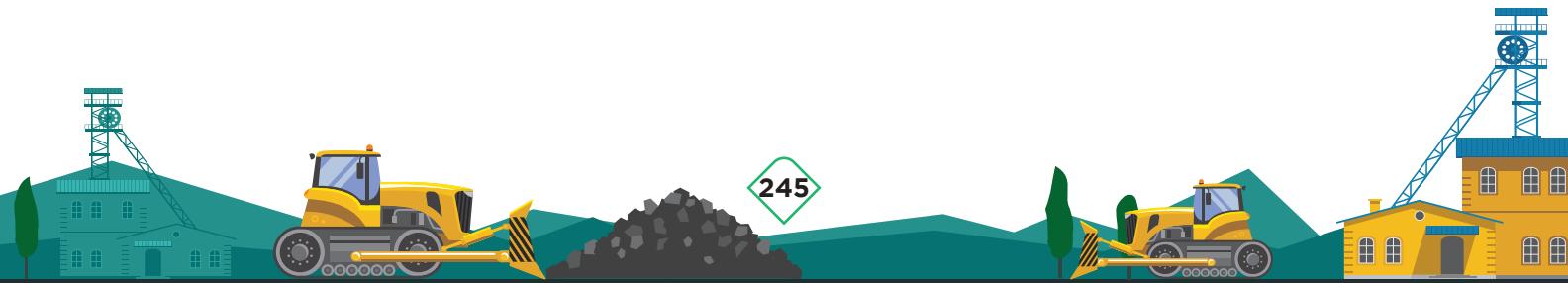


## INFORMATION TECHNOLOGY & MEDIA

**20**  
CHAPTER





# Information Technology & Media

## Information Technology & Media related Activities

With diversification of the Information and Communication Technology (ICT) landscape and Digital India initiative of the Government, it has become absolutely imperative for the Government to bring in qualitative and quantitative transformations in wake of changing user expectations.

In the year 2025-26, Ministry of Coal with the help of NIC has strived hard and taken lead towards implementing various decision support system required for better planning, monitoring and decision making. The key advantage for the MIS applications/ website is to reduce the Ministry's workload and increase overall transparency in its function.

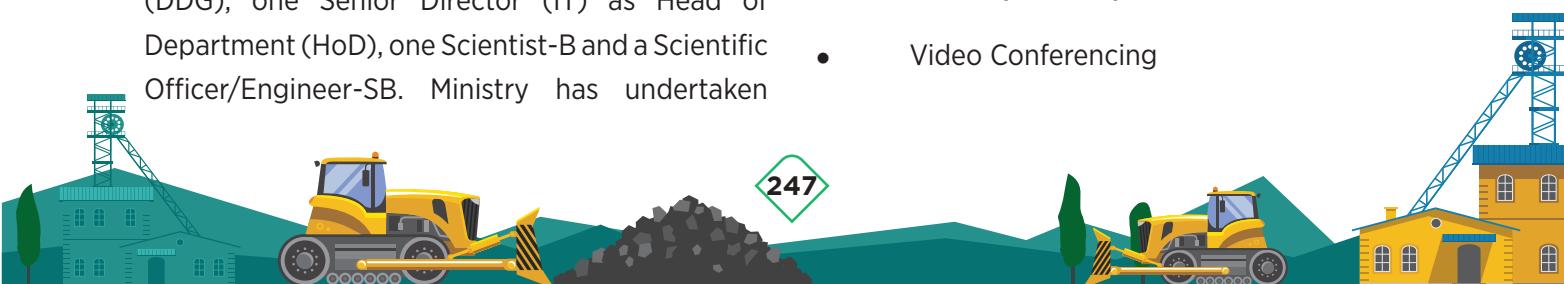
NIC COAL Computer Centre in Ministry of Coal is well equipped with latest computer systems for delivering and implementing secure multi-platform computer-based applications / solutions, database support, Internet, Email, network, Cyber Security, VPN and video conferencing facilities. Ministry of Coal has adopted Cloud services of NIC – Meghraj to ensure optimum utilization of the infrastructure and speed up the development and deployment of e-Governance applications of Ministry of Coal.

