

## INDIA GOVERNMENT MINT

### IDA PHASE-II, CHERLAPALLY, HYDERABAD-500 051

#### ROLLING ADVERTISEMENT FOR INTERNSHIP IN "MARKETING" CATEGORY

**Scheme:** This Scheme seeks to engage students pursuing Graduate /Post Graduate Degrees or who are Research Scholars enrolled in Government recognized premier University / Institutions like NIT/IIT/IIM/NIFT/NID etc., as "Interns". These *interns* shall be given exposure to various Verticals / Divisions / Units within IGMH. Internship shall be available throughout the year based on the requirements of IGMH, but main focus would be on summer internship.

**About IGMH:**

India Government Mint, Hyderabad (IGMH), a unit of Security Printing And Minting Corporation of India Limited ('SPMCIL') is one of the four Mints that is engaged in the manufacture and supply of coins to Reserve Bank of India for the purpose of circulation. It is an ISO 9001:2015, ISO 14001:2015 certified unit, NABL ISO: IEC 17025: 2017 accredited laboratory for Gold and Silver Assaying.

**Eligibility:** The following categories of applicants are eligible to apply for the internship.

- A) The applicant should be pursuing Graduation /Post-Graduation / Research in the concerned field of study from any recognized University/Institution within India. Priority will be given to students from premier Institutes like IIM/IIT/NIT/NIFTNID etc.
- B) Candidates who have passed out with the above qualifications not more than 02 years ago may also apply.

**Project work:** Digital Marketing for Commemorative Coins, Medals, Medallions and Souvenirs for IGM, Hyderabad.

**Duration:** The period of Internship will be 04 weeks to 12 weeks. Internship maximum period shall not exceed 12 weeks.

**Skill Set:**

- Ability to write, design and produce impactful digital collateral - including animated info graphics, visual and text-based post content for Twitter, LinkedIn, Facebook, Instagram and differentiate between platforms;
- Skilled for using photo and video editing softwares
- Adept at using a wide range of social media platforms including Facebook, Twitter, Instagram, Medium, Blogger, etc.
- Knowledge of social media monitoring technology and can use social media measurement and listening tools.
- Knowledge of Branding
- Ability for developing compelling content to generate response from audiences online;
- Ability for reporting on qualitative and quantitative analytics;

**Languages:**

- Read, write and speak Hindi/English.

**Deliverables:**

**Overall strategy-** design an overall digital marketing strategy , developing suitable mix for various channels,

- design and deliver a social media strategy and content calendar including content/graphic creation, posting on Twitter/LinkedIn/and Facebook, and on-going community management;

**Email marketing** – Content Development for email marketing and social media campaign and coordinate the campaign through an integrated marketing platform - providing reports to the client;

**Social media advertising** - design minimal social media advertising to boost posts and reinforce calls to action and manage all advertising purchases and schedules/timings (budgets to be advised)

**Brand Logo Development** – Advise suitable brand logo development and branding related communication

**Content Creation**

Proactively create editorial content (stories, photos, advocacy images, contests, campaigns, audio, video, info graphics, etc.) in cooperation with Communication Team adapt for media pitching, web and social media, posting daily to respective channels; Adapt multimedia assets of Communication for the local audience.

Development of Stories, social media posts, videos, images, infographics, photos posted to digital channels.

Recommending suitable changes in the webpage after studying websites of Leading Mints

Actively engage with online audiences through social media channels based on the inputs given by IGMH.

**Entitlement:**

The interns will be entitled for a consolidated monthly amount of ₹ 10,000 /- per month. The stipend will be paid @ ₹ 10, 000 per month but the amount will be paid after 10 days of submission of complete Project Report. TA restricted to AC III Tier will be paid to the interns for to and fro only once during entire internship by IGMH during the internship if internship fellow is not stationed at Hyderabad and accommodation will be arranged at IGMH guest house subject to availability.

**Benefits**

The Interns shall have an opportunity to know about the operational & policy together with functioning of IGMH and may contribute to the various matters by generating inputs such as empirical analysis of data, briefing reports etc. IGMH would issue an Experience Certificate to interns on successful completion of internship.

**Procedure for Applicants:**

(i) Interested applicants may apply by submitting the **Application form in desired format** by e-mail to [hr.igmh@spmcil.com](mailto:hr.igmh@spmcil.com) along with **CV, Institute ID card, recommendation letter & bonafide certificate issued by their respective Institute**. However if recommendation letter from the institute is not submitted at the time of applying, the same may be submitted at the time of joining.

(ii) Interns must also clearly indicate the area of interest or study for which internship is applied.

(iii) A candidate can apply for internship only once during a financial year.

**Procedure for Selection and Other Modalities of the Scheme:**

(i) Applications received through the online link will only be considered.

(ii) All the applications received will be scrutinized by a Cross Functional Committee and selected on the basis of area of interest of the applicant and the requirement of this office.

(iii) Depending upon the number of applications received against a particular domain/area, IGMH reserves the right to fix up the eligibility criteria, limit the number of applicants to be called for a particular period and to decide about the mode of screening thereof.

(iv) A letter will be issued to the selected candidate offering him/her the opportunity for internship at IGMH.

(v) After issuing of the sanction letter the applicant should report within the time stipulated otherwise the internship will be cancelled.

