

No. 49/60/2010-6SII  
GOVERNMENT OF HARYANA  
CHIEF SECRETARY'S OFFICE  
PERSONNEL DEPARTMENT

Dated, Chandigarh, the <sup>46</sup>26 May, 2014.

To

All concerned IAS Officers.

Subject: Applications for the post of Managing Director & Chief Executive Officer (MD & CEO) – Media Lab Asia, on Direct Recruitment / Deputation / Absorption on transfer for the fixed duration of appointment.

\*\*\*\*

Madam/ Sir,

I am directed to refer to the subject cited above and to say that a copy of vacancy circular No.MLA/MD/Advt.1/2014, dated 28.04.2014 received from Media Lab Asia, (A Section 25 Company of Department of Electronics and Information Technology, Ministry of Communications and Information Technology, Government of India), Corporate & Registered Office, No.2, 4<sup>th</sup> Floor, Samruddhi Venture Park, Central M.I.D.C. Road, Andheri (East), Mumbai - 400093 is uploaded on the web site (csharyana.gov.in) and to request that in case you are willing to be considered for the post mentioned in the above subject you may kindly send three copies of your bio-data with an application to the Personnel Department (Services Branch-II) at the earliest.

Yours faithfully,

  
(SATISH SHARMA)  
Superintendent Services-II.

  
INTERNAL DISTRIBUTION  
e-champion



# Media Lab Asia

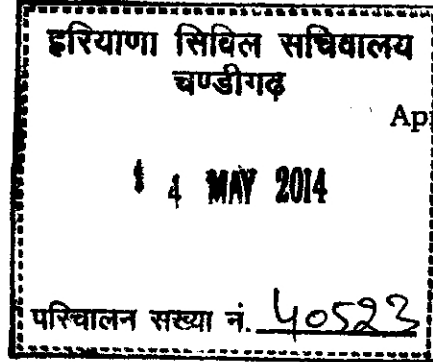
(A Section 25 Company of Department of Electronics and Information Technology,  
Ministry of Communications and Information Technology, Govt. of India)

Corporate & Registered Office :  
No.2, 4th Floor,  
Samruddhi Venture Park,  
Central M.I.D.C. Road  
Andheri (East), Mumbai - 400093  
Tel.: +91-22-28312930 / 28312931  
Fax: +91-22-28379158

**George Arakal**  
**Director (Admin. & Finance)**

Ref: MLA/MD/ADVT/1/2014

Chief Secretary  
Govt. of Haryana  
Chandigarh-160019



Dear Sir,

- Sub : i) Vacancy Circular for Recruitment of MD & CEO, Media Lab Asia**  
**ii) Advt. No. MLA/MD/Advt./1/2014**  
**iii) Post Code : MLA/MD/14**  
**iv) Web site : [www.medialabasia.in](http://www.medialabasia.in)**

The Government of India has set up Media Lab Asia as a company under Section 25 of the Companies Act, 1956 to take up Information and Communication Technologies (ICT) research relevant to the common man, ensure successful implementation of projects and make India a leading innovator in bringing emerging technologies in the service of the poor.

2. Media Lab Asia is looking for a dynamic professional to lead Media Lab Asia as its Managing Director (MD) & Chief Executive Officer (CEO). The scale of pay of the MD & CEO will be Rs.80,000/- (fixed) plus DA and other allowances, similar to that of the Central Government Employees. The pay fixation for the All India Service officers will be done in consultation with the Government.

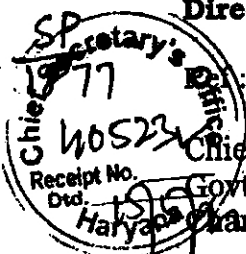
3. The MD & CEO is expected to lead development and deployment of technologies in a scalable and sustainable manner to address the issue of digital and social divide. For this purpose, the MD & CEO is expected to interact closely with the Academic and Research institutions, NGOs as well as with the Industry. The MD & CEO is also expected to mobilize non-Government financial resources for this purpose.

