to undergo internship programme in the Department may fill his/her application form along with relevant documents/a No Objection Certificate (NoC) from his/her respective college/university. The application form can be accessed on the <https://mowr.nic.in/InternShip> (2024-25, Second phase). The format of the application form is at **Annexure-I** and the format of NOC is at **Annexure-II**. The students are advised to fill up the form and submit to the Department.

10. **Selection:**

Selection of interns will be done on basis of assessment of candidates **through a personal interview and marks scored in the graduation.**

11. **Placement:**

Each selected intern shall be posted with the Deputy Secretary/ Director/ Joint Secretary/ office of Secretary (WR,RD&GR) in the Department. They will work closely with the IEC Section of the Department.

12. **Submission of Report:**

At the end of the internship, each intern shall submit a detailed report on the work carried out and, if required, make a presentation on it. The outcome of study during the internship will remain as intellectual property of the DoWR, GR & RD and interns shall not use it without prior approval of the Department. The intern shall maintain full confidentiality of any information relating to the DoWR, GR & RD.

13. **Certificate of Internship:**

On satisfactory completion of internship, a Certificate of Internship shall be awarded. For satisfactory completion inter-alia 90% attendance is mandatory and submission of report duly countersigned. This is a full-time internship to be attended physically in the main secretariat. A format of the Certificate of Internship at **Annexure-III**.

14. Termination:

The Department may terminate the engagement of an intern at any point in time as it deems fit, without giving any reason. Decision of the Department shall be final in this regard. An intern can choose to terminate the internship giving prior notice of one week to the Department.

15. Terms & Conditions:

- i. Pursue the programme with utmost dedication. Maintaining proper discipline and decorum in the premises.
- ii. The Intern has to make his/her own accommodation arrangement during the internship.
- iii. Interns are required to present themselves at respective locations/premises from 9.00 AM to 5.30 PM, unless otherwise permitted by the controlling officer.
- iv. The Intern shall follow the rules & regulations which are in general applicable to employees of the Department.
- v. The Internship is neither an employment nor an assurance of an employment with the Department.
- vi. Interns will follow the advice given to them by the Department regarding representations to third parties.
- vii. In the event of unsatisfactory performance, the concerned intern may be advised to discontinue the Internship.
- viii. If the intern decides to disengage from the Department, prior intimation should be given to this Department.
- ix. Selected interns are advised to contact respective Offices/ Sections in the department for entry pass during the internship.
- x. Library facility at the Department is limited to referencing only, borrowing of books/ journals is not extended to the interns.
- xi. The department reserves the right to review the scheme at any time. Also, the department will have the power to relax any of the conditions in respect of any deserving candidate.
- xii. The intern shall follow the confidentiality protocol of the Department and shall not reveal to any person or organisation confidential information relating to the Department.

16. Logistics & Support:

Interns will be required to have their own laptops. The department shall provide them working space, internet facility and other necessities as deemed fit by the concerned Heads.

17. **Honorarium:**

The interns will be given an honorarium of **Rs. 15,000/- per month** during their internship. Each intern will be required to provide copy of his/her Pan Card and Mandate Form of the bank for transfer of honorarium through online mode.

Note: For any query/ information/ clarification may contact –

**The Section Officer,
IEC Section,
DoWR, RD&GR, Ministry of Jal Shakti,
Room No.628A, Shram Shakti Bhawan,
Rafi Marg, New Delhi**

Tel:011-23354649; email: iec-mowr@nic.in

(Note: Secretary, Department of Water Resources, River Development & Ganga Rejuvenation will have power to cancel, amend all or any part of this internship program and/or relax any of the aforesaid conditions in respect of any of the deserving candidates without any notice.)

Application No: _____
 (To be filled by the Office)

APPLICATION FORM
MASS COMMUNICATION INTERNSHIP PROGRAMME, 2023



Instructions:

1. Forms to be filled in Block Letters.
2. All fields under this form are mandatory.

No. _____

Particulars

1. Name : _____
2. Course Pursuing along with Semester/Year :
3. College/University :
4. Father's Name :
5. Mother's Name :
6. Date of Birth :
7. Gender :
8. E-mail :
9. Contact number :
10. Gender :
11. Category: Gen/OBC/ST/SC/DA :

DETAILS OF EDUCATIONAL QUALIFICATION

Qualification	Passing Year	Name of School/ College	Name of Board/ University	Subject(s)	Obtained Percentage
High School					
Intermediate					
Graduation					
Post Graduation					

DOCUMENTS (Mandatory to be enclosed)

1. Curriculum Vitae
2. Identity proof (Aadhar Card/Driving License/Pass Port/Voting Card)
3. NOC from HoD
4. Copies of Educational certificates
5. 500 words write-up “**Reason for Joining as Intern in DoWR**”.

(Signature of Applicant)

(Signature of Section Officer of Department with Seal/Stamp)
(To be filled by the Office)

ANNEXURE-II

FORMAT FOR NOC TO BE OBTAINED FROM COLLEGE/INSTITUTION

(To be given on Letter Head)/ To be signed by HOD/Principal

Dated:-

Subject:- No Objection Certificate for mass communication Internship Programme.

It is certified that <Mr. / Ms/>_____ is a bonafide student <College ID No.> of < Semester/Year> of <name of the programme> of this <Institution/College>.

The <Institution/College> has no objection to <Mr. / Ms/>_____ for pursuing the Internship programme in Department of Water Resources, River Development and Ganga Rejuvenation for the period from_____ to_____.

It is also certified that <he/she> is not registered for any course requiring <his/her> attendance in the class during the said period.

The conduct of the student as recorded by the <college/institution> has been found good/satisfactory/unsatisfactory.

(Signature and Seal)
HOD/Principal

ANNEXURE-III

FORMAT OF INTERNSHIP COMPLETION CERTIFICATE

Dated :

TO WHOMSOEVER IT MAY CONCERN

This is to certify that <Mr./Ms>..... a student of <University/Institution> has successfully completed <his/her> Internship with **Department of Water Resources, River Development and Ganga Rejuvenation (DoWR, RD &GR), Ministry of Jal Shakti, Government of India** from to During the period of Internship he/she worked under..... in the following areas:

- i.
 - ii.
2. <He/she> has shown special flair forand <his/her> performance in preparation of the report has been rated as
 3. During the period of <his/her> internship programme <he/she> was punctual and hardworking.
 4. I wish <him/her> every success in <his/her> life and career.

Joint Secretary
DoWR, RD&GR