NIC has a dedicated team in Ministry of Coal with an officer of the rank of Deputy Director General (DDG), one Senior Director (IT) as Head of Department (HoD), one Scientist-B and a Scientific Officer/Engineer-SB. Ministry has undertaken

various Projects/ Activities in coordination with National Informatics Centre (NIC) cell of the Ministry under the following categories:

### 1.1. Information & Communication Technology (ICT) Projects/Activities

- Design, Development & Implementation of e-Governance Projects
- Promote E-governance activities.
- Administration, updating and maintenance of all websites and Applications Project Management activities like resources management, scope management, requirement study etc.
- Deployment of Web Sites, Web portals and Web Based Applications on NIC Cloud - Meghraj to ensure optimum utilization of the infrastructure and speed up the development and deployment of e-Governance applications of Ministry.
- Compliance of Cyber Security Guidelines, Advisories, Alerts, etc.
- Capacity Building and Training for all stakeholders on various software application and related to ICT activities.
- Maintenance of Local Area Network (LAN) and Internet Services
- Support on e-mail creation and issues faced by ministry officials
- Video Conferencing



- Support of Office Automation Applications being used in the Ministry for day to day working as e-Office, e-HRMS, e-Samiksha, SPARROW, Biometric Attendance system, e-Visitors, etc.
- Support to Coal India Limited and its Subsidiaries, NLCIL, SCCL and CMPFO in their ICT related projects/activities
- Migration of Email Relay Service for all the NIC application as well as for all subsidiaries that were using NIC Email Service.
- Supporting Ministry's attached offices in Migrating to NGC Cloud and closing of redundant VM and application over the cloud.
- Managing the setup of Network Services in the GPOA Building.
- Complete migration of Coal Imports Monitoring System from a unified portal managed by DPIIT to Ministry of Coal with new URL i.e. <https://imports.coal.gov.in>.
- Accessibility Audit completed successfully for the Ministry of Coal Website i.e. [coal.gov.in](http://coal.gov.in)
- Development of Koyala Shakti Dashboard as part of Digital India Mission.

## 1.2. e-Governance applications/Portals NIC also provide supports to Ministry officials on generic e-Governance applications such as:

- <https://coal.eoffice.gov.in>
- <https://pgportal.gov.in> (portal for grievance redress and monitoring system)
- <https://pfms.nic.in> (Public Financial Management System)

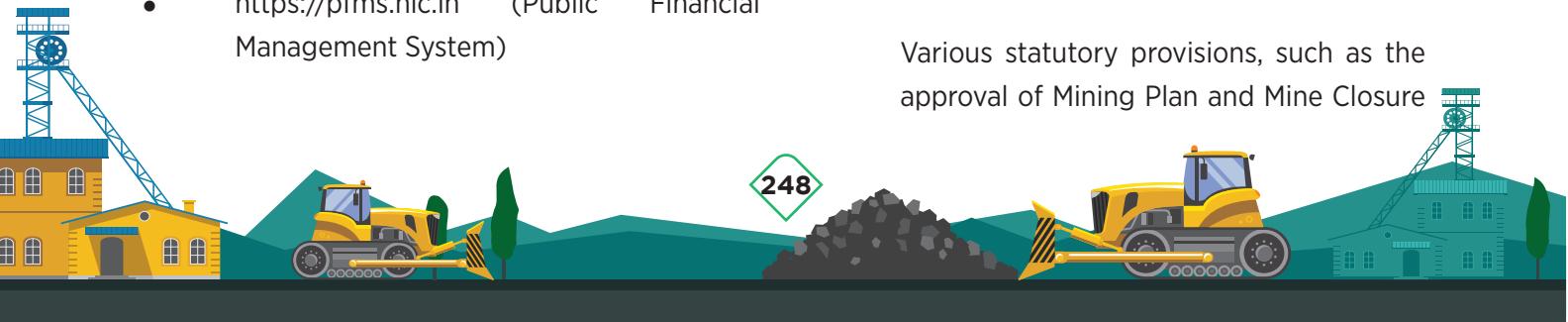
- <http://bhavishya.gov.in> (pension, sanctions and payment tracking system)
- <https://e-samiksha.gov.in>
- <https://limbs.gov.in> (web application for digitization of Court cases)
- <https://e-samiksha.gov.in> eSamiksha is a real-time on-line system for monitoring of follow-up action on the decisions taken during the presentations made by different Ministries/Departments to the Prime Minister, Centre-State-Coordination issues, observations made by Cabinet, recommendations made by Committee of Secretaries, etc.
- e-tendering (Centralized Public Procurement Portal for tender publishing), e-HRMS (Human Resource Management System), e-service book, SPARROW, Swagat (Visitor Management System), Aadhar based biometric attendance system, etc.

## 1.3. e-Governance Initiatives: Various Management Information Systems/applications developed for the Ministry are:

### i. Single Window Clearance System (SWCS) Portal: (<https://swcs.coal.gov.in>)

As part of the initiative for ease of doing business by the Government of India, the Ministry of Coal had conceptualized a Single Window Clearance System that facilitates obtaining clearances and approvals required for the smooth operationalization of coal mines in India, as well as augmenting coal production in the country through a single gateway.

