

No. A- 12026/2/2020-Admin II

Government of India

NITI Aayog

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**Subject: Recruitment to the post of Mission Director for Atal Innovation Mission (AIM), NITI Aayog.**

### **About NITI Aayog**

NITI Aayog, the National Institution for Transforming India is involved in proactively identifying and formulating transformational visionary initiatives that would enable an accelerated socio-economic growth of India while also assuming a global leadership position in various sectors in the 21<sup>st</sup> century leveraging its demographic dividend and other strengths.

### **About Atal Innovation Mission – NITI Aayog**

Government of India established Atal Innovation Mission (AIM) including Self Employment and Talent Utilization (SETU) in NITI Aayog. The overarching purpose, of this Mission is to promote a culture of innovation and entrepreneurship in India and to find ultra-low cost solutions to India's pressing and intractable problems.

The vision of Innovation and Entrepreneurship (I&E) through the AIM, NITI Aayog, is to identify the opportunities and the gaps in India's innovation ecosystem, design and test pilots and policies to address them and, once successful, scale the interventions through other Ministries/Departments of central and state Governments as well as the private sector- all with the objective of making India a global leader in I&E. Thus the focus of the AIM will be primarily on ideating and incubating new approaches for the ecosystem.

NITI Aayog is looking for a dynamic and experienced person with proven organizational skills to head the Atal Innovation Mission who can drive existing and new AIM initiatives and strategies further to meet the above objectives.

Some of the major initiatives undertaken taken in the first phase of AIM are as follows:

1. **Atal Tinkering Labs-** Creating problem solving mindset across schools in India through tinkering labs. of which more than 5000 have already been established around the country.
2. **Atal Incubation Centers** –Setting up world class incubators fostering world class startups and adding a new dimension to the incubator model.
3. **Atal New India Challenges** - Fostering product innovations and aligning them to the needs of various sectors/ministries.
4. **Atal Community Innovation Centers-** To stimulate community centric innovation and ideas in the unserved /underserved regions of the country including Tier 2 and Tier 3 cities.
5. **Applied Research and Innovation for Small Enterprises** – To stimulate Make in India innovations in the MSME / startup industry
6. **Mentors of Change National platform-** A nation-wide Mentor network in collaboration with public sector, corporates and institutions, to support the various initiatives of the mission.

AIM is administratively mapped within the NITI Aayog, with direct budgetary support from the Govt. of India. AIM has a Mission High Level Committee (MHLC) comprising of distinguished leaders from government, private sector, Indian and international academia, and industrial representatives. More details are available at <https://aim.gov.in>

**Number of position** -1 (One)

**Mode of Recruitment** - Contract Based through Open Market

**Pay & Allowances** - Equivalent to Pay Level -15 (Rs182200-224100) in Govt. of India.

**Period of Contract**- 2 years (extendable)

**Essential qualifications** -

1. Indian citizens up to 60 years of age as on the date of advertisement.
2. Master's degree in any field of science or BE/B.Tech or MBA or 2 Years PG Diploma in Management.
3. 18+ years of professional work experience post essential educational qualifications in one or more of the following areas - research, innovation, technology development, strategy in academia, industry or government in India or international location. Additionally,