

**SECL HQ  
PUBLIC RELATIONS DEPARTMENT**

# **STANDARD OPERATING PROCEDURE**

**FOR PUBLISHING COURTESY ADVERTISEMENT, SPONSORSHIP &**

**OTHER PUBLICITY INITIATIVES**

**(Version 1.0)**



**SOUTH EASTERN COALFIELDS LIMITED**

**(Mini Ratna Company)**

**STANDARD OPERATING PROCEDURE FOR PUBLISHING COURTESY  
ADVERTISEMENT, SPONSORSHIP & OTHER PUBLICITY INITIATIVES BY SECL**

**1. Title & Commencement:**

This document is known as Standard Operating Procedure for publishing Courtesy Advertisement, Sponsorship & Other Publicity Initiatives by SECL. This will be effective from the date, on which the same is circulated, after obtaining the approval of competent authority.

**2. Objective:**

To publicize achievements of SECL in different spheres and to create excellent Brand Image of SECL.

**3. Scope & Applicability:**

This procedure will be applicable to examine and consider request(s) received for Advertisement, Sponsorship, etc and for Other Publicity Initiatives taken by SECL to publicize its achievements in different spheres and to create excellent Brand Image of SECL.

Acceptance and rejection of any proposal will be sole discretion of PR Department which will be considered based on requirement, importance, relevance, circulation, accreditation, VIP reference, media reach, budget availability, etc, as the case may be.

**4. Competent Authority:** To incur (approve) publicity expenses – CMD / Director (Personnel) / Director (Technical) Operations / Director (Technical) P&P / Director (Finance), SECL.

(Ref: Revised Delegation of Powers as circulated vide letter No. SECL/BSP/CAD/288 BM EXT/19-20/422 dated 14.08.2019 of Company Secretary, SECL.)

**5. Public Relations Officer** - The designated PRO would be the Officer, nominated from time to time. Presently, Dy. Manager (PR) would function as PRO of SECL till further orders.

**6. HOD- Public Relations** - The designated HOD - PR would be the Officer, nominated from time to time. Presently, GM (P&A) would function as HOD - PR of SECL till further orders.

**7. Paying Authority** – General Manager (Finance), SECL Bilaspur

**8. Payment Terms** – 100% payment within 21 days from the date of submission of bills (along with copy of deliverables).

**9. Bill Acceptance Authority:** PRO will be the authorised official to accept all the bills for payment. However, in pursuance of office order no. SECL/BSP/GM(Fin)/1544 dated 19.02.2020 of General Manager (Finance/HOD), SECL, the bills exceeding Rs. 10,000/- are to be endorsed by HOD-PR before sending to Finance.

Before putting up the bills to HOD-PR for endorsement to Finance, PRO will check the bills and indicate regarding its acceptance.

#### **10. Processing of Proposals:**

- a. All the request relating to Advertisement, Sponsorship and Other Publicity Initiatives will be endorsed by Authority concerned of SECL to Public Relations Officer.
- b. Details of such requests will be recorded in a register, kept for the purpose.
- c. PR department, after examining the particular request, depending on its relevance and media reach, will decide to process the proposal containing the following details for publishing Advertisements/Sponsorship, etc., or not to take any further action, for which reasons would be recorded in writing:
  - i. Nature of Proposal (Advertisement/Sponsorship/others)
  - ii. Name of the concerned Agency (Media House/Newspaper/Magazine/TV Channel/Website/Institution/ Organisation, etc)
  - iii. Nature of media (Newspaper/Souvenir/Magazine/Exhibition/Fair/Radio/TV Channel/ Website/Newsportal, etc.)
  - iv. Periodicity (i.e., Daily, Weekly, Fortnightly, Monthly or Yearly, as applicable.)
  - v. Details of INS accreditation (in case of National Newspapers.) and circulation.
  - vi. Amount and number of Advertisements/sponsorships given during previous Financial Year.
  - vii. Details of advertisement/sponsorship given during current Financial Year.
  - viii. Amount as requested and amount recommended.
  - ix. Deliverables – Specific Deliverables (with minimum size in Sq. CMs/Meters/Feet)
  - x. Budget status (Total Annual Budget viz a viz progressive expenditure and availability)
- d. Ordinarily, proposals for advertisement/sponsorship, which are received at least 15 days prior to the event, would be considered.
- e. Proposals are to be processed (as per Annexure II) immediately but within 15 days from the date of receipt.
- f. PR department may also on its own, may initiate a proposal regarding publishing advertisement, sponsorship or for other publicity initiatives to enhance the Brand Image of SECL as well as for publicity of SECL's achievements.
- g. The proposal will be initiated by an executive of PR department and will be routed through HoD of Public Relations Department for obtaining competent approval.
- h. The request(s) for which, initially it was decided not to take any action or put up proposal for publishing Advertisement, Sponsorship, etc, may be reviewed subsequently by PRO, considering the requirement and in such a case, the proposal may be processed for publishing Advertisement, Sponsorship, etc.
- i. A fortnightly report (Annexure III) would be prepared by PRO and put up to HOD-PR, containing details of such requests, in reference to which decision is taken by PRO for not processing the proposal. The HOD-PR, considering the report, may advise to review the decision and advice for processing the proposal.