4. I enclose herewith a vacancy circular for the post of MD & CEO, Media Lab Asia. Media Lab Asia is looking forward to your kind support in giving wide publicity to this circular at the organizations / institutions under your administrative control.

With warm regards,

Yours sincerely,

( George Arakal )



CS  
14.5.14

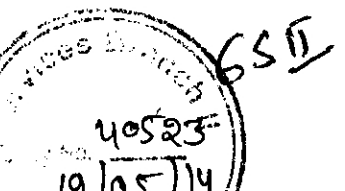
S/S

15-5-14

DSA  
16/5

19/5/14

19/5





Media Lab Asia

Ref. No.MLA/MD/Advt.1/2014

Dated : 28.04.2014

**CIRCULAR**

**Sub : Applications for the post of Managing Director & Chief Executive Officer (MD & CEO) - Media Lab Asia, on Direct Recruitment / Deputation / Absorption on transfer for the fixed duration of appointment**

Media Lab Asia has been set up by the Department of Information Technology, Government of India as a Section 25 Company under the Companies Act, with the objective of using emerging technologies for the benefit of the common man. The organisation will be headed by an MD & CEO, who will report to the Board of Directors of Media Lab Asia.

It is proposed to fill the post of MD&CEO by direct recruitment or by deputation on tenure basis for a period of five years or date of superannuation of the appointee, whichever is earlier. The scale of pay of the MD & CEO will be Rs.80,000/- (fixed) plus DA and other allowances similar to that of Central Government employees. The pay fixation for the All India Service officers will be done in consultation with the Government. A brief note on Media Lab Asia, copies of Newspaper Advertisements, a copy of detailed Web Advertisement consisting of eligibility criteria, other requirements etc. and Application Format are attached as Annexures I, II, III, IV & V.

Eligible and willing officers who can join immediately on selection, may kindly forward their applications, in the prescribed format. Applications (through proper channel or along with NOC, in case of employees belonging to Government/semi Government/ Autonomous bodies and PSUs), should reach the Media Lab Asia office at the address given below **not later than 30<sup>th</sup> May, 2014**. However, advance copies of applications may be sent by e-mail to : [ceo\\_application@medialabasia.in](mailto:ceo_application@medialabasia.in) or by post :

Director (Admin. & Finance)  
Media Lab Asia  
No.2, 4<sup>th</sup> Floor, Samruddhi Venture Park  
Central MIDC Road  
Andheri (East)  
Mumbai : 400 093

Applications received after the due date shall not be entertained.



  
(George Arakal)  
Director (Admin. & Finance)  
Media Lab Asia



## **Annexure I**

### **About Media Lab Asia**

**Media Lab Asia** has been set up by the Ministry of Communications & Information Technology, Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man.

The objective of Media Lab Asia is to bring the benefits of Information and Communication Technologies (ICT) and other advanced technologies to the common man. Media Lab Asia was incorporated as a not for profit section 25 company with its registered office in Mumbai. The Board of Directors is chaired by the Hon'ble Minister of Communications and Information Technology, Government of India.

The role of Media Lab Asia is to conduct and facilitate invention, innovation, refinement and dissemination of innovations to benefit the masses. In this endeavor, Media Lab Asia is working closely with the Government, Academia and R&D institutions, Industry and NGOs. Media Lab Asia takes the research end-to-end- needs assessment, proof of concept, technology and prototype development and field testing to demonstrate its replicability, scalability & sustainability and enables large scale deployment.

### **Research Agenda**

Media Lab Asia's application development and deployment is currently focused on ICT for Healthcare, Education, Livelihood Generation and Empowerment of the differently abled. The details of the projects undertaken in these areas are available at [www.medialabasia.in](http://www.medialabasia.in)



[illegible]

बीकिया लैब एशिया की स्थापना भारत सरकार के सूचना एवं संचार प्रौद्योगिकी मंत्रालय द्वारा सूचना और संचार प्रौद्योगिकियों एवं अन्य उभरती हुई प्रौद्योगिकियों का नवपरिवर्तन, विकास और परिनियोजन आम आदमी के हित में करने के लिए की गई है। कम्पनी आद्योक्त समाधान प्रदान करने के लिए सरकार, शैक्षणिक समुदायों, अनुसंधान एवं विकास संगठनों, उद्योगों और निजी सरकारी संगठनों के साथ मिलकर काम करती है।

