

# कोल इण्डिया लिमिटेड

महाराज कम्पनी  
(भारत सरकार का उपक्रम)  
कॉर्पोरेट पहचान सं. L23109WB1973GOI028844  
एक्शन एरिया-1ए, न्यू टाउन, राजरहाट, कोलकाता-700156  
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वेबसाइट: [www.coalindia.in](http://www.coalindia.in)



# Coal India Limited

**A Maharatna Company**

(A Govt. of India Enterprise)

Corporate Identity No.- L23109WB1973GOI028844

Action Area-1A, New Town, Rajarhat, Kolkata-700156

PHONE: 033 23246528, FAX- 033-23244140

WEBSITE: [www.coalindia.in](http://www.coalindia.in)

Ref: CIL/C-5A(PC)/CCC/1684

Dated: 19.08.2016

## OFFICE MEMORANDUM

### **Sub: Cadre Scheme of Public Relations discipline**

The Board of Directors of CIL in its 330<sup>th</sup> meeting held on 19.07.2016 approved the Cadre Scheme for Public Relations discipline for considering promotions/ recruitments upto E8 level as provided in **Annexure A**.

In terms of the approval, the minimum qualification prescribed for promotion to different levels in the cadre scheme will not be a bar for promotion of existing executives in the discipline as on the date of approval.

This Cadre Scheme shall come into force w.e.f 19.07.2016 i.e., from the date of approval of the CIL Board.

*(Signature)*  
19/8/2016

**(Charles Juster)**

**Dy. General Manager (P/ PC)**

Encl. as above.

### Distribution:

1. The Director (P&IR)/ Director (Marketing)/ Director (Tech)/ Director (Fin), CIL
2. The CMDs of ECL/ BCCL/ CCL/ WCL/ SECL/ NCL/ MCL/ CMPDIL
3. The D(P)s of ECL/BCCL/CCL/WCL/SECL/NCL/MCL
4. The Director (T/ES), CMPDIL, Ranchi
5. The CVO, CIL, Kolkata
6. The CGM/TS to Chairman, CIL
7. The GM(P/EE)/GM(MP&IR)/GM(P/Rect)/GM(P/Appeal), CIL, Kolkata
8. The GM/ HoD(P/EE), ECL/BCCL/ CCL/ WCL/ SECL/ NCL/ MCL/ CMPDIL
9. The General Manager (Telecom), CIL: with a request to upload the same in CIL website under infobank/ circulars: soft copy emailed.
10. The Company Secretary, CIL, Kolkata

## CADRE SCHEME FOR EXECUTIVES IN PUBLIC RELATIONS DISCIPLINE

Sl.No	Designation	Grade	Outside Recruitment		Promotion		Remarks
			Minimum Qualification	Minimum Experience	For new selection/ promotion		
					Minimum Qualification	Minimum Experience	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
1	Officer (PR)	E-1	NA	NA	Post graduate degree/ Post graduate diploma (full time course) in Journalism/ Mass Communication/ Public Relation from a recognized Institute/ University	3 years working in T&S Gr A after acquiring prescribed qualification	Departmental Selection through written test & interview subject to availability of vacancy.
2	Sr. Officer (PR)	E-2	NA	NA	.-DO.-	3 years experience in E1 Grade as Officer (PR)	DPC subject to availability of vacancy.
3	Management Trainee (PR)	E-2	Post graduate degree/ Post graduate diploma (full time course) in Journalism/ Mass Communication/ Public Relation from a recognized Institute/ University	NIL	NA	NA	Written test &/or interview subject to availability of vacancy.
4	Assistant Manager (PR)	E-3	.-DO.-	2 years relevant post qualification experience	Post graduate degree/ Post graduate diploma (full time course) in Journalism/ Mass Communication/ Public Relation from a recognized Institute/ University	(1) 3 years experience in E2 grade as Sr Officer (PR) for Departmental candidates. (2) After successful completion of 1 year training as Management Trainee(PR) in case of Direct Recruits	DPC subject to availability of vacancy.
5	Deputy Manager (PR)	E-4	.-DO.-	5 years relevant post qualification experience	.-DO.-	4 years experience as Assistant Manager (PR).	.-DO.-
6	Manager (PR)	E-5	.-DO.-	8 years relevant post qualification experience	.-DO.-	4 years experience as Deputy Manager (PR).	.-DO.-
7	Senior Manager (PR)	E-6	.-DO.-	12 years relevant post qualification experience	.-DO.-	4 years experience as Manager (PR).	.-DO.-
8	Chief Manager (PR)	E-7	.-DO.-	15 years relevant post qualification experience	.-DO.-	4 years experience as Senior Manager (PR).	.-DO.-
9	General Manager (PR)	E-8	.-DO.-	18 years relevant post qualification experience	.-DO.-	3 years experience as Chief Manager (PR).	.-DO.-

*Note: The Minimum Qualification mentioned in column 'f' will not be a bar for the existing executives in the PR discipline as on the date of approval of the cadre scheme.*

*C. Swartz  
19/02/2016.*