

Dissemination of Information Through Digital Tools

**By : PR Department
NHSRCL**

Information plays an integral part of human life. As we live in a digital world today, the dissemination of digital information is the current trend. Over the past decades, the internet has become a staple in everyone's life. There has been an internet revolution like never before with the invention of new and advanced technologies.

With the availability of huge data and information, the world is moving towards adoption of information dissemination from traditional to modern means. Web portals/websites and social media plays a vital role in communicating to the masses apart from other modes.

National High-Speed Rail Corporation Limited (NHSRCL) was incorporated under the Ministry of Railways on February 12, 2016 to implement the country's first HSR project between two commercial hubs Mumbai and Ahmedabad (known as MAHSR) with Japanese financial and technical assistance. NHSRCL is a special purpose vehicle with equity participation by the Ministry of Railways and the states of Maharashtra and Gujarat. India's Prime Minister Shri Narendra Modi and Japan's then Prime Minister Shri Shinzo Abe laid the foundation stone of the project on 14th September 2017.

As NHSRCL is implementing the construction of India's first Bullet Train project from Mumbai to Ahmedabad, the organization needs to maintain an excellent reputation and brand image towards its successful implementation on a global scale. In an era where information about a company flows instantaneously and globally, it is a priority that NHSRCL communicates well with its stakeholders in a coordinated way through proper channels.

Since media is considered to be an important source of information about the organization for its potential customers, stakeholders and employees, it is essential that the information provided by NHSRCL to the public not only creates awareness about the project but also helps in recognition of the amount of work being done during the execution of the project.

With this objective in mind, NHSRCL always ensures timely dissemination of maximum information through its official website (www.nhsrcl.in) and through various social media platforms. Such an approach has always helped the organization to grow at a fast pace and to maintain transparency among the masses.

Website as an Interactive Information Dissemination Tool

The website is the central platform for all external communication about NHSRCL and is maintained by the Public Relations Department. It is the company's second home online where the visitors can any time and from anywhere visit and see the latest news and updates being undertaken by the organization. To maintain high degree of transparency and consistency with its stakeholders, NHSRCL website is updated on regular basis. For its diverse stakeholders, the company's website is being designed and developed in five (5) languages viz. English, Hindi, Gujarati, Marathi & Japanese. In addition to this, the content on our website is short and clear to allow visitors to read information thoroughly and to make them understand in a simpler and easier way.

To make the website up-to-date and reader friendly, periodic reviews are done by the concerned authorities of NHSRCL and ensures all compliances including GIGW audit of website through authorized agencies are met.

One of the important sections on NHSRCL website is "Media Center" that includes image gallery, videos, publications, press releases, media coverages, blogs, technical papers etc. The section is updated on frequent basis and as and when the event happens. This helps in making the masses aware of the latest happenings within the organization thereby creating a buzz in the market.

The tender section on website with sub-heads viz. active tenders, awarded tenders & archived tenders is updated on regular basis. For visitors seeking more information related to any particular tender, the section is linked with CPP (Central Public Procurement Portal of Government of India) portal to avoid any discrepancy.

The career page of NHSRCL website is designed in a way that depicts the organization's vision, mission and culture and is considered to be the most valuable resource to find more information about an organization. The career section on NHSRCL website is updated as and when the vacancy comes up in the organization. The details provided in the sub-heads like career updates, syllabus and results helps in maintaining the transparency within and outside the organization.

Glimpse of Media Center Section of NHSRCL Website

YouTube Channel: NHSRCL INDIA
8,29K subscribers

Uploads

- October's Progress Video | NHSRCL | MAHSR (12K views · 1 day ago)
- Progress video | September 2022 | MAHSR | NHSRCL (19K views · 1 month ago)
- MAHSR crossing over Western Railways near... (40K views · 1 month ago)
- First 1 Km of continuous viaduct of MAHSR completed (7.9K views · 1 month ago)
- MAHSR progress video | August | NHSRCL |... (17K views · 1 month ago)
- First 1 Km of continuous viaduct of MAHSR complet... (8.3K views · 2 months ago)
- Azadi Ka Amrit Mahotsav @NHSRCL (1K views · 2 months ago)
- NHSRCL Progress video (43K views · 3 months ago)
- MAHSR Project Update video June 2022 (5.7K views · 4 months ago)
- NHSRCL Corporate Film (20K views · 4 months ago)