Various statutory provisions, such as the approval of Mining Plan and Mine Closure



Plan, Grant of Mining Lease, Environment and Forest Clearances, Consent to Establish, Consent to Operate, Wildlife Clearance, Permission for Explosive and Safety Organisation (PESO) for the storage of Explosive, Land Acquisition Module, Safety Management Plan (with DGMS), Central Ground Water clearance, etc., are prerequisites for starting a coal mine. These clearances are granted by various Central Ministries and State Government departments/agencies. This portal maps all the statutory clearances required (covering Central Ministries as well as State Government departments/agencies) for starting a coal mine.

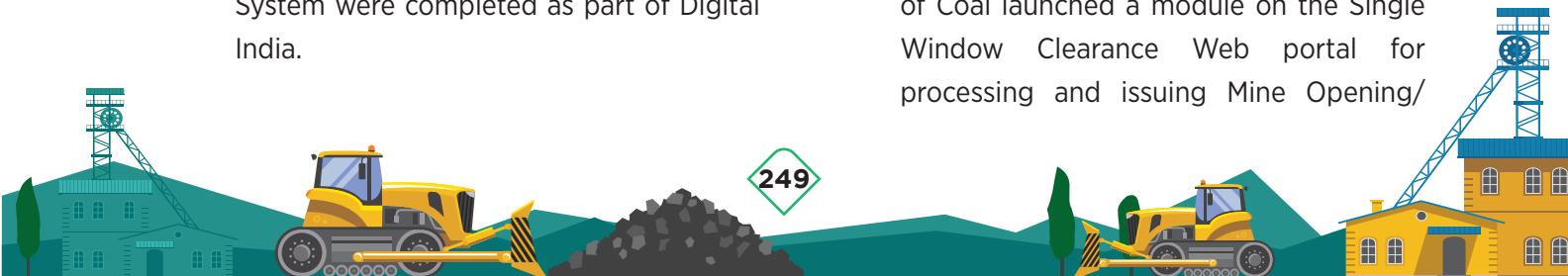
The portal is designed not only to map the relevant application formats but also to map the process flow for the grant of approvals/clearances and integrate with online portals through APIs. To facilitate ease of doing business, a unified platform of SWCS is designed, which includes an already operational module for approval of mining plans and mine closure plans in a time-bound manner and integration with the National Single Window Clearance System (NSWCS).

The Registration module, Mining Plan module, Submission of Objection Notification under Section 7(1) of CBA and Communication of Resolution module, Integration with Parivesh portal 1.0 (Forest clearance, Environment Clearance, Wildlife Clearance, Coastal Regulatory Zone Clearance, Consent to Operate, and Consent to Establish), and Integration with the National Single Window Clearance System were completed as part of Digital India.

Integration of the SWCS portal of the Ministry of Coal with the National Single Window Clearance System (NSWS) was carried out as part of the Digital India initiative. The PING API, Authentication API, Pull Document API, and Push Redirection API have been completed. Project proponents can now register through the NSWS portal, following the successful integration of the SWCS portal with NSWS, which is now available for stakeholders to complete their registration.

Further, a module named PRIMS (Project Information Management System) has been made operational, in which basic information related to coal blocks is stored, such as the act under which the mine is allocated, the time allocated for completion of all milestones, method of mining, type of coal, the status of the coal block (explored, unexplored), details of reserves, peak rated capacity, life of the mines, along with the date of operationalization. The module tracks the development of coal mines after they are vested, monitoring all milestones mentioned in the efficiency parameters of the CMDPA. It displays a list of milestones with the due and actual completion dates, which are needed to be completed by the bidders in order to get the coal mine operational. It also tracks the coal production of each mine on a daily and monthly basis, helping the Ministry monitor coal production and further expeditious implementation of coal mines. Additionally, it tracks the details of coal dispatch from the mines.

Additionally, on 07.11.2024, the Ministry of Coal launched a module on the Single Window Clearance Web portal for processing and issuing Mine Opening/



Seam Opening Permissions, granted by the Coal Controller Organisation. This initiative streamlines and expedites the process of obtaining Mine Opening/Seam Opening Permissions for starting new coal mines or opening new coal seams. The digital platform enables project proponents to submit applications online, removing the need for manual paperwork and greatly reducing processing time. Applicants can also track the status of their applications in real time, promoting greater transparency and accountability throughout the clearance process. By simplifying this critical component of the coal mining regulatory framework, the Ministry of Coal aims to create a more efficient and investment-friendly environment within the industry.