## **11. Communication Relating to Publication/Publicity:**

1. After obtaining the competent approval, the communication i.e., Work Order/Release Order (as per format at Annexure-V), mentioning deliverables and Advertisement/Display Content(s) will be forwarded to the concerned Newspaper/Magazine/Event Organizers/Agency, etc. immediately, but positively within 3 days.
2. Such communication will be made preferably through electronic mode i.e., email.
3. Communication i.e., Work Order/Release Order will be made by PRO. However, in case of non-availability of such official, the communication may be made by any other officer of PR Department.
4. Details of all such communications i.e., Work Orders/Release Orders will be recorded in a separate Register for record and reference.

## **12. Payment:**

1. On completion of the event or publication of advertisement in Newspaper, etc, on receipt of Bill/Invoice along with copy of deliverables, the details of such bills will be recorded/entered in 'CoalNet' on the same day.
2. Thereafter, the Bill/Invoice will be processed for obtaining Budget Concurrence (BC) by PR department immediately but positively within 3 days.
3. Subsequently, after receipt of BC, the Bill/Invoice will be forwarded to Finance Department for payment within 2 days.
4. Normally advance payment is to be avoided. Only in very exceptional cases, proposal may be processed for obtaining competent approval to make advance payment only to any government agency/organisation. However, the reasons for making advance payment should be elaborated in the proposal. The amount of advance would be adjusted against the final bill.

## **13. Penalty** – Penal Action as per following would be taken:

- a. Non-Publication of advertisement:- No Payment is to be made
- b. Repeated Non-Publication of advertisement for three times:- No request for advertisement is to be considered in next two financial years.
- c. Non-Fulfilment of specific deliverables (as per work order):- Decision regarding reduction of payable amount would be taken by HOD-PR, based on the recommendations of PRO, who will analyse the factual position of the case, considering the explanation, if any, given by the concerned Agency/Institution/Organisation, etc.

## **14. Broad Guidelines for giving Advertisement/Sponsorship, etc:**

- a. Advertisement/Sponsorship may be given to National Dailies having Indian News Paper Society (INS) accreditation. The Advertisement/Sponsorship to National Dailies may be decided considering its relevance and importance to SECL/Coal India and also media reach of the Daily.