NATIONAL HIGH SPEED RAIL CORPORATION LIMITED
नेशनल हाई स्पीड रेल कॉर्पोरेशन लिमिटेड

Media Coverage

From date: Till date: **Apply**

Headlines	Location	Date of publication	Publication/Electronic channel
पहला फन्दी बंदिन ट्रायपोर्ट इव	Mumbai	11-10-2022	Navbharat
Only 5% land pending for bullet train in state	Mumbai	09-10-2022	Free Press Journal
Sabarmati multi-modal transport hub will be ready in 2023	Ahmedabad	08-10-2022	Sandesh
बुन्देल ट्रेन के लिए सावधानी में का रक्त से देश का पहला फन्दी बंदिन ट्रायपोर्ट इव	Delhi	01-10-2022	Navbharat Times
Bullet train project: Bids issued for underground tunnel construction	All India	24-09-2022	Multiple Publication
Sri Ashwini Vaishnaw, Minister of Railways Visit to Under-construction Sabarmati Multimodal Transport Hub & Ahmedabad HSR Station, Gujarat On 13th September 2022	Ahmedabad	14-09-2022	Multiple Publication
40 मीटर लंबे पहिले बंदिन को बंदिन में न हो तुकसान इसके लिए बचता गया राजसाव ले सोड	Surat	26-08-2022	Multiple Publication
बुन्देल ट्रेन को चलाने के लिए दो नएपे सिन्क्रोनेस ट्रेकिंग	Surat	25-08-2022	Dainik Bhaskar
बुन्देल ट्रेन कोनेस्ट का सबसे पहिले 1 KM लम्बा बावबन्धत गल्लारी - मुल के बीच बना, इस पर अब टेल ट्रेक बनाने की हो गही तैयारी	All India	22-08-2022	Multiple Publication
75वें स्वतंत्रता दिवस से पहले बुन्देल ट्रेन के 75 किमी लम्बा पहिले बंदिन ट्रेक बनाने का काम पूरा, गहरे लोडिंग भी बन रही	Surat	08-08-2022	Dainik Bhaskar
Bids Invited for Bullet Train Station at Mun's BKC, 24m Under Ground	All India	23-07-2022	Multiple Publication

Ms. Sushma Gaur

Journey so far

Ms. Sushma Gaur

Additional General Manager,
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Active Tenders

With effect from 1st July 2020, NHSRCL has moved its tendering process to CPP portal (e- tender mode), please [click here](#) to see all new tenders.

S.No.	Tender Ref No.	Tender Title	Date of NTT	Latest Corrigendum	Last Date of Submission	Document
1	NHSRCL/ADI/2022-23/04 New	Housekeeping, Security Guard Service and Pantry Services Including Provision of Tea-Coffee Vending Machine at NHSRCL, For Chief Project Manager Office, National High-Speed Rail Corporation Limited, Project Office, Ahmedabad.	28-09-2022		24-10-2022 3:00:00 PM	View Details
2	MAHSR-C-2 New	Construction of Tunneling Works including Testing and Commissioning for Double Line High Speed Railway using Tunnel Boring Machine (TBM) and New Austrian Tunneling Method (NATM) between Mumbai Underground Station at Bandra-Kurla Complex (MAHSR Km. 0.773) and Shalghata (MAHSR Km. 21.150) in the State of Maharashtra for the Project for Construction of Mumbai-Ahmedabad High Speed Rail	23-09-2022		19-01-2023 3:00:00 PM	View Details
3	NHSRCL/CO/F&L/LEGAL/2022/3 New	EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF LAW FIRMS/ADVOCATES AS SPECIAL LEGAL CONSULTANTS	22-09-2022		02-11-2022 3:00:00 PM	View Details
4	MAHSR-C-1	Design and Construction of Civil and Buildings Works including Testing and Commissioning on Design-Build Lump Sum Price basis for Double Line High Speed Railway for Mumbai Underground Station, Cut & Cover Tunnel and Shaft-1 from MAHSR Km. -0.255 to Km. 0.775 at Bandra-Kurla Complex in the State of Maharashtra for the Project for Construction of Mumbai-Ahmedabad High Speed Rail. For detailed tender document, Corrigendums & addendums, Please log on to CPP Portal	22-07-2022		03-11-2022 3:00:00 PM	View Details

A Social Media so Desirable

With the rise of the internet and social media specifically, people are wanting to be more and more involved in the work that is being done around the world.

