



COAL INDIA LIMITED
(A Maharatna Company)
Coal Bhavan,
CC & PR Division
Premises No.04, Action Area 1A,
New Town, Rajarhat, Kolkata – 700 156
PHONE: 033-2324 2281, FAX: 033-2324 2281
Website: www.coalindia.in

02-03-2020

Ref No. CIL/C4C/747

Date: 02.03.2020

To,

Broadcast Engineering Consultants India Ltd.
BECIL Bhawan, C-56/A-17, Sector – 62,
Noida – 201307 (UP)

Libh
02/03/2020

Dear Sir,

Subject: Media Analytics & Management Tool Media Analytics & Management Tool for print / E Paper / Television / Social Media / Online for Coal India Limited
Reference: Your letter no: BECIL/IT/Media Analytics & Management Tool/Proposal/2019 dated 04/11/2019

Dear Sir,

With reference to the above, Coal India Ltd., is pleased to appoint BECIL as a consultant for 'Media Analytics & Management tool for Print / E-Paper / television/ social media / online' a period of one-year at a Total Cost of Rs. 1,69,77,840/- (Rupees One Crore Sixty-Nine Lakhs Seventy Seven Thousand and Eight Hundred and Forty Only) including all applicable taxes. The detailed scope of work, terms & conditions are as under:

Scope of work for BECIL 5 modules:

Module – I: All medium Listening 24/7/365

Social media / Web / TV / print / e paper / magazines

Module – II: All medium gathering & analytics 24/7/365

With broad data cuts for each entity

Module –III: Online media data storage & dissemination tool

Enables all divisions of CIL to input all relevant video / audio / photograph media data from local areas for a central repository of analyzed news / trends

Module IV- Delivery: Built specific logins for each constituent of CIL for different access and build an alert system

Module V - Unlimited archives for Television / print

Build permanent archives with backup for all analyzed data

Have a word search facility for all tagged clips across mediums.

Details of modules:

Module – I: Listening is a comprehensive 24/7/365 media partner operations across all major platforms.

Social Media listening 24/7/365 with drill down to the source of any event, personality, incident, union etc. If there is an event / incident, they can drill down to all posts which started the movement, influence the event and created maximum impressions.

Web listening 24/7/365 operations with crawl every 1 hour

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Module II: All medium Aggregation & Analysis

Tracking relevant news: Word search capability across publication.

Print: Track over 500 publications & editions across 24 centers. (as stated in your letter no: BECIL/IT/Media Analytics & Management Tool/Proposal/2019 dated 04/11/2019)

Television news: 60 news TV channels across India (as stated in your letter no: BECIL/IT/Media Analytics & Management Tool/Proposal/2019 dated 04/11/2019)

Television and publications covered will be in English, Marathi, Kannada, Hindi, Gujarati, Odia, Bangla, Telugu and Tamil. A short gist has to be created for all TV / publications clips from cross 9 languages mentioned above for quick perusal.

Social Media: Unlimited relevant social media public posts, across India

Web: All free general / industry sites / blogs / trade magazines / journals / forums
Software / manual translation for gist with speech to text for headlines

Media Analytics of News

Common database structure at the backend across mediums to measure impact of every event, person etc has over hundreds of graphs / tables.

1. Sentiment analysis for tonality
2. Spokesperson analysis: of all stake holders
3. Key message: study focus of messages by keyword/ theme/ region / functionary
4. Geographic wise analysis: analyze map based location coverage and impact
5. Vertical / company / center wise slotting of info / analytics
6. Theme based analytics: theme created on the basis of interest areas Viz.
7. Visibility analysis; how is a message visible? What impact can visibility offer?

Television: Which all news channels. What time band carried this message? Integrate industry figures to understand impact of message.

Websites: Number of views. Integrate industry figures to understand impact of the message.

Social Media: Impressions. Was there a link in the post (links mad more potent). All standard basic analytical parameters like sex, age, location etc. Who started the movement, where did the trend start.

Publications / Periodicals: Integrate industry figures to understand reach.

Module III: Online Media Catalogue

This helps in create a one stop video / audio / photograph achieve. Enable users to store files in multiple resolutions for appropriate dissemination and graded access rights for offices with upload / edit / delete/ share options. Effective media management gets and advantage with this tool. Hosting etc.

Module IV: Delivery Structure

Manually filtered content: junk free

Data cuts customized for different division / languages / schemes/ mediums etc.

Interactive dashboard with a customized online delivery

Dashboard delivery on mobile App

Capability to download / favorite / share/ email / WhatsApp / Tweet / RT / PDF any article / clip etc

Single dashboard for all mediums with no external licensing arrangement for delivery software / hardware

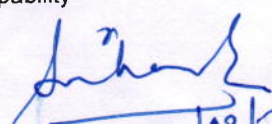
Common keywords / database structure across mediums at the backend with ML/ image processing / AI enabled capabilities.