- b. For this purpose, National newspapers may be considered as those newspapers which are published from Metro cities i.e., Kolkata, Delhi, Mumbai & Chennai, with circulation of above 75000 copies per publishing day as per audited figures of Audit Bureau of Circulation (ABC) or DAVP or other recognised bodies of INS. The newspaper from metro cities, not meeting criteria of National Newspapers, may be treated as Regional/Local/Vernacular newspapers, as the case may be.
- c. For Regional/Local/Vernacular Dailies, focus should only be on such Dailies in the States which fall in the command area of SECL or CIL & its Subsidiaries and New Delhi, because of it being country's capital. Since local language newspapers, though popular in their own right, do not enjoy large circulation like national newspapers, the circulation figures as specified above for National dailies and INS accreditation of such newspapers, may not be insisted upon.
- d. Advertisement/Sponsorship in such Regional/Local/Vernacular dailies which do not fall in Command Area of SECL or CIL & its other subsidiaries and New Delhi should be decided considering the relevance and importance of the issue to SECL/Coal India and media reach of the daily.
- e. The selection of any daily for advertisements shall be primarily based on relevance/importance of the issue to SECL and also circulation and proper reach to the intended target audience. Number of releases to be made to a particular newspaper/daily in a financial year, shall be decided as per publicity requirement of SECL.
- f. In case of Weekly Newspapers, SECL may not consider issuing Advertisements on regular basis, as there are hardly any renowned publications under this category. However, issue of advertisements in such Weekly Newspapers, which cover news on Coal India or its subsidiary companies on regular basis, may be considered.
- g. Magazines/Periodicals/Journals/Directories:-Magazines are of various types i.e. News, Technical, Managerial, Business, Industry, Environment, Social, Educational, Literary, Art, Culture, Sports etc. In this category, consideration of INS accredited ones only may not be practicable as many such magazines may not have such recognition though these magazines may have a wide media reach and also may be of relevance to SECL/CIL particularly those relating to technical, business, industry etc. There are also magazines which are brought out separately (not with Newspapers) by Newspapers/ Business dailies on special occasions.

Advertisements to all such Magazines / Periodicals/ Journals / Directories etc. under the above category, who approach SECL for the same, be issued by SECL considering merit and its reach to the target readers. Such releases may normally be restricted to one in a financial year in any particular magazine. However, depending on the relevance and importance of the magazine, number of releases in any particular magazine in a financial year may be more. The magazines seeking support should be in circulation for a period of atleast one year.

For new entrants, the decision should have bearing on aspects e.g. circulation, target readership etc. There will not be a cap on a single advertisement under this category as the rates are widely varying. Rates paid in the preceding years may be some pointer considering which decision may be taken for release of advertisements.

- h. SECL may consider putting up hoarding/ display board at prominent locations such as Airport lounges/Railways Stations/Important Public Places/Vantage Points as a publicity measure and also to enhance public awareness about SECL/CIL and its activities.
- i. As a part of sustained publicity campaign for enhancing image and awareness about SECL and its activities, SECL may consider advertisements on Radio, TV, Websites, News Portals, Internet Channels (YouTube, etc.), Social Media and other Audio-Visual Media.
- j. For advertisements/sponsorship assistance to charitable institutions, the organization/ institute seeking assistance should be registered with the appropriate authorities. All national and state level charitable institutions should get the priority for SECL's participation/assistance. Charity work at various local levels may receive consideration on merit. Recommendation by public figure e.g. MP/MLA/Municipal heads, recognized local level institutional heads, renowned personalities in the field of art, literature, culture, education, commerce and industry, administration, sports, medicine should receive special consideration in such cases.
- k. Request for Sponsorships of various events like national/ international conferences, seminars, workshops, summits, business sessions, cultural events, sports etc. is received by SECL from different organizations/ institutes. A broad guideline for such sponsorships are given below:
  - a. SECL should support only those seminars/conferences/events etc. where topic is of interest to SECL/CIL or where SECL/CIL is likely to get publicity mileage.
  - b. Against the sponsorship amount so approved, SECL should be allowed to nominate free delegates/invitees depending upon the sponsored amount.
- l. In respect of Exhibitions/Fairs, the first priority should be on international/national ones, be it industrial/mining, which are of interest to SECL, or cultural e.g. film/ theatre/ art/ literature, through which SECL is likely to get publicity mileage. Regional/Local level Exhibitions/Fairs may also be considered for advertisements/sponsorship/stall, if SECL is likely to get publicity mileage.
- m. SECL receives requests for advertisements in Souvenirs brought out during Seminars, Conferences, etc. The maximum limit for such requests may be left to the discretion of competent approving authority.
- n. Requests for advertisements in Souvenirs brought out during festivals like Durga Puja, Kali Puja, etc., by different Puja Committees are received in SECL. The practice may be continued with budgetary ceiling left to the discretion of competent approving authority.

