

# कोल इण्डिया लिमिटेड

महारात्न कम्पनी

(भारत सरकार का एक उपक्रम),

"कोल भवन", कर्मिक विभाग, 2 तल,

प्रेमिसेस न.04 एम.ए.आर., प्लट न.ए.एफ.111,

आक्सन एरिआ-1ए, नियु टाउन, राजारहाट,

कोलकाता-700156



# Coal India Limited

A Maharatna Company  
(A Govt. of India Enterprise)  
"COAL BHAWAN"

PERSONNEL DIVISION, 2ND FLOOR,  
PREMISES NO.04 MAR, PLOT NO.AF-III,  
ACTION AREA-1A, NEW TOWN,  
RAJARHAT, KOLKATA - 700 156, W.B.  
CIN No.L23109WB1973GOI028844  
Email: [gmpers\\_cil@coalindia.in](mailto:gmpers_cil@coalindia.in)  
Phone : 033-71104228

Reference No.: CIL/C-5A(IV)/EE/ Media Consultant / B-77

Date: 04 .02.2022

## COAL INDIA LIMITED

### **Notification for the engagement of the services of Media Consultant in Coal India Limited, Kolkata.**

Coal India Limited (CIL), a government owned *Maharatna* Company engaged in mining and marketing of coal invites applications for the engagement of (1) One Media Consultant for a fixed tenure basis for a period of (1) One year at Coal India Limited Headquarters, Kolkata.

The eligibility criteria, terms of engagement, pay are mentioned below:

<b>No. of posts</b>	01 (One)
<b>Maximum age limit</b>	Not more than 60 years during the Consultancy/contract period.
<b>Eligibility</b>	<p>Candidates stationed at Kolkata and fulfilling following eligibility criteria are eligible to apply for the post of Media Consultant.</p> <p><b>I . Educational Qualification:</b> The candidate should be a Post-Graduate Degree holder in any subject from a recognized University.</p> <p><b>II. Experience:</b></p> <p>(i) The Candidate should have at least 15 (Fifteen) years of cumulative post qualification working experience as a journalist directly employed in a National Newspaper, which is simultaneously published from at least three of the four major cities of Delhi, Mumbai, Kolkata, Chennai.</p> <p>(ii) The candidate should have an experience of at least one year continuous service as Chief of Bureau, during the last five years, or at least three years continuous service in a position of senior editor or above ,during last five years, in a National Newspaper, which is simultaneously published from three of the four major cities of Delhi, Mumbai, Kolkata, Chennai.</p> <p>(iii) Preference will be given to candidates with experience in the coverage of Energy Sector and who have associated as Adviser or Expert in at least one Central/State Government project.</p>
<b>Scope of work/Nature of</b>	(i) Devising effective media communication strategy to strengthen Coal India's image. Creating a distinct corporate identity and brand image of CIL,

8

<p><b>job to be performed</b></p>	<p>not only as a coal mining company, but importantly as lifeline of the nation's energy needs through</p> <p>(ii) Ideation, research and writing high impact opinion pieces.</p> <p>(iii) Content creation for digital social media like Twitter, Facebook, Instagram on the important core activities of the company to generate greater interest among public, stakeholders of the company and opinion leaders.</p> <p>(iv) Suggesting ideas for Press Communiques on topical and contextual subjects of interest for wider acceptance and dissemination in media.</p> <p>(v) Special focus on non-coal footprints like the company's digitization efforts, impacting lives through corporate social responsibility initiatives, adaption of newer technologies, and importantly diversification initiatives into solar generation, clean coal technologies, use of coal for downstream projects etc. The idea is to create an image of CIL essentially as that of a company that would retain its energy leadership even as coal's role gradually trims down in future.</p> <p>(vi) Suggesting to the Management of Coal India Limited the latest trends in media/publicity/communication strategies that could be effectively adopted in the context of CIL for its image building in News Media.</p> <p>(vii) Monthly strategic meetings with CIL's key Management to review the progress and chart out the communication plans.</p> <p>(viii) Coordinate with an Official nominated by CIL for charting out the plans, execution of jobs, sharing ideas and for receiving required, facts, figures and suggestions etc.</p> <p>(ix) The scope of work defined would not be limited to the jobs mentioned above. Since, at times the publicity, communication assignments and media building exercises are spontaneous and need based in nature the Consultant is expected to take on such assignments and suggest workable ideas and solutions</p> <p>(x) While the assignment is not a full-time engagement, the Consultant should be accessible and available when required by CIL Management. In all cases CIL would give sufficient advance intimation to the Consultant to make himself/herself available, except in case of emergencies.</p>
<p><b>Remuneration</b></p>	<p>Consolidated Monthly amount of Rs. 55,000/- (Rupees Fifty-Five Thousand) Only. No other Allowance or Benefits shall be admissible except TA &amp; DA in case of an official tour.</p> <p>In case, an official tour has to be undertaken for the jobs related to the assignment to CIL subsidiaries or any other place, TA &amp; DA will be applicable to consultant at par with E-6 Grade Officer of Coal India Limited.</p>
<p><b>Selection</b></p>	<p>(i) Candidates who successfully meet the eligibility criteria as specified shall be invited for personal talk and they shall be informed through e-mail regarding the date and time of the personnel talk in advance</p>