Capability of graphs to have drill down facility to access primary content

Capability to give conditional access to different set of people

24/7/365 operations with active 24/7/365 call center

Unlimited online achieves with word search capability


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Module V: Unlimited Achieves

All data is tagged, accessible by word search

Unlimited archives for perpetuity for analyzed data, across downloads content and analytics tables / graphs etc.

Effective DRM

CIL will get access to all relevant analysis data dump at the end of the arrangement.

Besides the cities mentioned by BECIL (in letter no: BECIL/IT/Media Analytics & Management Tool/Proposal/2019 dated 04/11/2019) will also include CIL subsidiary company headquarters and towns like Dhanbad, Ranchi, Sanctoria, Asansol, Sambalpur, Bhubaneswar, Singrauli, Benaras, Bilaspur, Raipur and Nagpur and news related to coal in other infrastructure sectors like Railways, Power, steel etc. in the Media Analytics & Management Tool for print / E Paper / Television / Social Media / Online for CIL's multiple users.

Breakup of the payment to BECIL for a period of one-year at a Total Cost of Rs. 1,69,77,840/- (Rupees One Crore Sixty-Nine Lakhs Seventy Seven Thousand and Eight Hundred and Forty Only) including all applicable taxes are as under:

Sr. No	Description	Amount in INR
1	Unit Price	1,32,00,000
2	GST 18%	23,76,000
3	Sub – Total (A)	1,55,76,000
4	BECIL Consultancy Charges @9% on unit price	11, 88,000
5	GST 18% on above	2,13,840
6	Sub – Total (B)	14,01,840
5	Grand Total (A + B)	1,69,77,840

Methodology:

BECIL will organize a training/s for multiple users enabling utilization / usage of the above mentioned Media Analytics & Management Tool for print / E Paper / Television / Social Media / Online tool.


The following nodal officers at CIL and its subsidiaries will authorize multiple users for use of the Media Analytics & Management Tool Media Analytics & Management Tool for print / E Paper / Television / Social Media / Online:

Company	Nodal Officer
Coal India Ltd.	Head of Public Relations
Bharat Coking Coal Ltd	Head of Public Relations
Central Coalfields Ltd	Head of Public Relations
Central Mine Planning & Design Institute	Head of Public Relations
Eastern Coalfields Ltd.	Head of Public Relations
Mahanadi Coalfields Ltd.	Head of Public Relations
Northern Coalfields Ltd.	Head of Public Relations
South Eastern Coalfields Ltd.	Head of Public Relations
Western Coalfields Ltd.	Head of Public Relations

BECIL will provide a log in and password to the various nodal officers and multiple users in their companies.

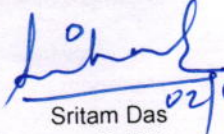
Terms & Conditions:

1. BECIL will organize a training/s for multiple users enabling utilization / usage of the above mentioned Media Analytics & Management Tool for print / E Paper / Television / Social Media / Online tool. After completion of training BECIL shall intimate the same to Corporate Communications & PR Department, CIL and contract shall commence from the next day.


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2. Mode of Billing – Monthly basis.
3. BECIL will submit certificates from Head of PR / PRO of each CIL subsidiary with their monthly bill / invoice that the Media Analytics & Management Tool Media Analytics & Management Tool for print / E Paper / Television / Social Media / Online was operational and successfully working during the month for which the bill has been raised.
4. BECIL will ensure that there is no 'downtime' for the Media Analytics & Management Tool Media Analytics & Management Tool for print / E Paper / Television / Social Media / Online and will issue a certificate with their monthly bill / invoice.
5. GST invoice is to be submitted to Corporate Communications & PR Department, Coal India Ltd., Kolkata on monthly basis in triplicate for payment.
6. The payment of consultancy work shall be made on a monthly basis within a period of 21 days from the date and acceptance of your bill complete in all respects as stated.
7. Bank Mandate as per annexure is to be submitted for NEFT / RTGS
8. The payment shall be made through NEFT / RTGS as per mandate form to be submitted by BECIL to the paying authority.
9. Payment Authority: General Manager, Finance, CIL.
10. BECIL shall intimate the acceptance of this appointment within one week.
11. In the event of any deficiency of service from the consultant CIL reserves the right to short close this appointment.
12. BECIL will ensure that it abides by all the laws related to and arising out of execution of this work order.
13. This work order with the terms and conditions will be deemed as the final binding contract between CIL and BECIL.
14. Any dispute arising out of or in respect of this order will be subject to the jurisdiction of the courts at Kolkata.

Yours sincerely,


Sritam Das
02/03/2020
Manager - P / PR

Copy to:

D – F, CIL
GM & TS to Chairman, CIL
GM – Vigilance, CIL
GM – Legal, CIL
GM – Finance (I/C), CIL
BC No: CIL/BC/PR/2019/21999 Dated 26 Feb 2020 –propid9044
BC No: B.CONC/2019-20/AdvanceBud/Publicity/Consultancy/01 Dated. 26.02.2020
HoD – CC&PR, CIL