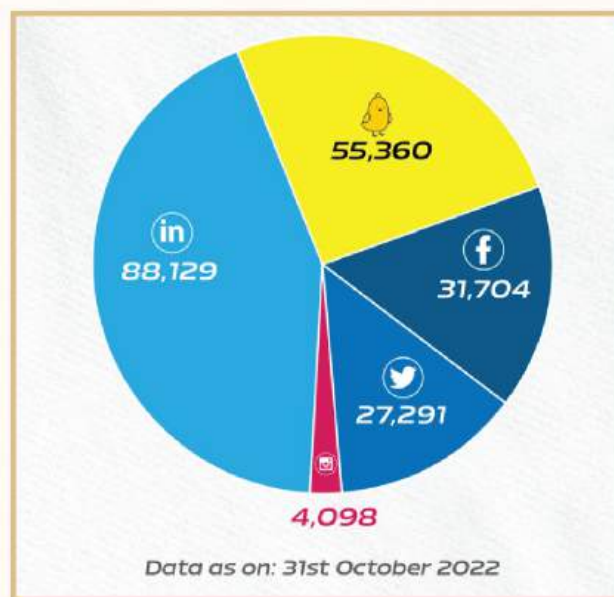
NHSRCL uses all social media platforms such as Twitter, Facebook, LinkedIn, Instagram, YouTube, Koo, Blogs etc. to communicate with the target audience and share information on regular basis.

Sharing and responding to the people on social media helps to connect with the public and improves the interaction between users and the organization. In addition, such platforms offer the instant messaging facility that helps in providing feedback and improving the work being undertaken.

NHSRCL shares all updates regarding the project related to construction activities, new machinery/technology being used to execute the project, monthly project progress videos, infographics, on ground work videos etc. at frequent intervals of time which helps in making public aware about the actual progress of work being executed. The company receives tremendous response on each and every post that is being shared on all social media platforms.

Every communication piece published by NHSRCL had one core motive: to initiate big-picture conversations. We achieve this by not only sharing our content but by also LISTENING to our audience. We hear them and analyze their sentiments about the brand, and extend the communication accordingly.

NHSRCL's Social Media Followers



Glimpse of Various Social Media Posts

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

Tweet

NHSRCL

@nhsrcl

#NHSRCL is observing [#VigilanceAwarenessWeek2022](#) at the Corporate office and site offices on the theme: Corruption-free India for a developed Nation from 31st Oct-6th Nov 2022.

Vigilant India, Prosperous India!

- Home
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- Profile
- More

Tweet

NHSRCL

@nhsrcl

बुलेट ट्रेन की गति, बनेगी देश की प्रगति। [#MAHSR](#) [#NHSRCL](#) [#BulletTrainIndia](#)

Translate Tweet

दिन-रात चल रहा है बुलेट ट्रेन का कार्य



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← Tweet

NHSRCL
@nhsrcl

For India's first #BulletTrain project, #NHSRCL is also using Span-by-Span (SBS) casting method for the construction of viaducts. #MAHSR @RailMinIndia @PIB_India @airnewsalerts @DDNewslive @InfoGujarat



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← Thread

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अपने कार्य और खेलों में श्रेष्ठ प्रदर्शन करने वाले कर्मचारियों को सम्मानित करना अपने आप में एक उत्सव है। #NHSRCL ने दीवाली उत्सव की शुरुआत ऐसे ही एक समारोह से की, जिसका शुभारम्भ श्री राजेंद्र प्रसाद, प्रबंध संचालक द्वारा दीप प्रज्वलित कर किया गया।



Ministry of Railways

4:51 PM · Oct 19, 2022 · Twitter Web App

Conclusion

It is therefore the need of the hour for an organization to have a digital presence on all the platforms. To increase brand awareness, it is equally necessary to increase interaction with the organization, build positive brand associations and increase brand loyalty by linking it with the potential audience and motivates them to get acquainted with the organization's goals and objectives.