	<p>(ii) The selection of the Consultant among the eligible candidates would be by a Selection committee through personnel talk which could be either through virtual mode or personal appearance.</p> <p>(iii) In case of personal appearance for the personnel talk no travel allowance would be paid.</p>
<b>Terms &amp; Conditions</b>	<p>(i) The selected Consultant will report to Director (Personnel &amp; Industrial Relations),CIL. For day-to-day coordination for job related assignments the Consultant shall interact with an Official as nominated by the Director(P&amp;IR),CIL.</p> <p>(ii) The engagement of the Consultant shall be subject to Medical Fitness to be certified by a Government/CIL Doctor.</p> <p>(iii) Notice period for the termination of the Contract: One month's notice or consolidated compensation amount from either side.</p> <p>(iv) While the assignment itself of the Consultant specifies wider dissemination of CIL's achievements through media and social media, the Consultant however shall treat the sensitive information shared during the course of the engagement in strict confidence. The Consultant shall not copy or make notes of such information/documents except in conjunction with the work of the company. The consultant will not divulge to anyone outside the Company or use any of the information/documents/materials gathered during the course of engagement for their own or anyone's benefit either during or after the terms of engagement with the Company for any purpose other than for the intended assignment. The aforesaid obligation shall also apply to proprietary/confidential information/documents of third parties received by them or the Company in the normal course of the engagement with the Company. The Consultant while demitting the Office handover all information/ documents materials in soft or hard copy under possession during the engagement period to the concerned Reporting Officer or the Nodal Officer nominated by CIL.</p> <p>(v) Necessary tax as per rule shall be deducted at the source. In case of payment of GST is required then the same shall be reimbursed on production of proof of such payment.</p>

The Application Forms can be download from CIL's website [www.coalindia.in](http://www.coalindia.in) under the caption "Career with CIL".

Cutoff date for eligibility is **18/02/2022**.

Interested candidates fulfilling the above criteria may submit their application along with following (self-attested) documents:

1. Copies of Educational qualifications
2. Proof of date of Birth & Address (any Govt issued document)
3. Copies of work experience or
4. Reports on energy sector filed/published in News paper


These documents along with application format should reach the office of Chief Manager (Pers)/HOD (EE), CIL, Coal Bhawan, Action Area 1A, Newtown, Rajarhat, Kolkata, Pin- 700156, West Bengal latest by **18/02/2022 by 3.00 PM by Registered Post/ Speed Post or through email on [gmpers.cil@coalindia.in](mailto:gmpers.cil@coalindia.in)**

The applicant should super scribe "Application for the post of "Media Consultant" on the envelope. In case of Application through E-mail "Application for the post of "Media Consultant" should be mentioned in the subject.

Following important points may also be noted:

- i. Applications received after 18/02/2022, 3.00.PM in of Office / E-Mail of Chief Manager(Pers)/HOD(EE),CIL, Coal Bhawan, Action Area 1A, Newtown, Rajarhat, Kolkata, will not be considered and the company will not be responsible for any postal delay/loss in transit in submission on application within specified time.
- ii. CIL reserves the right to change / cancel/ restrict/modify/ alter the engagement process, if required, without issuing any further notice or assigning any reason thereof. Any modifications/ amendments, if any, in this notification will be given in CIL website only.
- iii. All correspondence with the candidates shall be made as per his address, given in the application. However, important information will also be available at CIL's website.

CIL reserves the right to shortlist candidates for personal talk for the selection of the post of Media Consultant. No T.A will be paid to any candidate for appearing in personal talk

  
04/02/22  
Chief Manager (P)/ HOD (EE)  
Coal India Limited

Distribution:

- 1) Dir(Fin)/Dir(Tech)/Dir(Mktg.)/Dir(P&IR)/, CIL, Kolkata
- 2) CVO, CIL, Kolkata
- 3) Director(Personnel), WCL/ECL/CCL/MCL/NCL/BCCL/SECL
- 4) Director(T/CRD), CMPDIL, Ranchi
- 5) ED(Coordination)/ TS to Chairman, CIL, Kolkata
- 6) GM(CC/PR), CIL, Kolkata
- 7) GM(System)/ HOD(System): NCL/ECL/SECL/CCL/BCCL/WCL/MCL/CMPDIL- with a request for uploading the notification on their respective website.
- 8) GM (System), CIL, Kolkata- with a request to upload on CIL official website.
- 9) GM(P/EE)/ HOD(P/EE)- NCL/ECL/SECL/CCL/BCCL/WCL/WCL/MCL/CMPDIL
- 10) Dy GM(P)/ TS to Dir(P&IR), CIL, Kolkata
- 11) Chief Manager(P-EE), C5A(IV), EE Department, CIL, Kolkata
- 12) Manager(Fin)/ TS to Dir(F), CIL, Kolkata
- 13) Deputy Manager(Secretarial) to Chairman, CIL, Kolkata
- 14) Deputy Manager(Secretarial) to Dir(Tech)/Dir(P&IR)/Dir(Fin)/Dir(Mktg.), CIL, Kolkata

**APPLICATION FORMAT**

**For the Post of Media Consultant in Coal India Limited**

1. Name ( in block letter):
2. Father's Name:
3. Present address for communication:
4. Contact Nos.    a) Telephone:  
                          b) Mobile:
5. E-mail ID:
6. Permanent Address:

7. Date of Birth:
8. Educational Qualification:

9. Experience:

S No	Name of News Paper/ Publishing House	Details of Position held	Period of work		Nature of work
			From	To	

10. Special Achievement (if any):
11. Detail of criminal case/ conviction (if any):
12. Any Other Information relevant to the Post:

**Declaration**

I, \_\_\_\_\_ (Name), hereby certify that the details furnished by me in point no. 1 to point ..... are true to the best of my knowledge and belief.

**Signature of the Candidate with date**

**List of Enclosures:**

- a. Self-certified copies of Educational qualifications
- b. Proof of date of Birth & Address (any Govt issued document)
- c. Self-attested copies of work experience or
- d. Reports on energy sector filed/published in News paper