**ii. Coal Import Monitoring System (CIMS): (<https://imports.coal.gov.in>)**

Coal Import Monitoring System has been developed and maintained for importers to submit advance information for import of coal items through this an online system. On submission of online data/information, the system generates an automatic unique Registration Number. No manual documents are to be submitted to any public authority for this purpose.

This portal enables the government to keep a tab on the various categories of coal being imported and help make policy decisions accordingly. The categories of coal on which the CIMS would be applicable include anthracite coal, bituminous coal, coking coal, and steam coal. CIMS also has the facility to view earlier online registrations. In addition, incomplete applications which have not been submitted for registration on the

DGFT portal are also available in the CIMS for review and further action.

**iii. Star Rating of Coal Mines Portal: (<https://starrating.coal.gov.in>)**

Coal Mining operations are expected to comply with many rules, regulations. These are mainly regarding safety, environment, rehabilitation of project affected families, welfare of workers etc. All the mines are expected to comply with all the regulations. The Star Rating policy aims to evaluate mines based on various factors across seven key parameters: Mining Operations, Environment-related parameters, Adoption of Technologies, Best Mining Practices, Economic performance, Rehabilitation Resettlement, Worker-related Compliance and Safety security.

In order to foster competitiveness among mines and recognize their outstanding performance based on above mentioned areas and give them due recognition, NIC-Coal Team had developed and maintaining a web portal named Star Rating of Coal Mines which is expected to do the same.

Mines are undertaking a comprehensive self-evaluation process and subsequent validation by reviewer appointed by Coal Controller and then by Coal Controller itself. This portal aims to elevate the overall performance and sustainability of coal and lignite mining in the country by driving competitiveness and promoting responsible mining practices. The ratings awarded range from Five Star to NO Star, comprehensively evaluating each mine's achievements.



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iv. **Website of the Ministry: (<https://coal.gov.in>)**

Website is an integral part of any Organisation. Website of Ministry has been redesigned using latest state-of-the-Art technology. it is a CMS driven system with ease in operation and management. Ministry of Coal website is bilingual, user friendly and provides an easy navigation and quick access to important and latest updated information. The website is made responsive to enable accessibility from all hand-held devices.

Ministry website is updated on daily basis by adding latest Coal Statistics such as Coal Production Dispatch, Coal block allocation auction of coal mines, Safety in coal mines, Acts Policies, Sustainable Development, Technology Roadmap, Coal Gasification, Tender notices, Advertisement, Annual reports, Events, Press Releases, activities held and to be held, etc. Website is updated regularly and enriched by adding Major achievement and by adding video content and photo galleries (Programme/Event wise) etc. The site is security audited and also got STQC clearance as per required for all Government website. Accessibility Audit certificate of the website has been obtained from IAAP certified agency for better reach for the Person with disability.

v. **National Coal Portal (Coal Dashboard): (<https://ncp.cmpdi.co.in>)**

National Coal Portal, a dashboard has been developed and maintained to share Key Performance Indicators (KPIs) related to the Coal Sector to end users. This dashboard monitors real time Coal Production and Coal Dispatch on a daily basis. The Graphical User Interface (GUI)

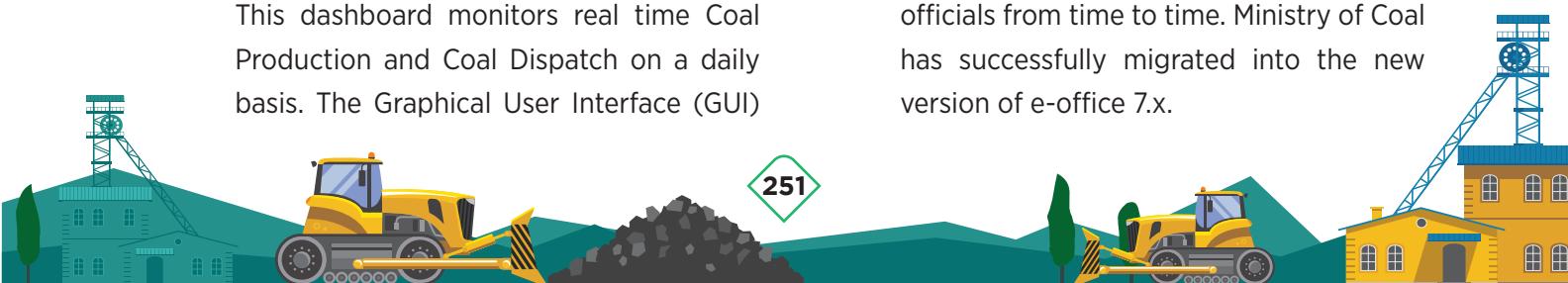
based analytics was carried out for coal production and coal dispatch. KPIs of Coal Production and Coal Dispatch have been integrated with Prayas Portal using Web APIs.