- o. As a responsible Corporate, SECL may extend its support in the form of Advertisements/ Banners, etc., to various local events, where SECL is likely to get publicity mileage, organized by recognized bodies/institutes etc., depending on the merit of the case.
- p. Any matter pertaining to Advertisements, Sponsorship and Other Publicity Initiatives, which does not come under the scope of this SOP, may be considered, depending on its utility/relevance and put up for approval of the competent authority. If approved, the work may be executed as per the worded directions.

**15. Monitoring & Review/Amendment:**

- a. Report containing details of total advertisements, sponsorship, etc given during the previous quarter, with expenditure incurred and balance budget available for the particular Financial Year, would be prepared and put up to HOD (PR) – Annexure IV. This will facilitate monitoring of the expenses being incurred on publicity.
- b. The quarterly status report will normally be put up in the first week of the next quarter i.e., in the month April, July, Oct and January.
- c. The present SOP may be reviewed and amended from time to time subject to the requirement and guidelines issued from Government of India, CIL and Statutory Body, etc.
- d. Revised SOP, so prepared, will be released as a new version document, which would supersede the previous version.

**16. Modifications/Changes/Interpretation:**

- a. Modification/Change, if any, in the Standard Operating Procedure and Guidelines, mentioned above, shall be made with the approval of Director (Personnel), SECL only.
- b. For interpretation of any clause or for any deviation of the clause of the SOP, the Director (Personnel), SECL, will be the final authority.
- c. For matters related to Bill Payment, this SOP will stand modified in accordance with the Administrative Order(s) issued with the approval of Director (Finance)/CMD, SECL.
- d. If at any point of time, CIL Kolkata circulates the SOP for publishing courtesy advertisement, sponsorship & other publicity initiatives, that will be supersede the present SOP of SECL.

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**ANNEXURE I****Step by Step process for publishing Courtesy Advertisement, Sponsorship & Other  
Publicity Initiatives**

<b>Step</b>	<b>Particulars</b>	<b>Timelines (Working Days)</b>	<b>Responsibility</b>
1	Receipt of Request for Courtesy Advertisement, Sponsorship & Other Publicity Initiatives	Receipt to be provided, if needed.	By Dealing Staff
2	Recording of Details of Receipt of Request in DAK Register	On the same day	By Dealing Staff
3	Examination of the proposal and taking decision for further action	Within 7 days	PRO
4	Initiation of proposal	Within 3 days	By Dealing Officer/PRO
5	Putting up the proposal through proper channel to HOD-PR for obtaining competent approval to give Advertisement, sponsorship, etc.	Within 3 days	PRO
6	Forwarding of proposal to Competent Authority, with views or otherwise.	Within 2 days	HOD - PR
7	After Approval, Communication to the concerned organisation/agency i.e., Work Order/Release Order mentioning deliverables and Advertisement/Display Content(s)	Immediately, but positively within 3 days	PRO In case of non-availability of such official, by any other officer of PR Department
8	Keeping Record of Work Orders / Release Orders in a separate Register for further reference.	Before issuance of WO/RO.	Dealing Staff
9	Receipt of Bill/Invoice and entry of the same in 'CoalNet'	On the same day of receipt in PR Dept.	Dealing Staff
10	Processing the Bill/Invoice for obtaining Budget Concurrence (BC)	Immediately, but positively within 3 days	Dealing Officer
11	Budget Certification	Within 3 days	General Manager (Finance)
12	After receipt of BC, forwarding the Bill/Invoice to Finance Department for payment	Within 2 days	PRO
13	Payment of Bills	Within 7 days	General Manager (Finance)
14	Submission of Fortnightly Report to HOD (PR)	Within 3 days	PRO
15	Submission of Quarterly Report to HOD (PR)	First week of the next quarter	PRO