- योग्यताएँ: गणितीय साइंस, अंतरिक्ष विषयों में मास्टर्स अथवा पीएचडी; कक्षा साइंस, नियंत्रण, अंतरिक्ष यानिकीशास्त्र, इलेक्ट्रिकल्स और/या इन्फ्रारेड/सौरांतिकी, गणित या ऑपरेशंस रिसर्च या संबंधित क्षेत्र।

- अभ्यर्थी को निम्नलिखित बातें ध्यानपूर्वक पढ़नी हैं—

वेतनमात्र 80,000 रुपये से अधिक है। सल्ल वेतन, वेतन सरकार के कर्मचारियों के मान महंगाई भत्ता एवं अन्य भत्तों के अनुसार भारत के अधिकारियों का वेतन सरकार के अनुसार है।

आवेदन करने के लिए अधिकतम आयु: आवेदन करने की आयु सीमा को 6 वर्षों से अधिकतम आयु सरकार के निर्धारण के लिए सीमा से 6 वर्ष की छूट लागू होगी।

अधिवर्षिता आयु: 65 वर्ष

शर्ती की प्रणाली: निम्न अवधि के निम्न सीधी नियुक्ति/स्थानांतरण पर समावेश। सरकार तथा सरकारी निकायों की सीढ़ियों के प्रतिनियुक्ति और/अथवा स्थानांतरण पर समावेश के लिए केन्द्रीय सरकार में 10,000/- रु. या अधिक के प्रदत्त बताने वाले पद के समतुल्य में कम से कम 5 वर्षों का प्रासंगिक अनुभव।

**नियुक्ति की अवधि: पांच वर्ष।**

**तैनाती का स्थान:** वर्तमान में दिल्ली में।

**आवेदनों को प्राप्त करने की अंतिम तिथि: 30 मई, 2014**

चयनित किए जाने पर कार्यभार तुरंत ग्रहण कर सकने वाले योग्य और इच्छुक व्यक्ति हमारी वेबसाइट [www.medialabasiasia.in](http://www.medialabasiasia.in) में उपलब्ध प्रारूप में अपने आवेदन भेज सकते हैं। आवेदनों की अग्रिम प्रतियां ई-मेल द्वारा [ceo\\_application@medialabasiasia.in](mailto:ceo_application@medialabasiasia.in) पर एवं हस्ताक्षरित प्रतियां डाक द्वारा: निदेशक (प्रशासन एवं वित्त), मीडिया लैब एशिया, समृद्धि वैचर पार्क, सं. 2, चौथा तल, सेंट्रल एम.आई.डी.सी. रोड, अंधेरी (पूर्व), मुंबई-400 093, दूरभाष: +91-22-2831 2930, 31 फ़ैक्स: +91-22-28379158 पर भेजी जा सकती हैं।

विशुद्ध विज्ञापन और ऐपलिकेशन फॉर्म का प्रारूप मीडिया लैब एशिया की वेबसाइट: [www.medialabasia.in](http://www.medialabasia.in) पर उपलब्ध है।

**निदेशक (प्रशासन एवं वित्त)**

# Media Lab Asia

**is looking for  
a dynamic person to lead the organization as**

Media Lab Asia has been set up by the Ministry of Communications & Information Technology, Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. Media Lab Asia works closely with Government, Academia, R&D institutions, Industry and NGOs for providing end-to-end solutions.

## Qualification and Experience required

- **Qualifications:** Masters or Ph.D. in Engineering/Science in CSE, IT, Communications and/or Electronics, Physics and Mathematical Sciences Research or related areas.
- **Experience:** Minimum 25 years of relevant experience.

The candidate should have an impressive and consistent academic and professional record.

**Scale of Pay:** Rs. 1,00,000 (fixed basic pay in the Rs. 1,00,000 scale) plus DA and other allowances similar to those of a Government employee. The pay fixation for the All India Service officer will be done in accordance with Government.