This dashboard displays KPIs related to Coal/Lignite Production, Coal/Lignite Offtake, Exploration, Central Sector Schemes, Status of Coal Stock in Thermal Power Plants, Infrastructure Projects, Allocation of Blocks (CMSP/MMDR), Monitoring of Major Coal Mines (CIL), Coal Price, Sustainable Development Activities. Portal comprises different type of graphical reports with respect to Coal Production and Coal Dispatch.

vi. **e-Office: (<https://coal.eoffice.gov.in>)**

e-Office a web-based system implemented and maintained for effective online monitoring of movement of files and receipt in the ministry. The e-Office product aims to support governance by ushering in more effective and transparent manner for inter and intra-government processes.

This system involves all stages, including the diarisation of inward receipts, creation of files, movement of receipts and files, tracking of files, searched and finally, the archival of records. It is fully functional in Ministry of Coal. There is no physical file movement in the Ministry. Web VPN services has been provided to all the officials of the Ministry to access this portal from non-NICNET nodes / laptops to ensure nonstop working in e-Office Platform from outside office. Necessary operational training is provided to ministry officials from time to time. Ministry of Coal has successfully migrated into the new version of e-office 7.x.



**vii. e-HRMS (Human Resource Management System): <https://e-hrms.gov.in>**

e-HRMS has been revamped and implemented in the Ministry of Coal. Manav Sampada (appropriately name for Human Capital, being the most important factor for the success of any Government, Organisation or Company) is a standard ICT solution for the Government sector, addressing maximum requirements of State Governments related to personnel management. The first and basic objective of Manav Sampada is to provide a generic, product-based solution to the State/ Central Government organisations for better management of personnel through electronic service record. It further assists the top management in knowing the exact number of employees, the retirement pattern, additional requirements in coming year for planning recruitments, funds required for retiring employees, re-allocation of surplus employees to other Departments/organisations within the State, ACR/Property Return status, seniority lists etc.

Employees of the Ministry will be able to not only see all their details w.r.t service book, leave, etc., but also apply for different kind of claims/reimbursements, loan/advances, leave, leave encashment, LTC advances, Tour etc. on a single platform.

Additional services have been added in the form of Pension papers generation, integration with e-Salary through web services, Online Property Returns, generation of pension papers, status of payments. This has added value for both the monitoring officials and employee.

**vii. PRAYAS-PMO Dashboard: (<https://prayas.gov.in>)**

nic.in) Month-wise data of two schemes of Ministry (Coal Production & Coal Dispatch) was integrated with PRAYAS dashboard of PMO using Web APIs. This dashboard shows various KPIs with time series analysis for monitoring at apex level. The PRAYAS Dashboard is integrating various schemes of Central Ministries, which is being monitored at PMO, Minister and other apex level for planning and monitoring purpose at a single platform.

**ix. PM GatiShakti- Nation Master Plan (PMGS-NMP)** incorporates the infrastructure projects of various Ministries and State Governments which extensively uses spatial planning tools. The Ministry of Coal has identified more than 100 data layers mapped along with attributes and metadata for planning and monitoring of infrastructure through PM GS-NMP portal. The data layers enhance the integrated planning process of the resources of related Ministries during the planning stage.

The Ministry of Coal has used PMGS-NMP portal for resolving issues like alternate route of transmission line passing through Dhirauli Coal Block, alternate rail alignment of Pelma-Sardega and Tentuloi-Budhapunk lines to avoid overlapping with coal blocks etc. The Ministry also intends to build up the value chain of coal resource from exploration to planning and execution of coal sector projects through development of dashboards and applications on PM GatiShakti NMP platform and integrate with portal of the Ministry. Project Reports of Coal India Limited (CIL) are analyzed based on available information on PMGS-NMP portal for integrated planning to boost coal production.



**x. Portal For Third Party Testing Agency([https://starrating.coal.gov.in/tpa\\_cco/](https://starrating.coal.gov.in/tpa_cco/))**

This portal was developed to digitize and streamline the empanelment process for coal grade testing, which was earlier carried out through an offline and cumbersome system involving extensive paperwork, manual verification, and prolonged timelines. The platform enables standardized sampling and facilitates the engagement of independent third-party agencies that act as neutral auditors between coal companies and end users. By moving the entire empanelment and testing framework online, the portal reduces administrative burden, minimizes disputes over coal grade assessment, enhances transparency and accountability, and significantly improves efficiency and ease of doing business in the coal sector.

