

CCL Launches Special Cover Dedicated to Coal Warriors and Coal India's Legacy During the Valedictory Session of "National PR Conclave-2025"

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The two-day "National PR Conclave-2025" organized by Central Coalfields Limited (CCL) concluded successfully today at the Gangotri Convention Centre, CCL Headquarters, Ranchi. The conclave, themed "Redefining PR: From Information to Engagement in the Era of Digitalization", brought together eminent PR professionals, media experts, academicians, and students to deliberate on the evolving dynamics of communication in the digital era.



Ms. Inu Majumdar, CEO of Radio Orange, Nagpur, opened the proceedings of the second day with an insightful session on the "Role of Radio: Information to Engagement especially in Rural Areas". She highlighted that radio remains a powerful and emotional bridge connecting rural India, emphasizing its role as one of the most effective mediums for awareness and behavioural change.

This was followed by a session on "New Age of PR in the Changing Digital World", Dr. Sameer Kapoor, Director, Ad factors, Delhi, discussed the evolution of PR 2.0, where digital media, influencers, and content creators play a transformative role in shaping organizational reputation. He underlined that engagement today must be both strategic and empathetic.

In the session on "Relevance of Customised Stamp for Coal Industry in Golden Jubilee Year", Shri Alok Kumar Gupta, Head of Department, CC & PR, CCL, highlighted the significance of a Special Cover dedicated to the "Coal Warriors" of Coal India and CCL for their vital role in ensuring the nation's energy security. On this occasion, a Special Cover (Customised Stamp Ticket) and souvenir "Navchetna" were jointly released by Shri Nilendu Kumar Singh, CMD, CCL; Shri Pawan Kumar Mishra, Director (Finance);

Shri Harsh Nath Mishra, Director (HR); and Shri R.V. Chaudhary, Director, Postal Services, Jharkhand. The Special Cover symbolises the commitment, perseverance, and contribution of every employee forming the backbone of India's energy infrastructure.

Speaking on the occasion, Mr. Nilendu Kumar Singh, CMD, CCL, said, "A postage stamp is not just a piece of paper — it carries emotions and connects hearts. Even in the digital age, the essence of letters and posts remains alive as a sincere medium of communication."



Mr. Harsh Nath Mishra, Director (HR), CCL, emphasized that public relations serve as the backbone of any organisation by acting as a vital bridge between the institution and the public. He highlighted that CCL's initiatives in safety, CSR, and community engagement are strong examples of meaningful and participatory communication.

Delving into the evolving landscape of communication careers, the session on "Career in PR & Communication: Challenges & Opportunities in the Era of Digitalization" featured Dr. Vikas Pathe, Assistant Professor, IIM Ranchi, who emphasised the need to understand the target audience and urged students to adopt continuous learning and adaptability to stay relevant in the dynamic communication environment.

Mr. Sanjeev Shekhar, Corporate Affairs, Adani Power Ltd., stated that positive media messaging forms the core of brand value, remarking that "Your true image is defined not by what people say in your presence, but in your absence."

The valedictory session titled "Interactive Session with Budding PR Professionals", featured an engaging interaction with advertising guru Mr. Prahlad Kakkar, who inspired students with his insights on creativity, media, and the evolving future of public relations.

Concluding the event, Shri Alok Kumar Gupta, Head of Department (CC & PR), CCL, delivered the vote of thanks and extended heartfelt gratitude to all dignitaries, speakers, and academic institutions for their active participation. He remarked that the Conclave emerged as a true confluence of ideas and a meaningful platform for shaping the future of public relations in India.



The “National PR Conclave–2025” reaffirmed that public relations today is not confined to information dissemination but is a continuous process of engagement, empathy, and trust-building that connects organisations to society and creates meaningful relationships in the digital era.

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