

Background

Coal Controller's Organization is a subordinate statutory organization under the administrative control of Ministry of Coal. This is a century-old organization established in 1916 to have Government control to adequately meet the coal requirement during the First World War. Further, acute scarcity of coal necessitated promulgation of Colliery Control Order, 1944 (revised in 1945 and 2000) for effective control on production, distribution, and pricing of coal. The Colliery Control Rules, 2004 was published by Government of India in August 2004 further amended in August 2021.

Coal Controller's Organization is headed by Coal Controller. The Ministry of Coal has set up an extended office of CCO at Delhi and commenced its functioning at Scope Minar, Laxmi Nagar, Delhi-110092, since 02.08.2021 (as main office of CCO).

CCO has been assigned the tasks such as approval of Mining Plan and Mine Closure Plan (Mineral Concession Amendment Rules 2020), implementation of Washery Rejects Policy 2021, Review/evaluations of mines under Star rating Policy, Reimbursement of funds against progressive/final mine closure activities from Escrow Accounts, Calculation of quantity of coal to be supplied under Bridge Linkage as per the recommendation of SLC(LT), MoC, Residual task of Bank Guarantees submitted by the prior allottees of cancelled coal blocks and Residual task relating to collection of Additional Levy etc.

CCO: Objectives

Coal Controller Organisation performs under the Statutory Acts and Rules framed by Govt of India from time to time which is given below as follows: -

Statutory Act & Rules: -

- a) Colliery Control Order- 2000 and subsequent Colliery Control Rule 2004 and subsequent amended to Colliery Control Rule, 2021
- b) Coal Conservation and Development Amendment Rule, 2011
- c) Collection of Statistical Act, 2008 and Rule thereunder.
- d) Coal Bearing (Areas and Acquisition) Act, 1957
- e) Coal Mines (Special Provision) Act, 2015 and rules there under.

In addition to this, there are some guidelines/Notifications under which CCO functions which are as follows: -

- a) Guidelines issued by Ministry of Coal dated 29th May 2020 for Scrutiny and Approval of Mining Plan and Mine Closure Plan of Coal & Lignite Mines.
- b) Guidelines for preparation of Mine Closure Plan and Opening of Escrow Accounts.
- c) Functions of Coal Controller as erstwhile Commissioner of Payments.
- d) Assistance given to Ministry of Coal in various Court case matters.
- e) Quantification of Bridge/Tapering Linkage of coal as per recommendation of Standard Linkage Committee (LT).
- f) Regulation and disposal of Coal Washery and allied products
- g) Determination of Star Rating of Coal and Lignite Mines of India.
- h) Monitoring of Coal Production from captive coal blocks as per approved Mining Plan.
- i) Function of General Administration & Accounts are governed under FR & SR and

Establishment rules of Central Govt.

- j) Legal Wing for dealing various court cases on coal matters.

Objective for Hiring Social Media Agency

- **Enhanced Public Engagement:** A dedicated social team will help CCO to engage effectively with the public, respond to queries, and foster transparency.
- **Professional Representation:** Having skilled professionals will ensure that the organization is represented accurately and attractively online.
- **Increased Awareness:** An active social media presence will raise awareness about CCO's initiatives, policies, and updates, reaching a broader audience.

Scope of work

- **Strategy Formulation**– The agency is to formulate a result oriented comprehensive media promotion strategy for Coal Controller Organisation (CCO). Creative vision / communication strategy that builds on the strategic priorities of CCO and to build and amplify and create awareness about the different initiative of the CCO across all platforms.
- **Promotion of Social Media Platforms for CCO –**
 - To create and maintain official Facebook Page, Twitter Profile, You Tube Channel and Instagram for CCO including any other social media platforms which may be required or may emerge in the future.
 - Develop and upload on various social media platforms. The content includes but not limited to banners, creative content, design/graphic content, info-graphics, GIF etc.
 - New Look: Give social media platforms a new look (if required) by putting up new creative features, theme lines, links etc. in line with overall theme/strategy approved by CCO.
 - Publicity: Publicize all festivals, cultural events, National and International events such as International Coal Day, Yoga Day etc. suggested by the CCO, using these social media platforms.
 - Query Management: Reply to all social media queries received on all platforms with consultation from the CCO.
 - Tagging: Create relevant tagging & linkages of content on all platforms.
 - Dissemination of Social Media Post: Agency would be responsible for enhancement of the reach of the messages of Government on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain on real time basis.
 - Gate Keeping: Moderation of all platforms to deal with spam, unauthorized advertisements, inappropriate content etc.