**Upper Age Limit for Applying:** 60 years as on the last date of receipt of applications, with relaxation of age relaxation for Government of India employees.

**Age of Superannuation:** 60 years.

**Mode of Recruitment:** Direct Recruitment/Deputation/Assignment on Transfer for the fixed duration of appointment. At least 5 years of relevant experience at a level equivalent to a post with a Gross Pay of Rs. 1,00,000/- or more in Central Government for Deputation and/or Assignment on transfer of candidates from Government and Government bodies.

**Tenure of Appointment:** Five years. **Place of Posting:** presently in Delhi.

**The last date for receipt of applications:** 30th May, 2014.

Eligible and willing persons who can join immediately on selection may send their applications in the format available at our website [www.medialabasia.in](http://www.medialabasia.in).

Advance copies of applications may be sent by e-mail to: [ceo\\_application@medialabasia.in](mailto:ceo_application@medialabasia.in) and signed copy by post to: Director (Admin. & Finance), Media Lab Asia, Samruddhi Venture Park, No. 2, 4th Floor, Central MIDC Road, Andheri (East), Mumbai - 400 093, Phone: +91-22-2831 2930, 31 Fax: +91-22-28379158,

Website: [www.medialabasia.in](http://www.medialabasia.in)

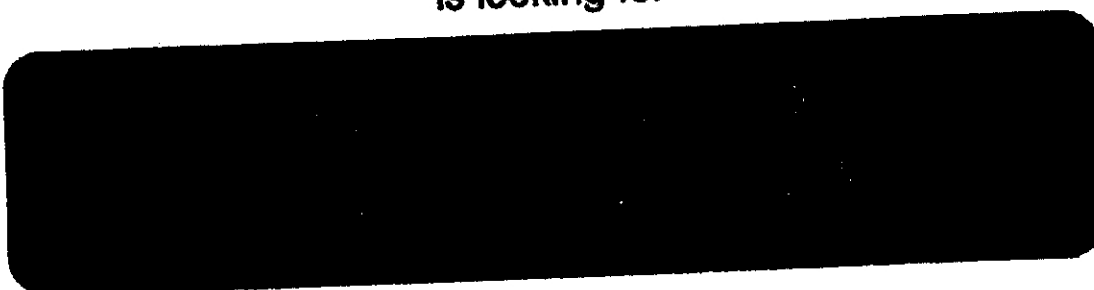
The detailed advertisement and format of Application Form are available on Media Lab Asia website: [www.medialabasia.in](http://www.medialabasia.in)

Director (Admin. & Finance)



## Media Lab Asia

is looking for



Media Lab Asia has been set up by the Ministry of Communications & Information Technology, Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man.

The objective of Media Lab Asia is to bring the benefits of Information and Communication Technologies (ICT) and other advanced technologies to the common man. Media Lab Asia was incorporated as a not for profit section 25 company with its registered office in Mumbai. The Board of Directors is chaired by the Hon'ble Minister of Communications and Information Technology, Government of India.

The role of Media Lab Asia is to conduct and facilitate invention, innovation, refinement and dissemination of innovations to benefit the masses. In this endeavor, Media Lab Asia is working closely with the Government, Academia and R&D Institutions, Industry and NGOs. Media Lab Asia takes the research end-to-end- needs assessment, proof of concept, technology and prototype development and field testing to demonstrate its replicability, scalability & sustainability and enables large scale deployment.



Media Lab Asia's application development and deployment is currently focused on ICT for Healthcare, Education, Livelihood Generation and Empowerment of the Differently Abled. The details of the projects undertaken in these areas are available at [www.medialabasia.in](http://www.medialabasia.in)

**Qualification, Age, Experience and other requirements for appointment to the post of MD & CEO of Media Lab Asia on Direct Recruitment/Deputation/Absorption on Transfer for the fixed duration of appointment.**

Masters or Ph.D. in Engineering/Science in CSE, IT, Communications, Electrical and/or Electronics, Physics and Mathematics or Operations Research or related areas.  
The candidate should have an impressive and consistent academic and professional record.