**xi. Development of Koyala Shakti Dashboard**

The Koyala Shakti Dashboard is a unified digital platform launched by the Ministry of Coal under the Digital India Mission to enable real-time monitoring and smart analytics across the entire coal supply chain. Designed as an end-to-end decision-support system, it integrates data on coal production, transportation, and dispatch, allowing seamless coordination among key stakeholders such as coal companies, railways, ports, central ministries, and state departments. Through features like real-time tracking, data-driven forecasting, and incident alerts, the dashboard strengthens policy formulation, enhances operational efficiency, and promotes greater transparency and governance in the coal sector.

**2. Cyber Security of Ministry of Coal**

Ministry of Coal has fully implemented security advisories with respect to cyber issues by CERT-In (Indian Computer Emergency Response Team under the Ministry of Electronics and Information Technology) for securing application portals and to secure IT infrastructure in the Ministry. The CISO (Chief Information Security Officer) has already been appointed in the Ministry. As per the guidelines by CERT-In, the Cyber Crisis Management Plan (CCMP) duly approved by MeitY has been formulated to effective mitigation cyber threats and incident and secure the entire Network of Ministry. Necessary instructions as per the MeitY guidelines regarding cyber security have also been circulated to all the CPSEs for necessary compliance. Advisories/Alerts/Vulnerabilities received from CERT-IN, IB, NIC-CERT, NCIIPC, I4C have been addressed promptly and necessary action is being taken accordingly.

Endpoint Detection and Response (EDR) and Unified Endpoint Management (UEM) has been installed in all the Desktops, Laptops etc. EDR is primarily focused on threat detection and response. It monitors and analyses endpoint activities to identify and respond to security threats. UEM focuses on tasks like software deployment, configuration management, and patching to maintain and manage endpoints efficiently.

Ministry website and all the Applications/Portals developed are hosted on NIC Cloud Server after getting security audit by CERT-In empanelled Agencies to secure these Applications/Portals from external threats. All the websites/applications have an SSL (Secure Sockets Layer) certificate to make them more secure.

Cyber Security Guidelines for Government Employees on various Cyber Security aspects like Passwords Management, Email Security, Desktop



Management, Removable Media Security, Social Media Security, Cyber Security Advisory and Incident Reporting, etc have been circulated. Standard Operating Procedure (SOP) for Network Devices have also been formulated to ensure Cyber Security in the Ministry of Coal.

A “Workshop cum Review Meeting on Cyber Security” aimed to sensitizing the Nodal officers of Cyber Security of the PSUs/CCO & CMPFO about the prevailing cyber security challenges was organized on 28th August, 2025. The workshop served as a platform for dissemination insights and advocating the adoption of best cyber security practices in the Coal Sector.

The month of October was observed annually as the National Cyber Security Awareness Month (NCSAM). The theme of the campaign for this year is “Cyber Jagrit Bharat”. This important observance aims to raise awareness about cyber hygiene and promote best practices in cyber security across the country. The Ministry of Coal along with its PSUs actively participated in this campaign through a range of initiatives to sensitize employees and stakeholders about the significance of cybersecurity like Social Media Engagement, Workshop for employees, Quiz Competition etc.

Ministry maintains an up-to-date inventory of all the IT assets deployed in the network like Desktops, Printers, Switches etc. and old/obsolete network devices (Switches) and end points are being replaced with new devices with latest original software's in phase wise manner. In addition, all the end points who does not meet the security compliance, have been disconnected from the network of Ministry.

### **3. Video Conferencing facility:**

Ministry is extensively using a secure Video Conferencing facility provided by NIC in the Ministry to facilitate Senior Officers to hold

important meetings with Coal India Limited and its Subsidiaries, SCCL and NLCIL, Conduction Board Meeting, Sub-Group meetings, IC meetings, etc. There are 5 Studio based Video conferencing (VC) systems are in operational and all the desktop is having Desktop based VC (BharatVC) facility. Around 850 Video Conferencing sessions were conducted successfully during this year. This facility is also successfully being used during VC meeting by Hon'ble Prime Minister on PRAGATI.

### **4. Local Area Network (LAN):**

A LAN has been established in the Ministry to access internet and for communication with officials of the Ministry. There are approximately two hundred sixth users connected to the LAN. All kind of trouble shooting is done by NIC-FMS team to facilitate the smooth functioning of internet

on user machines. EDR and UEM is installed on all the clients for advance protection from virus, malware and their management as per Cyber security guidelines and policy of MeitY, Government of India.

