

Home, Prohibition & Excise Department, Secretariat, Chennai-9.
Notification No.15572/2024, Dated: 27.08.2024

Mission Management Unit for Drug Free Tamil Nadu

Applications are invited from the eligible persons for appointment on contract basis to the posts of Specialists for "Mission Management Unit (MMU) for Drug free Tamil Nadu. to assist the Mission Director, Mission Management Unit (MMU).

I. Eligibility Criteria:-

1. Specialist in Communication, Awareness creation Multi Media

i. Educational Qualification:

A Masters degree in Communications, Media Studies, specialization in Drug Policy, Criminal Justice or Public Administration or a similar field.

ii. Work Experience

At least 5 years of experience in communication, media or public relations, designing and implementing awareness campaigns, preferably those targeting drug abuse. Experience working with NGOs or Government Agencies focused on drug control would be given preference.

iii. Duties and responsibilities:

A. Develop effective Communication Strategy:

Creating comprehensive behaviour change communication strategy to effectively create awareness to convey important information about narcotic drugs, psychotropic substances and banned tobacco products to various audience, change in attitude and bring about behaviour change among students and youth using multimedia approach.

B. Development of IEC Materials:

- Designing and developing IEC materials such as brochures, pamphlets, posters, videos and presentations in coordination with DIPR to inform the public and key stakeholders about the risks associated with drug abuse and its ill effects on personal health and wellbeing, family and society.

C. Monitoring of Public Awareness Campaigns:

- To guide and monitor the public awareness campaigns through various channels such as Social Media, Websites, Television, Radio, and Print Media by the DIPR and Social Welfare and Women Empowerment Department to check effectiveness of campaigns and suggest suitable modification.
- To guide and monitor the awareness programmes conducted by the Social Welfare and Women Empowerment Department, Higher Education Department, School Education Department for school students, youth and public through Nodal Teachers, NSS / NCC volunteers and Health and Family Welfare Department / Police Department Officials.
- To guide and monitor the proposed counselling sessions to be conducted in schools through the RBSK team under the Health and Family Welfare Department.
- To guide and monitor the preparation of training material for the training and capacity building programmes for Teachers, Programme Coordinators of NSS, School Management Committee Members, Hostel Warden, etc., to be conducted by School and Higher Education Departments.

D. Policy Advocacy: Collaborating with NGOs, Civil Society Groups and other Social Organisations to support advocacy and evidence-based policies and regulations aimed at reducing the availability and demand for narcotic drugs and psychotropic substances.

2. Specialist in Capacity Building and Online Training

i. Educational Qualification:

A masters Degree in Education, Training or Human Resources Development with specialization in Public Health, Social Sciences or Criminal Justice or a similar field.

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ii. Work Experience

At least 5 years of experience in training, instructional design, or capacity building, preferably in the context of law enforcement, public health or drug control, working in the field of drug policy, law enforcement or public health initiatives related to narcotic drugs and psychotropic substances would be highly advantageous.

iii. Duties and Responsibilities

Develop materials and processes for specific areas / topics identified as needed for capacity development of partners, including training, mentoring and coaching of partners; peer learning and other methodologies. Ensure flexibility and high quality of the capacity development support provided to the partners.

- A. Developing Training Programmes:** Designing comprehensive training programmes tailored to the needs of different target groups/ Age groups/ Social strata and Institutions like Schools/ Colleges, Health care Professionals, Law Enforcement Personnel, etc.,
- B. Curriculum Development:** Creating content to inform, educate and change behavior through educational material, modules and resources for training sessions (Both Online and Offline), workshops, seminars and conferences, ensuring that they are evidence-based, culturally sensitive and up-to-date with current trends and best practices,
- C. Facilitating Training Sessions:** Conducting and coordinating in-person or virtual training sessions, workshops and seminars on topics such as drug / substance abuse, ill effects of banned tobacco products, counselling, treatment modalities, enforcement strategies, etc.,
- D. Technical Assistance:** Providing technical assistance and guidance to departments and institutions involved in drug prevention, treatment and enforcement efforts, including developing action plans, implementing interventions and evaluating outcomes.
- E. Capacity Assessment:** Assessing the existing capacities and training needs of individuals, organizations and communities involved in drug-related work to identify areas for improvement and prioritize training and capacity-building activities.

P.T.O

F. Training and Workshops: Conducting training sessions and workshops for Community Groups, Educators, Healthcare Professionals, Law Enforcement Agencies and other stakeholders to increase their understanding of drug-related issues and prevention strategies.

