



**EASTERN COALFIELDS LIMITED**

(A Subsidiary of Coal India Limited)

Office of the Chairman-Cum-Managing Director

Sanctoria, Post: Dishergarh, District.: Paschim Burdwan, West Bengal, PIN-713333.

Ph-0341-2521020 Fax No. 0341-2523574, CIN-U10101WB1975GO1030295

(An ISO 9001:2015, ISO 14001:2015 & ISO 45001:2018 Certified Company)

Ref: ECL/HQ/CMD/PR/2021-22/49

Date 01.02.2022

To  
The Area General Manager  
All Area

The Head of Department  
All Department, ECL HQ

The Chief Manager Officer (I/c),  
Sanctoria Hospital / CH Kalla Hospital

The GM/HOD/Agent  
Neamatpur WS / Poniati WS / Sodepur WS / Mugma WS/ MRS / BE&FW

Subject: ECL Media Policy-2022

Dear Sir,

Kindly find enclosed herewith newly approved ECL Media Policy -2022 for your kind persual. All publication, advertisement shall be done in accordance with ECL Media Policy-2022.

This is for your kind information and necessary action please.

Enclosed: as above

Yourfaithfully

(Kaushik Gupta)  
Chief Manager (PR)

Distribution:

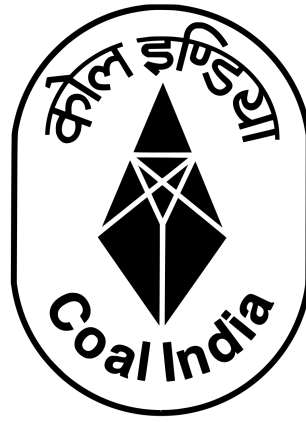
Chief Vigilence Officer, ECL

GM (T&MS)/TS to CMD, TS to D(T)P&P, TS to D(T)OP, TS to D(F), TS to D(P), ECL

GM (PR/CC), Coal India Limited

# Eastern Coalfields Limited

(A Subsidiary of Coal India Limited)



## Media Policy-2022

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# ECL Media Policy - 2022

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**1.1: BACKGROUND:** The previous Media Policy of ECL was formulated in the year 1996. In view of replacement of publication of individual tender notices by 'Common Window Advertisement' arising out of amendment in CIL Purchase Manual and in order to accommodate many well circulated eminent newspapers in Local Group publishing local pages of Asansol and Durgapur region (Most of the Areas of ECL are operating in this region of West Bengal) in their dailies as a subsequent development, it was felt necessary for formulating new Media Policy for ECL, where an effort has been made that enlisted paper gets equal opportunity to get equal number of advertisement with minimum human intervention in order to bring more transparency in the existing system.

**1.2: OBJECTIVE:** Media Policy-2022 has been formulated for bringing clarity, brevity and transparency in awarding advertisements to different newspapers and to bring more clarity and transparency in the functioning of PR Department.

**1.3: APPLICATION:** Media Policy-2022 shall be applicable throughout ECL. This will be applicable for five (05) years from the date of as stipulated hereunder or till issuance of any new Media Policy whichever is earlier. However, so far publication of notification/ advertisement is concerned, instant Media Policy may continue after lapse of stipulated five (05) years till replacing the instant Media Policy by finalizing a new Media Policy.

This will come into effect from 01 April 2022.

## **1.4: Subject matters required publications in Newspapers:**

**1.4 (i) Tender Notices through Common Window advertisements:** Keeping in view of the clause 8.9.1 of the CIL Purchase Manual, 2020 and communication of GM (MM), CIL vide letter No. CIL/C-2D/Purchase Manual/1341 dated 13.02.2020 in regard of publication of Common Window Advertisements, the website link of Common Window is required to be advertised in newspapers.

**1.4 (ii) Matters related to Disciplinary Proceedings:** Charge sheet/ Notice of Enquiry/ 2<sup>nd</sup> Show Cause Notices, order of dismissal etc. in respect of disciplinary proceedings initiated against both executives and non-executives employees governed by Coal India Executives Conduct, Discipline and Appeal Rules, 1978 or Certified Standing Order of

ECL, as the case may be, are required for publication in newspapers for ensuring service of the same to the concerned employees.