### **5. Email/VPN Cloud Support:**

Creation of Email accounts of the Ministry Officials are processed by NIC-Coal Team as and when required. Requests related to virtual Private Network (VPN) accounts to access the e-Office from networks other than NICNET are processed through NIC team of Ministry.

### **6. Wi-Fi Support:**

Wi-Fi access point connectivity has been enabled in the Ministry to access internet on Laptop or mobile. Form processing for Wi-Fi connection and device configuration is done by NIC-Coal Team. As on date, about 10 Wi-Fi access points are installed in the Ministry. Trouble shooting of Wi-fi related problems is done on regular basis by NIC Network Team.



During the past year, the Media Cell of the Ministry of Coal played a sustained and multi-dimensional role in supporting the Ministry's communication ecosystem. With coal continuing to remain a key pillar of India's energy security and economic development, the Media Cell ensured that a wide range of policy initiatives, operational developments, sustainability measures, technological interventions, and Corporate Social Responsibility (CSR) activities were communicated effectively to diverse stakeholders. The work of the Media Cell extended beyond routine dissemination of information and involved continuous coordination with internal divisions, Coal PSUs, media organisations, and other Government agencies. Through a combination of print and electronic media engagement, expanded digital outreach, live event coverage, visual storytelling, and issue-based communication, the Media Cell contributed to transparency, public awareness, and informed discourse around the coal sector, while aligning its efforts with national priorities and a Whole-of-Government approach.

## MEDIA

### 1. Media Planning and Policy Communication

Throughout the year, the Media Cell undertook systematic media planning to communicate the Ministry's policy initiatives and sectoral reforms in a coherent and phased manner. Communication efforts covered major policy areas such as Commercial Coal Mine Auctions, coal linkage reforms, coal gasification initiatives, mine closure plans, sustainability measures, and broader coal sector reforms. The Media Cell worked closely with concerned divisions to understand policy details and ensured that information was presented clearly, accurately, and in a manner accessible to media professionals, industry stakeholders, and the general public. Emphasis was placed

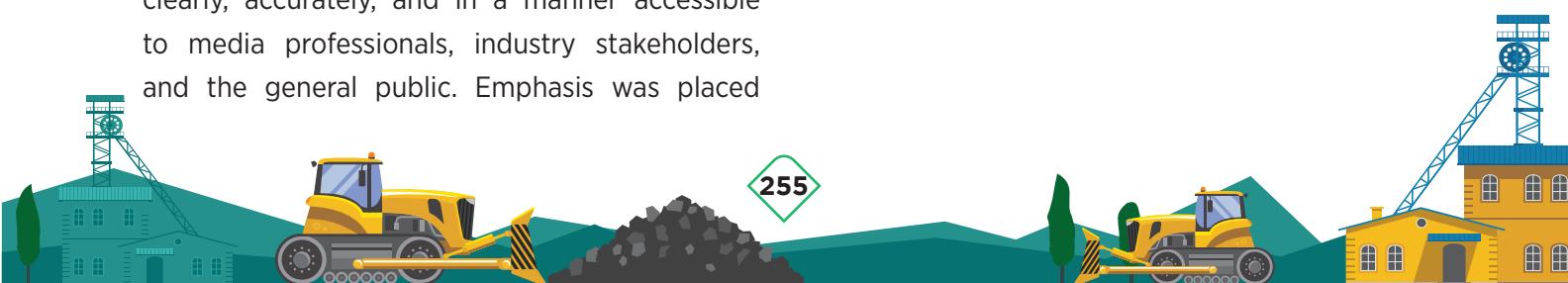
on explaining policy objectives, progress, and implications so that communication supported informed understanding rather than isolated announcements.

### 2. Engagement with Print and Electronic Media

The Media Cell maintained continuous engagement with national and regional print and electronic media across the year. This involved regular interaction with journalists, dissemination of information through PIB press releases, coordination for interviews and event coverage, and follow-up responses to media queries. Coverage related to coal production performance, technological advancements, CSR initiatives, and sustainability efforts was facilitated to ensure wide geographical and sectoral reach. By maintaining consistent engagement, the Media Cell helped ensure continuity in reporting and provided media with reliable and timely inputs on developments in the coal sector.

### 3. Press Release Issuance and Structured Information Dissemination

Issuance of press releases remained one of the core and sustained activities of the Media Cell. Press releases were prepared and issued regularly to communicate policy decisions, production milestones, auction-related developments, technological interventions, and sustainability initiatives such as land reclamation. Considerable effort was made to structure these releases clearly, with factual data, context, and explanatory elements. Wherever appropriate, press releases were supplemented with photographs, infographics, and data points to aid comprehension and enable uniform reporting across media platforms.