G. Empowerment and Sustainability: Empowering individuals and communities to take ownership of drug-related initiatives and sustain their efforts over the long term through capacity-building activities focused on Leadership Development, Organizational Strengthening and Community Mobilization.

H. Monitoring capacity building and training programmes:

- To monitor the existing training programme conducted by the School Education Department to the NSS / NCC / Scouts/ Guides Volunteers and the new training module on drugs to be incorporated into the existing training programme by the School Education Department.
- To guide monitor the special training programme to be conducted by the School Education Department to the teachers, members of School Management Committees and the Parent and Teacher Associations.
- To guide and monitor the training programme to be conducted by the Higher Education Department to the Teachers, Nodal officers and School Management Committees on the Website / Portal to upload the information / complaints relating to Drugs.

3. Specialist in Data Analysis, Monitoring and Documentation

i. Educational Qualification:

A Masters Degree in Data Science, Statistics or Mathematics, with Specialization in Public Administration or Economics or Public Health, Social Sciences or Criminal Justice or similar field.

ii. Work Experience

At least 5 years of experience in data analysis, monitoring and evaluation, preferably in the context of public health, drug control or law enforcement, monitoring and evaluating programs related to narcotic drugs and psychotropic substances, Working with government agencies, international organizations or NGOs in a data analysis or monitoring role related to drug control, health or law enforcement.

P.T.O

iii. Duties and Responsibilities:

- A. Data Collection:** Overseeing the collection of relevant data from various sources, including Government Departments, Healthcare Providers, Treatment Facilities, Media and Research Studies to gather comprehensive information on drug use, availability and related factors.
- B. Data Management:** Organizing and maintaining databases of drug-related data, ensuring data quality, integrity and security and developing protocols for data storage, retrieval and sharing in accordance with relevant regulations and ethical standards.
- C. Data Analysis:**Analysing drug-related data, data analysis and visualization techniques to identify patterns, trends and correlations to assess the impact of interventions and policies on drug use and related outcomes.
- D. Performance Monitoring:** Monitoring the performance of awareness creation, drug demand reduction, counselling, treatment and enforcement activities etc., through an online reporting portal for reporting the activities of various stake holding departments. Data analysis and reporting progress against key performance indicators to assess program effectiveness and results.
- E. Trend Analysis:** Conducting trend analysis to identify changes in drug use patterns, substance availability and drug-related harms across different populations, geographic areas and time periods and using this information to inform interventions and programmatic responses.
- F. Documentation and Reporting:** Identify and Document best practices through evidence-based data analysis and share best practices and case studies across Districts and Departments for scaling up.
- G. Monitoring and Evaluation:** Monitoring the effectiveness of communication strategy and capacity building activities through data analysis, surveys and feedback mechanisms and using this information to make adjustments and improvements to future campaigns.

II. General

A. Duration of assignment

The Duration of the assignment shall be for 12 calendar months from the date of award of the assignment.

B. How to Apply

Application shall be downloaded from the Government Website (www.tn.gov.in/department/14) under 'Announcements' and the filled application should be sent to the e-mail (mmudfttn2024@gmail.com).

Documents to be attached:

1. Detailed Curriculum Vitae along with copies of Educational Qualification Certificates(Self Attested).
2. Experience details (letter from the employer/copies of the earlier assignment etc.)

C. Remuneration:

Rs.1.50/- lakh per month (approx.)

D. Last date for application:

Last date for submission of the application-**10.09.2024**

E. Others:

The scanned applications along with the supporting documents in proof of their Age, Qualification and Experience should be sent to e-mail (mmudfttn2024@gmail.com).

Applications through post and in person will not be considered.

sd/-xxx

Additional Chief Secretary to Government
Home, Prohibition and Excise Department

// True Copy //

Section Officer

[Handwritten signature]
22/09/2024

Application for the post of Specialist in Communication, Awareness creation Multi Media/ Specialist in Capacity Building and Online Training and Specialist in Data Analysis, Monitoring and Documentation.

Please ensure that this form is fully filled. Incomplete forms could lead to disqualification of the Application.

| S.No | Details | |
|------|--|--|
| 1. | Name | |
| 2. | Gender | |
| 3. | Date of Birth | |
| 4. | Age(as of August 2024) | |
| 5. | Primary Mobile Number | |
| 6. | Primary Email Address | |
| 7. | Current Residential Address | |
| 8. | Name of the post applied for | |
| 9. | Educational Qualifications | |
| 10. | Total Number of Relevant Years of Experience as on 01.08.2024 | |
| 11. | Last Drawn Monthly (Salary) in INR | |
| 12. | Prior Experience in handling Government related Projects/ operations, if any | |

Date:

Place:

Signature of the applicant