25 years of relevant experience.

Rs. 80,000/- (fixed basic pay in the pay scale plus Dearness Allowances similar to Central Government employees. The pay fixation for All India Service officers will be done in consultation with the Government.

65 years.

55 years as on the last date of receipt of relaxation, with 10 years of relaxation for Government of India employees.

- Technology needs assessment, Development and Deployment of ICT/E technologies in various sectors of economy specially in social sector.
- Innovation management in the area of ICT&E covering all aspects from identification to deployment.
- Intellectual Property Rights, commercialization of technologies /products, R&D and business collaborations and business development etc.
- Funds mobilization from Governmental and non-governmental sources.

- Clear scientific and technological vision and be abreast of global developments in the field of ICT&E
- Ability to lead, guide and motivate a talented team of scientists and Engineers towards achieving the goals of Media Lab Asia
- Ability to attract industry sponsorship for Media Lab Asia.
- Ability to independently manage an organization of national importance.
- Ability to effectively interface with Government, Industry, Academia and R&D institutions.

Five years term with a possibility of extension for another term or upto the age of superannuation, whichever is earlier. The appointment shall be on probation for one year from the date of joining Media Lab Asia. This period of probation shall be considered as part of the length of service of 5 years.

Direct Recruitment / Deputation / Absorption on Transfer for the fixed duration of appointment. At least 5 years of relevant experience at a level equivalent to a post with a Grade Pay of Rs. 10,000/- or more in Central Government for Deputation and/or Absorption on transfer of candidates from Government and Government bodies.

Presently in Delhi.

1. The Application Form duly filled in and signed with photograph and other supporting documents should be submitted in a sealed envelope and the envelope should be superscribed with the post applied for and the corresponding Post Code.
2. Applicants who had responded to our earlier advertisement dated 12th August, 2013, for the post of MD & CEO, need to apply again if they wish to be considered.
3. Screening of applications will be based on qualifications, age, academic record and relevant experience. Media Lab Asia reserves the right to fix a threshold of qualifications and experience for screening and limiting the number of candidates for personal interview. Only short listed candidates shall be invited for selection interview. Media Lab Asia reserves the right to not to select any of the candidates without assigning any reason there of.
4. Application through Proper Channel: Applicants, if employed in Govt./Semi Govt., PSUs, Government institutions and Autonomous institutions should apply through proper channel. In all such cases, advance copies of Applications be sent to us directly.
5. **Applications should be submitted in the specified format ONLY. Applications NOT submitted in the specified format, incomplete applications or Applications without the requisite information asked for / without signature / without photograph / without proof of qualifications / without proof of experience / age and applications received after the due date may not be considered.**

Interested candidates who fulfill the necessary requirements may download the application form, apply in the prescribed manner along with copies of certificates (regarding proof of age, qualification, experience, etc.), and submit/send the same in a sealed envelope, superscribing the envelope "Application for the post of MD & CEO, Media Lab Asia & Post Code MLA/MD/14". Advance copies of applications may be sent by e-mail to: [ceo\\_application@medialabasia.in](mailto:ceo_application@medialabasia.in). Duly filled in Applications should reach

Director (Admin. & Finance)

**Media Lab Asia**

Samruddhi Venture Park,  
No.2, 4th Floor, Central MIDC Road,  
Andheri (East), Mumbai : 400 093,  
Phone: +91-22-2831 2930, 31  
Fax: +91-22-28379158

on or before the last date for receipt  
of applications

Director (Admin. & Finance)

**Post Code: MLA/MD/14**

**Application for the Post of : Managing Director & Chief Executive Officer ( MD&CEO)**

## Proforma for Application

[illegible]



Phone Nos. (with STD Codes)

(Office)

(Residence)

(Mobile)

11. Have you been interviewed for recruitment in any post in Media Lab Asia earlier?  
If yes, for which position & Year:

**12. Academic & Professional Qualifications (beginning with the latest qualification and up to SSC)**

Examination / Degree	Name of the Institute/ Board University	Main Subject(s) / Specialization	Year of Passing	Percentage of marks in aggregate and Division	Rank / Distinction, if any

**13. Fields of specialization:**

**14. Are you employed in any Govt./Semi-Govt./Public Sector Undertaking/Autonomous Bodies.**

☐ Yes☐ No

If 'Yes', the application should be forwarded through proper channel.