**1.4 (iii) Notices regarding acquiring land and other related issues:** are required to be published for acquiring/ purchase of land for mining operations and allied matters in newspapers targeting concerned individuals/ bodies

**1.4 (iv) Notices pertaining to Sales Department:** may also be required to be published in newspapers.

**1.4 (v) Advertisements related to fresh appointment/ recruitment of executives and non-executive employees:** may also be required to be published in newspapers.

**1.4 (vi) Other Requirements:** Such publication in newspapers as and when required at Unit/Area/HQ of ECL etc. In this context any request made for any organization/ print media seeking advertisement of ECL may be considered once in a year for that particular organization/ print media.

**2.1: Enlistment of Advertising Agencies and Newspapers under National/ Regional/ Local Groups:**

A large number of advertising agencies as per prevailing list is enclosed herewith in annexure-I. Advertisement/notices are to be published in newspapers under National/ Regional/ Local Groups through the empanelled advertising agencies on rotational basis by automatic selection through computer based application and arrangement of advertising agencies in the computerized inventory cycle shall be on English alphabetical orders.

**2.2.1: Enlistment of Newspapers under National/ Regional/ Local categories:**

**(i)** Out of large number of publication of newspapers in English, Hindi or in different vernacular languages in India, very few newspapers are shortlisted here for publication of advertisements under National/ Regional/ Local categories as per DAVP & ABC circulation for National, Regional and Local Group newspapers from prevailing enlisted newspapers.

Due consideration has been made to include such newspaper in Local category which are publishing separate pages of local areas like Durgapur/Asansol/Dhanbad/Godda pages for covering local news.

Due consideration has also been given on past experience as to effort made by the newspapers for building image of the company and its officials working therein and on consideration of ease of doing business. The shortlisted newspapers are enclosed herewith in annexure-II. Arrangement of newspapers in the computerized inventory cycle under different categories/groups like National, Regional & Local for English/ Hindi/ Bengali version shall also be arranged on English alphabetical dictionary order.

**(ii)** The Director (Personnel), ECL reserves the right to approve/ disapprove left out enlisted Newspapers under Local Group, Regional Group and National Group for enlistment in the Inventory Cycle of Newspapers at any point of time to whom the advertisements were provided earlier as per merit of proposal of such inclusion/non-inclusion.

**(iii)** The power of enlistment of any non-enlisted newspaper/ Advertising Agency applied afresh for enlistment at any point of time shall be with the Competent Authority. Who may accord his approval of such fresh enlistment considering the merit of proposal.

**(iv)** The allotment of advertisement/ notices in any newspaper other than enlisted newspapers shall not guarantee enlistment of such newspapers unless applied so by such Newspaper and approved by the Competent Authority.

**(v)** The selection of enlisted newspapers under National/ Regional/ Local Groups shall be made on rotational basis ensuring selection of such enlisted newspaper through computer without any manual intervention for Common Window advertisement in particular.

**(vi)** Effort will also be made for selection of newspapers on rotational basis through computer without manual intervention for publication of notices in the matter of disciplinary proceedings, land notices, sales notices or other notices etc. as far as practicable/possible.

**(vii)** Competent Authority may delist any newspaper from the list of enlisted newspapers without giving any reason to such newspaper if the said newspaper found involved in any activity detrimental to the interest of the company including economic interest of the company or found maligning the image of the company.

### **2.2.2: Enlistment of Advertising Agencies:**

The ECL is already having a list of Advertising Agencies through which advertisement/ notifications are being made in different newspapers, which is enclosed herewith in annexure-I. However, if any INS accredited Advertising Agency expressed its intention to do business with ECL, such Advertising Agency (ies) may be included in the existing list with the approval of the CMD, ECL considering the merit of such inclusion and such newly included Advertising Agency shall be placed through automated selection in English alphabetical order.

Similarly, the CMD, ECL may delist any advertising agency from the list of enlisted advertising agencies, if the said advertising agency found involved in any activity detrimental to the interest of the company without giving any reason.