- **Response Management:** The agency shall provide accurate, complete, polite and prompt feedback mechanism to users via social media platforms.
- **Information, Education and Awareness Material:** -All the designing and creation of content for outdoor advertisement, media campaigns, promotional events of the CCO will be complete responsibility of the agency.
- **Designing e-books & audio-visual movie:** -
 - The agency shall be responsible for designing of e- books for various creative book for the Scheme as and when required. Proper publicity of the e- books shall also be done through various media platforms.
 - The agency shall be responsible for developing promotional, educational or informational videos which should have scripting/AV story board/ shoots/ original music. Colored, black and white to monochrome style for better understanding of the target audience as per the need of CCO.
- **Printing of collaterals:** The agency shall be responsible for preparation/designing of yearly calendars, diaries, notepads, banners, billboards, leaflets, program books, different flip books, drop downs, other outdoor and indoor brandings, coffee table books and other creative books as and when required.
- **IT related issues:**
 - To create portal or dashboards for projecting presence of CCO.
 - Oversee IT-related issues affecting social media performance.
 - To arrange workshop for CCO to create awareness for technology advancement.
 - Coordination with NIC team in respect of issues such as creation of id's (e-office, Email, PFMS) and other technical matters.
 - To Update on Website and other portal of CCO.
 - Any other IT issue as and when arise.
- **Other Anticipated Activities related to above -**
 - Distributing press releases, media announcements to online and other media.
 - Utilizing media tools to support Client image building efforts.
 - Transportation facility will be provided for carrying out IEC/Media related activities per month as on requirement basis; transportation, boarding and lodging will be paid as per actuals to the team involved.
- **Reporting** - The agency will submit a detailed report on the steps undertaken for overall promotion of Scheme and the results achieved.

Requirement of Key Personnel

Details of Key Personnels required as part of the CCO is given under.

S. No.	No of Personnels	Position
1.	Social Media cum IT Manager	1
2.	Content Writer	1
3.	Graphic Designer	1

The qualification, experience of the key experts and the details of other support professional staff required for assignment shall be as under:

Designation	Relevant Qualifications	Relevant Experience	Work Profile
Social Media cum IT Manager	MCA or BTech in Computer Science. Certificate in Mass Communication / Event Management / Public relations may be preferred.	Total 05 years in IT sector of which one year experience should be in social media/digital media.	Develop and implement a comprehensive social media strategy. Manage and optimize all social media platforms. Oversee IT-related issues affecting social media performance. To create portal or dashboards for projecting presence of CCO. Any other relevant work to be assigned by CCO.
Graphic Designer	Any Graduate, however Graduate in Multimedia / Animation / Web Designing or any Graduate with Diploma in Multimedia / Animation / Web designing may be preferred.	Total 03 years experience of which 02 years in working in graphics and video editing tools like coral draw/Photoshop/Illustrator/Sketch Art/After effects/Premier pro and or similar software.	Illustrates concepts by designing rough layout of art and copy regarding arrangement, size, type size and style and related aesthetic concepts. Obtains approval of concept by submitting rough layout for approval. Prepares finished copy and art by operating typesetting, printing, and similar equipment and purchase from vendors. Prepare final layout by marking and pasting up finished copy and art. Maintain technical knowledge by attending design workshop: reviewing professional publication; and participating in professional societies. Contributes to team effort by accomplishing related results as needed. Work closely with the content writer to ensure visual elements align with the messaging. Edit and produce high-quality videos for promotional and informational purposes. Maintain a consistent visual identity for CCO across all platforms.

			Any other relevant work to be assigned by CCO.
Content Writer	Any Graduate, however, Graduate in mass communication and/or Journalism may be preferred.	Total 03 years experience of which 02 years in editorial responsibility for print media/magazine and social media	Writing, reviewing, editing and updating content. Assisting the creative team with the design of promotional materials. Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problem. Creation of engaging and informative content (aligns with CCO's mission and goals) for outdoor advertisement, media campaign, promotional events etc. Research industry trends and topics relevant to the coal sector. Collaborate with graphic designers to produce cohesive multimedia content Any other relevant work to be assigned by CCO.

Terms and conditions:

The Social Media team will be provided with office space at CCO, Delhi free of cost for carrying out their duties. The Social Media team will not be entitled to any separate monthly allowance including conveyance allowance, House Rent Allowance etc. However, in case, he/she is required to travel outside posting place in the context of the work/assignment, the Coal Controller Office shall reimburse the actual cost of travel and daily allowance as per Rules/regulations of the Central Government applicable to Group B Gazetted Officer.

Normally data available with CCO will be shared with the Social Media team for carrying out their duties. However, the team shall ensure that, data thus provided is not used for any purposes other than authorized by CCO. A Non-Disclosure Agreement (NDA) will be signed by CCO with the Social media team to ensure compliance.

All the Social media personnel will submit monthly reports to CCO elaborating on works/activities carried out by them. A committee comprising officers from CCO will review the performance of these personnel periodically.

The issue of this bid does not imply that CCO is bound to select a Bidder or to appoint the Selected Bidder or Consultant, as the case may be, for the Project and CCO reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.