(vi) The concerned heads of Divisions/Sections shall be responsible for ensuring that the working programme and output mutually agreed upon with the Intern is satisfactorily completed. Interns shall be required to submit a Report at the end of their programme to the respective Heads of the concerned Divisions/Sections.

(vii) The attendance record and the details of work supervision shall be maintained by the Heads of the Divisions/Sections or person authorized. Interns will be required to complete the project or task assigned and in some cases they may be allowed flexi hours of working.

(viii) During the Internship period the Interns must keep all the gathered information strictly confidential and refrain from using it for their own purposes or from disclosing it to anyone outside the Company as IGMH is a security sensitive organization and sovereign function for Government of India. In addition, on conclusion of the Internship Program, all the documents/ property/ equipment/ electronically stored information belonging to the Company have to be immediately returned back and shall not be backed up in personal devices or copies.

(viii) Interns assume all risks of participating in the Internship Program. Interns should abide by safety and security norms implemented at the Unit/Corporate Office and will obey the policies, rules and regulations of the Corporation.

(ix) Corporation will not be liable for any injury sustained/ health deterioration that may arise during the course of Internship.

(x) Corporation may at any time terminate the internship without notice or cause depending upon situation. Also an intern can leave the Program, if he/she desires, giving prior notice of 7 working days. No certification shall be awarded to such an intern in any of the case and no stipend will be paid.

(xi) CGM, IGMH will be Competent Authority to select any intern.

(xii) Misconduct by any student inside and outside IGMH, during his/her internship period will be viewed seriously and may lead to termination of his/her internship.

(xiii) Selection to the 'Intern' is purely on temporary & fixed term basis and does not entitle any student for regular employment.

Application can be filled through the following Link

<https://forms.gle/BskNZzsUjrc281KU8>

**Application Form for Internship at IGMH**

- 1.0 Internship Area: Design/ Marketing
- 2.0 Period of Internship: 4/6/8/12 weeks
- 3.0 Preferred Start Date of Internship:
- 4.0 Name:
- 5.0 DOB:
- 6.0 Institute:
- 7.0 Course of study:
- 8.0 Year of Study: 1<sup>st</sup>/2<sup>nd</sup> /3<sup>rd</sup> /4<sup>th</sup>
- 9.0 Graduating in Month/ Year:

**10.0 Present Address:**

Line 1:

Line 2:

Line 3: Town/ City

Line 4: State

Line 5: Pin code

**11.0 Permanent address:**

Line 1:

Line 2:

Line 3: Town/ City

Line 4: State

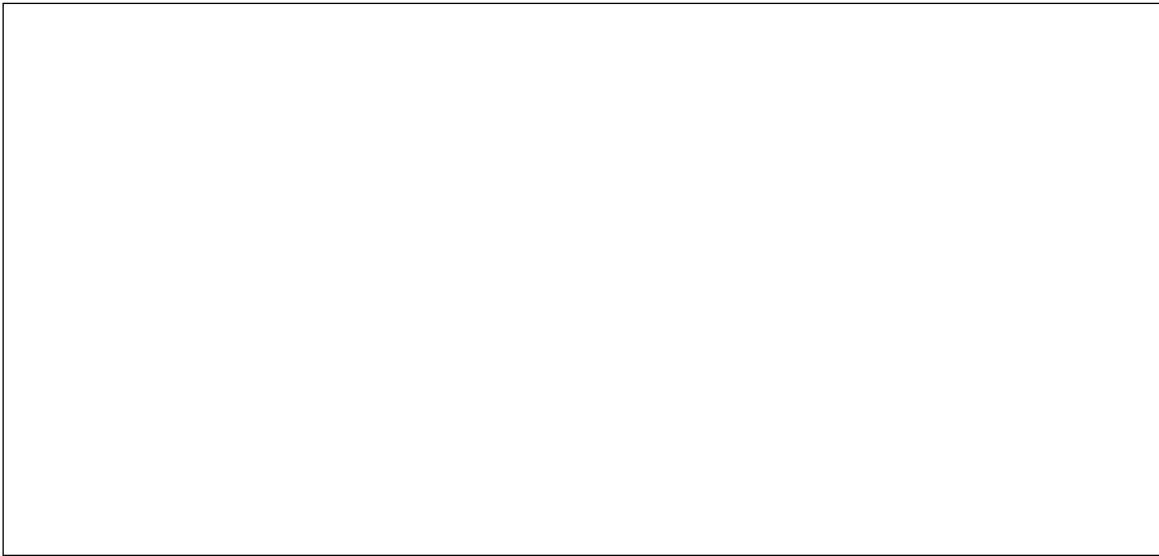
Line 5: Pin code

**12.0 Contact email id:****13.0 Official email id:****14.0 Contact Phone/ Cell:**

15.0 Institute Contact Person with email id:

**16.0 Please enclose a copy of your CV**

17.0 Please enclose your Statement of intent in 500 words bringing about your skill profile and match to IGMH's requirement



I will abide by the Rules and regulations of the internship. I will be responsible for any risks arising to me out of the internship. I shall not disclose any confidential information pertaining to IGMH. I will maintain secrecy of the official information.

Enclosure: Copy of I card, CV and Recommendation letter from institute to be emailed to [hr.igmh@spmciil.com](mailto:hr.igmh@spmciil.com)

Signature

Place

Date