### **3.1: Procedures for publishing in different National/ Regional/ Local newspapers:**

An online portal / system shall be prepared for publication of advertisements in newspapers through advertising agencies namely 'ECL Publication Management System'.

All Advertisements including publication of notices in different National/ Regional/ Local newspapers are to be done through enlisted advertising agencies and newspapers will henceforth be selected on rotational basis from the list of enlisted newspapers as enclosed herewith in annexure-II and through the list of enlisted advertising agencies as enclosed herewith in annexure-I with automated selection in respect of both newspapers and advertising agencies through 'ECL Publication Management System' without manual intervention.

#### **3.1.1: Advertisement/ publication of Common Window in newspapers:**

Advertisement/ publication of Common Window for all tenders related to Goods, Works and Services of ECL shall be made in One (01) number of National Group enlisted newspapers of English version of Kolkata & Delhi edition, One (01) number of enlisted newspapers in English/ Bengali/ Hindi version of Regional Group and One (01) number of enlisted newspapers in Bengali/ Hindi version of local group.

Such advertisement/ publication in newspapers shall be awarded through the enlisted Advertising Agencies. It is to be ensured that such advertisement/ publication shall be rotated as per enlistments of newspapers through computerized selection in every fortnight under the head National/ Regional/ Local Groups without manual intervention.

**3.1.2: Advertisement/ publication of Notices of Disciplinary Proceedings and Departmental Enquiry against employees (executive & non-executive employees):**

The advertisements/ publication in newspapers related to initiation of disciplinary proceedings, Departmental Inquiry and subsequent action thereof against employees (both executive & non-executive employees) shall be made in one enlisted National Group English newspaper and in one enlisted Local Group Bengali or Hindi Newspaper to be decided on the basis of the state where the employees are posted.

Award of advertisement/ publication of enlisted English National Group newspaper and enlisted Local Group Hindi or Bengali newspaper as stated above will be made through 'ECL Publication Management System' automatically.

However, if any specific request is made for advertisement in particular newspaper of National/ Regional/ Local Group newspaper of Hindi/ Bengali/any other language, in deviation of computer selected newspaper under National Group/Local group through computer, such proposal with reasons should be initiated from User Department/ Areas concerned and accordance of approval to be obtained from concerned Director for such deviation through PR Department, ECL.

**3.1.3. Advertisement/ publication of Notices related to acquisition/ purchase of land and related action thereof in a locality:**

The advertisements/ publication in newspapers related to acquisition/ purchase of land and related action thereof in a locality belonging to West Bengal /Jharkhand or any other states are required to be published in such newspapers as mentioned below:-

**3.1.3 (a): For land pertaining to any locality in the State of West Bengal:** to be published in one (01) enlisted English national group of Kolkata edition and in one (01) enlisted Hindi regional group newspaper and in one (01) enlisted Bengali local group newspaper.

**3.1.3 (b): For land pertaining to any locality in the State of Jharkhand:** to be published in one (01) enlisted English national newspaper and in one (01) regional /local Hindi newspaper of Jharkhand region.

**3.1.4. Advertisement/ publication of Notices related to Sales Department, ECL:**

Such advertisements/ publications related to matter of Sales department are required to be published in one (01) enlisted English newspaper under national group and in one (01) Hindi/ Bengali enlisted newspaper under regional/ local group.

The effort will be made to award advertisement/ publication in English, Hindi or Bengali newspapers under National and Regional Group on rotational basis from the enlisted newspapers of English & Hindi newspapers under National Group and Regional Group respectively.

**3.1.5. Advertisement/ notification of fresh recruitment/appointment of Non-executives:** The notification/ advertisement of fresh recruitment shall be made in all the Employment newspaper like “Employment News (English)”, “Rojgar Samachar (Hindi)” Employment News (Urdu) for wider publicity.

If the user department feels it necessary to advertise in newspapers other than above-mentioned newspapers, the same may be considered from enlisted National/ Regional/ Local Group English/ Bengali/ Hindi newspaper with the consent of the concerned Director. If it is felt by the user department to get such advertisements published in any other newspaper(s) not enlisted in the inventory cycle, approval from the concerned Director will also be required.