## 4. Digital and Social Media Communication

The Media Cell actively managed and expanded the Ministry's digital presence across multiple platforms including X (Twitter), Facebook, Instagram, Threads, YouTube, and LinkedIn. Digital platforms were used on a daily basis to disseminate updates related to coal production, dispatch performance, policy initiatives, sustainability measures, CSR activities, and important events. Content was planned and scheduled to ensure regular visibility of the Ministry's work and to reach diverse audience segments, including industry stakeholders, researchers, students, and the general public.

## 5. Platform-Specific Content Strategy and Digital Innovation

Recognizing the distinct nature of each digital platform, the Media Cell adopted platform-specific content strategies. Short-form videos, reels, infographics, visual explainers, carousels, and longer informational posts were developed to present complex policy and sectoral issues in a simplified and engaging manner. Special attention was given to visual storytelling and data presentation to enhance understanding of technical subjects. All digital communication remained aligned with national initiatives such as Digital India, Make in India, Atmanirbhar Bharat, and Viksit Bharat, ensuring coherence with the broader Government narrative.

## 6. Live Telecasts and Coverage of Key Events

A significant component of the Media Cell's work involved facilitating live telecasts and extensive media coverage of major events organised by the Ministry. These included launches of Commercial Coal Mine Auctions and visits of the Hon'ble Minister to coal-bearing States and

PSU operational areas. Live streaming of events on platforms such as YouTube enabled real-time access for stakeholders and the public, enhanced transparency, and allowed wider participation in important announcements, interactions, and field engagements.

## 7. Communication of CSR and Community-Focused Initiatives

The Media Cell accorded focused attention to communicating CSR initiatives undertaken by Coal PSUs under the Ministry. Media and digital coverage highlighted a wide range of community-oriented programmes related to healthcare services, educational support, women empowerment initiatives, skill development programmes, and schemes such as NIRMAN scheme. These communication efforts helped bring visibility to developmental activities being carried out in coal-bearing regions and demonstrated the integration of mining operations with community welfare.

## 8. Visual Storytelling and Beneficiary-Centric Communication

Special emphasis was placed on beneficiary-centric communication to highlight the human dimension of welfare initiatives. The Media Cell facilitated the production and uploading of videos showcasing officials of the Coal Mines Provident Fund Organisation (CMPFO) personally visiting beneficiaries at their homes to provide assistance and support. These videos documented on-ground engagement, reflected empathy and responsiveness, and conveyed how CMPFO officials directly reached out to beneficiaries. By sharing these visuals across digital platforms, the Media Cell ensured that human emotions and real-life impact formed an integral part of the Ministry's communication narrative.

## 9. National Media Tour

As part of its proactive media outreach, the Ministry



of Coal organized National Media Tours to Central Coalfields Limited (CCL), Central Mine Planning and Design Institute (CMPDI) and Mahanadi Coalfields Limited (MCL) to provide journalists with first-hand exposure to the functioning of coal mining operations. These visits were aimed at showcasing modern mining practices, technological innovations, robust safety measures, deployment of Heavy Earth Moving Machinery (HEMM), and progressive initiatives such as Renewable Energy and Eco Parks developed on reclaimed land. The tour also highlighted the coal sector's strong focus on community development through CSR interventions, including schools, healthcare facilities, and skill development initiatives. By enabling direct interaction with mine operators and local communities, the tour enhanced media understanding of coal mining beyond extraction, fostering informed, balanced, and fact-based reporting on the sector's role in energy security and regional development.

## 10. Whole-of-Government Communication and Inter-Ministerial Coordination

Communication efforts during the year were guided by a Whole-of-Government approach. The Media Cell coordinated closely with other Ministries, Departments, and Government agencies to ensure alignment and consistency in

messaging related to policies, reforms, and cross-cutting initiatives, including implementation of labour reforms. This coordination helped present a unified Government narrative, ensured accuracy of information across platforms, and avoided fragmentation or duplication of messaging.

## 11. Media Query Handling and Issue Management

The Media Cell played an active role in responding to media queries and managing communication related to both routine developments and sensitive issues. Queries concerning coal production, supply position, availability, policy matters, and regulatory issues were addressed promptly and accurately in coordination with concerned divisions. This ongoing engagement helped clarify facts, address concerns, and prevent misinformation, thereby supporting informed public discourse.

The Media Cell of the Ministry of Coal carried out sustained communication initiatives to disseminate the Ministry's policies, programmes and key achievements. Guided by the Whole-of-Government approach, these efforts enhanced transparency and public awareness, while underscoring the coal sector's contribution to national energy security in line with the Government's vision of Reform, Perform, Transform and Inform.