**15. Details of present employment:**



Name of the organization with address:

ii) Designation of the post held

iii) Whether present post is held on regular tenure / deputation or adhoc basis and since when:

iv) If on deputation, details of post held on regular basis / scale of pay and since when:

v) Basic Pay & Grade Pay and Scale of pay of the post with Gross salary:

vi) Total salary if on CTC/Consolidated basis:

vii) Any other emoluments/benefits  
(other than salary) available:

viii) Any other relevant information:

16. Work Experience (Latest First): (Please use additional sheets, if required)

Name and Nature of the Organization	Designation & Grade	Total Salary drawn	Period of Service		Role of Applicant and Significant Contributions
			From	To	






**17. Details of experience relevant to the Post applied for, specially in the area of ICTE: (Please use additional sheets, if required)**

<b>S. No.</b>	<b>Type of Experience</b>	<b>Details of Experience with specific achievements. Also please specify timelines</b>
a.	R & D planning, programme and project Management Including the budget size of the projects, specially in ICTE	
b.	Research & technology development, specially in ICTE	
c.	Technology needs assessment, Development and Deployment of ICT&E technologies in various sectors of economy, specially in social sectors and techno-economic reports	
d.	R & D and business collaborations and business development, etc. in the area of ICTE	
e.	Technology Transfer / Commercialization of technologies, products, specially in the area of ICTE	
f.	Technology Innovation and innovation management in the area of ICTE covering all aspects from identification to deployment	
g.	Patents filed, obtained and transferred/commercialized	



h.	IPR management	
i.	Interface and collaborations with Government, Industry, Academia and R&D institutions and NGOs	
j.	Funds mobilization from Government and non-governmental sources	
k.	Organizational management, specially in the area of ICTE	

18. Field of specialization, summary of R&D and other work done with list of patents, Publications and reports if any (one set of reprints to be furnished, if available)

(Use extra page if space is insufficient)

19. Association & Affiliation with Professional Bodies :

(Use extra page if space is insufficient)



Any significant achievements relevant to the position of MD&CEO, Media Lab Asia.

(Use extra page if space is insufficient)

21. Why do you think you are suitable for the position of MD & CEO of Media Lab Asia and your proposed Plan of action for the growth of Media Lab Asia

(Use extra page if space is insufficient)

22. Please furnish two professional references (preferably from professionals with whom the applicant has work experience in the present employment / recent past employment)

• References from relatives, friends, etc. should be avoided.

(1) Name:

Fax Number

Address:

E-mail :

How does referee know you:

Tel. No.: (Off.)

(Res.)

(Mobile)

(2) Name:

Fax Number

Address:

E-mail :

How does referee know you:

Tel. No.: (Off.)

(Res.)

(Mobile)



**Declaration:**

1. I certify that all information provided in this application is true, complete and correct to the best of my knowledge and belief. I understand that any false information or omission of information may disqualify me from consideration for employment and may result in dismissal from the job, if discovered at a later date.
2. I understand that this application does not create a contract of employment nor guarantee for employment.
3. I have read and understood the above declaration before signing this.

**Place:**

**Date:**

**Signature of the Applicant**

**Note: Please DO NOT attach any ORIGINAL Certificates. However, copies of Certificates in support of Educational Qualifications, Age, Experience, Current Employment and Salary SHOULD BE ATTACHED with the Application Form. Testimonials in originals shall be required to be produced, if called for, at the time of interviews.**



**Part - II**

**(To be filled in by the Competent Authority in the case of candidates who are presently working in Government / PSUs / Autonomous Organizations only)**

**Certified that:-**

- i) The information given above by the officer is correct.
- ii) No vigilance/ disciplinary proceedings are either pending or contemplated against the above mentioned officer.

Signature : \_\_\_\_\_

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

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

Department : \_\_\_\_\_

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