**3.1.6: Advertisement/ publication of Notices related to any other matter other than specified above:** It is to be dealt by concerned User Department for publication in such newspaper(s) as decided by the Head of the Department with the administrative approval of the concerned Director through PR Department, in respect of such Advertisements/ publications related to any other matter other than as specified above.

**4.1. Action for computerized automated selection of advertising agencies and newspapers on rotational basis:** An inventory is to be prepared for all empanelled enlisted advertising agencies (as enclosed in annexure-I) and a similar inventory is to be prepared under national, regional and local groups of newspapers of English, Hindi and Bengali newspapers separately from the enlisted newspapers (as enclosed herewith as annexure-II). The inventory cycle shall be so prepared and programming shall be so made that all newspapers under national, regional and local groups of newspapers got equal opportunity to do business with ECL as far as practicable. For this the inventory cycle may be reviewed and may be revised twice in a year by PR department.

In order to ensure automated selection of Newspapers and Advertising Agencies through Computer an online portal namely ‘ECL Publication Management System’ shall be prepared and inventory Cycle shall accordingly be prepared for each English, Hindi and Bengali newspapers under national, regional and local groups for (i) Common Window Advertisement (ii) Notices under Disciplinary Proceedings (iii) Land Notices (iv) Sales



Notices (v) Notices of recruitment of non-executive employees and (v) other advertisement/ notices/ publications separately.

**5.1. Role of User Department:**

User Department in general shall be refrained from mentioning any newspaper/ Advertising agency while initiating a proposal for advertisement of the subject matter. Selection of Newspaper/ Advertising Agency will be done through automatic selection of same through ECL Publication Management System.

However, for publication in any specific newspapers the user department may initiate a proposal with justification for such deviation for approval of concerned Director thorough PR department.

**5.2. Role of the PR Department:**

**5.2. (i):** The PR Cell of ECL shall refrain from intervening manually in the matter of selection of newspapers and Advertising Agencies manually in general. In such case PR department will arrange for approval of Competent Authority for the amount involved for publishing through computerized selected Advertising Agencies as per Delegation of Power circulated time to time.

**5.2. (ii):** PR Department shall examine proposals with deviations and arrange for approval of Competent Authority for the amount involved in publishing as per delegation of power. The papers related to such approved deviation shall be kept on record at the special room provided in online portal namely 'ECL Publication Management System'.

**6.1: Special Powers enjoyed by the management:**

**6.1.1:** The management reserves the right for delisting any newspaper if its publication is found damaging to the image and reputation of the company or found uneconomical or unfavorable for ease of doing business and such decision of delisting shall be done for the best interest of the company. The power of such delisting is entrusted with the CMD, ECL.

**6.1.2:** Any Functional Director has the right to skip any turn of newspaper according to the Inventory Cycle keeping in view of the nature of publication and targeted individual/ parties towards whom such publication of notification/ advertisement is meant, for the best interest of the Company.

**6.1.3:** The CMD, ECL for the best interest of the Company at any point of time may amend/ alter/ add/ delete any or all of the provisions of the instant Media Policy.

**6.1.4:** Grievances/ disputes, if any, raised by the enlisted newspaper or any other non-listed newspapers and enlisted Advertising Agency or any other non-listed advertising agency regarding allotment of advertisements etc by the Company, the matter will be resolved by a standing committee consisting of representative of PR, Finance and Administration department under the chairmanship of TS to CMD and the decision of the Committee will be final and binding to disputed parties.

**7.1: Closure of Newspaper/ Advertising Agency:** If any of the listed newspaper in Nation/ Regional/ Local group if closed due to financial, administrative or any other reason, such newspaper shall be removed from the enlisted inventory cycle of newspapers temporarily or permanently, as the case may be. However, as soon as the newspaper resumes its publication, the same will be again restored in the inventory cycle on obtaining confirmation from HOD, PR Department provided that the period of such closure should not exceed (01) one year. The same is also applicable for such enlisted Advertising Agencies who will lose the INS accreditation, financial, administrative or any other reason. If the temporarily closure period exceeds one year, such newspaper /advertising agency will have to apply afresh, which shall be dealt as per Clause 2.2.2 of this Media Policy.

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