



National Institute of Food Technology Entrepreneurship and Management
An Institute of National Importance, Ministry of Food Processing Industries,
Government of India, Plot No. 97, Sector 56, HSIIDC Industrial Estate, Kundli, District -
Sonapat, Haryana - 131028

Date: 24/06/2025

Applications are invited for the position of

Consultant purely on Contract Basis

Project ID:	N/E/CEFF/2023/0004
Project Title	Fortification Innovation Hub
Designation	Consultant
Number of Positions	One
Duration and Emoluments per Month	Consultant (06 Months): 40,000/- Consolidated
Essential Qualifications	<p>Essential Qualifications:</p> <ul style="list-style-type: none">Postgraduate degree in Nutrition, Food Technology, Life Science, Food Science and Technology , Public Health, Mass Communication, or Design, <p style="text-align: center;"><i>OR</i></p> <ul style="list-style-type: none">Bachelor's degree with a specialized certification in communication, digital marketing, or public health nutrition <p>Desirable:</p> <ul style="list-style-type: none">Minimum 1-5 years of experience in developing visual/digital communication materials, nutrition or public health programs, and stakeholder coordination. (government/industry/development sector).Experience in designing IEC materials or digital campaigns for nutrition, fortification, or public health initiatives.Familiarity with digital outreach tools (e.g., Meta Business Suite, SEO tools, Google Analytics).Prior work with government programs, development agencies, or CSR-led health projects.Ability to conceptualize interactive platforms, knowledge hubs, or briefing centres.

	<ul style="list-style-type: none"> • Strong writing and communication skills in English and Hindi; regional language proficiency is an added advantage. • Proficiency in graphic design tools (e.g., Canva, Adobe Suite), content strategy, and basic understanding of food fortification standards, QA/QC, and behaviour change communication.
Age Limit	Maximum 45 years (relaxation of 5 years for women/SC/ST/OBC/differently abled as per the govt. of India Rules).
Roles and Responsibilities	<ul style="list-style-type: none"> • Support the Fortification Innovation Hub in advancing nationwide food fortification initiatives by providing strategic inputs and contributing to the implementation of scalable, evidence-based interventions. • Deliver end-to-end technical assistance to stakeholders on national fortification standards, food safety protocols, processing technologies, procurement of micronutrient premixes and equipment, and establish robust quality assurance and quality control frameworks. • Engage and facilitate with the food industry and state-level partners to promote the adoption of food fortification best practices and facilitate on-ground implementation in alignment with policy and programmatic goals. • Conceptualize and design high-impact visual content tailored for digital marketing campaigns, social media platforms, information, education and communication (IEC) materials, and strategic public outreach initiatives, ensuring alignment with brand guidelines and communication objectives. • Develop and execute integrated communication strategies encompassing brand development, digital engagement, and multimedia content creation to enhance visibility and impact of fortification initiatives. • Contribute in the development of a Virtual Executive Briefing Centre by conceptualizing automated, interactive solutions and generating professional-grade marketing collaterals to support stakeholder engagement and advocacy.

General Information:

- Only shortlisted candidates will be invited for the interview.
- No TA/DA will be provided for attending the interview.
- The date and time of the interview will be communicated via email.

- Candidates must bring their original certificates and supporting documents at the time of the interview.

How to Apply:

Interested candidates should fill the application form on or before **06th July 2025** using the (<http://career.droniftem.com/>) with enclosed scanned self-attested supporting documents. For any query, please write an **e-mail** to croprojectniftem@gmail.com