**ANNEXURE II****PROFORMA FOR INITIATING PROPOSAL**

<b>Sr. No</b>	<b>Particulars</b>	<b>Relevant Details</b>
<b>1</b>	<b>Proposal for</b>	Advertisement/sponsorship/others
<b>2</b>	<b>Name of the Agency/Organisation</b>	Name of Newspaper/Magazine/TV Channel/Website/ Organisation, etc
<b>3</b>	<b>Whether it is a newspaper/souvenir/magazine/Exhibition/Fair/Radio/TV Channel/Website/Newsportal, etc.</b>	
<b>4</b>	<b>Periodicity</b>	Whether it is a daily, weekly, fortnightly, monthly or yearly in case of Newspapers/Magazine.
<b>5</b>	<b>INS accreditation and circulation</b> (Only in case of National Newspapers)	Yes/No ; _____ nos.
<b>6</b>	<b>Amount and number of advertisements/sponsorships given during previous year</b>	As per the records of PR department
<b>7</b>	<b>Details of advertisement/sponsorship given during current year</b>	As per the records of PR department
<b>8</b>	<b>Amount as requested by the media/organisation</b>	
<b>9</b>	<b>Deliverables</b>	
<b>10</b>	<b>Budget status</b> a. Total Annual Budget (Amt) b. Progressive Expenditure incurred c. Balance budget	a. _____ b. _____ c. _____
<b>11</b>	<b>Justifications for giving Advertisement/Sponsorship, etc</b>	
<b>12</b>	<b>Amount Proposed</b>	
<b>13</b>	<b>Competent Authority for according approval</b>	
<b>14</b>	<b>Remarks, if any</b>	

**FORMAT FOR FORTNIGHTLY REPORT**

Report Submitted on : \_\_\_\_\_

<b>SR. NO.</b>	<b>MEDIA/AGENCY PARTICULARS</b>	<b>PARTICULARS REGARDING REQUEST RECEIVED</b>	<b>DATE OF RECEIPT IN PR DEPT</b>	<b>REASON(S) FOR NOT CONSIDERING THE REQUEST</b>

**FORMAT FOR REPORTING**

<b>SR. NO.</b>	<b>MEDIA/AGENCY PARTICULARS</b>	<b>TYPE OF WORK (ADVERTISEMENT/SPONSORSHIP/STALL, ETC)</b>	<b>AMOUNT SANCTIONED (RS.)</b>
<b>Total (Rs.)</b>			

**SUMMARY:**

**Status as on Date:** \_\_\_\_\_

<b>Sr. No.</b>	<b>PARTICULARS</b>	<b>DETAILS</b>
<b>1</b>	<b>Budget status</b>	
	Total Annual Budget (Amt)	
	Progressive Expenditure incurred	
	Balance budget	
<b>2</b>	<b>Total Advertisements</b>	
	During the Quarter	
	During Current Financial Year	
<b>3</b>	<b>Total Sponsorships</b>	
	During the Quarter	
	During Current Financial Year	
<b>4</b>	<b>Other Publicity Initiatives</b>	
	a. Exhibitions/Fairs	
	b. Hoardings	
	c. Others	

**FORMAT OF WORK ORDER**

Work/Release Order No \_\_\_\_\_

Date: \_\_\_\_\_

Sr. No	Particulars	Relevant Details
1	Name & address of the beneficiary	
2	Scope of Advertisement/Sponsorship/Work (As applicable):– a. Rate : b. Size (Full/Half/Quarter page/Dimensions, etc): c. Value : d. Any other :	
3	PAN Number of beneficiary	
4	GST Number of beneficiary, if applicable )	
5	FC/BC Number, Date and Value	
6	Paying Authority	General Manager (Finance)
7	Instructions for raising of Bill	
8	Documents in support of event as a proof of execution of the event along with the bill	
9	Any other, if applicable	

**Terms & Conditions, as applicable:**

- 1) Mandate for Bank Details of beneficiary consisting of a) Name of Bank b) Account Number c) Branch d) IFSC Code may be attached with the bill.
- 2) TDS, as applicable, will be deducted.
- 3) In case of **Courtesy Advertisement**, liability of the payment of GST lies with beneficiary as such the beneficiary has to submit GST bill as per rules and regulations of the ACT.
- 4) In case of **Sponsorship**, GST is applicable under reverse charge mechanism where GST liability lies with SECL. As such No GST is to be paid by the beneficiary.
- 5) No payment will be done in case of non-publication/non-conformance of this order.

**Signature of Authorised Official**