



**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, HSIDC Industrial Estate, Kundli, District -  
Sonapat, Haryana - 131028

Date: 24/06/2025

Applications are invited for the position of

**Consultant purely on Contract Basis**

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

	<ul style="list-style-type: none"> <li>• Strong writing and communication skills in English and Hindi; regional language proficiency is an added advantage.</li> <li>• 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.</li> </ul>
<b>Age Limit</b>	Maximum 45 years (relaxation of 5 years for women/SC/ST/OBC/differently abled as per the govt. of India Rules).
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• Develop and execute integrated communication strategies encompassing brand development, digital engagement, and multimedia content creation to enhance visibility and impact of fortification initiatives.</li> <li>• 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.</li> </ul>

**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 **06<sup>th</sup> 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](mailto:croprojectniftem@gmail.com)