

कर्मचारी भविष्य निधि संगठन Employees' Provident Fund Organisation श्रम एवं रोजगार मंत्रालय, भारत सरकार

Ministry of Labour & Employment, Government of India मिक्स निधि सबन / Bhavishya Nidhi Bhawan 14, भीकाजी व्यापा प्लेस नई दिल्ली 110066 Bhikagi Cama Place, New Delhi 110066 www.epfindia.gov.in

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Dated: 13.06.2017

1 3 .1119 7017

To

All Addi. Central P.F Commissioners (Zones) All RPFCs-Incharge of ROs/ SROs

Subject: - Publicity campaigns of EPFO - regarding.

Madam / Sir,

Our Organisation takes up publicity campaigns from time to time to create awareness amongst the EPF stakeholders about the various initiatives related to their benefits and hassle free services. Recently, awareness campaign on Universal Account Number (UAN) and Employees' Enrolment Campaign in print, electronic, outdoor and digital media have been launched out of which campaigns in outdoor and electronic media (TV / Radio) are running across the country for enrolment of all eligible workers under EPFO.

 In order to ensure that the these campaigns are running effectively as per the approved media plan, it has been decided that the details of the media plan be shared with field functionaries also to get a feedback on the same.

I. Newspaper Advertisement

EPFO periodically publishes advertisement in newspapers to create awareness about the organisation and its activities. From now onwards whenever a print advertisement is published in newspapers, the list of approved newspaper in which advertisement is being published will be sent to the field offices. The concerned field functionaries may verify that the advertisement has been published in those newspapers as per approved media plan or not. Confirmation about publication of advertisement may also be sent by a mail on the same day followed by paper cutting by post.

II. TV Advertisement

The Media plan for TV advertisement campaign gives details of the TV channels and time slots in which advertisement will be broadcasted. Whenever, a TV campaign is run by EPFO, approved media plan will be sent to field functionaries. Concerned RPFCs will be required to keep track of the TV advertisement on channels related to their region listed in media plan. It requires to be verified randomly that the advertisement is being run in the right time slot and right frequency as mentioned in media plan. A feedback may to be sent within two days of the end of media plan.

At present two TV advertisements (Factory & Award versions) on EPFO are being broadcasted on TV channels to spread awareness about Employees' Enrolment Campaign. A media plan is enclosed herewith. The current media plan will be valid till 28th June, 2017, after which advertisement on all the channels will be stopped. You are requested to do the needful as mentioned above.

III. Radio Advertisement

Media plan containing details of the radio channels and time slots in which advertisement will be aired will be sent as and when a radio campaign will be run. Concerned RPFCs will be required to keep track of the radio advertisement, randomly, on channels of their region, listed in media plan and it may be confirmed that the advertisement is being run in the right time slot and right frequency as mentioned in media plan. A feedback requires to be sent regarding the same within two days of end of media plan.

IV Outdoor publicity

Media plan on outdoor publicity campaign giving details about locations of hoardings placed in listed cities across India will be sent as and when a campaign is in progress. Concerned RPFCs will be required to randomly verify and confirm to the Head Office that whether hoarding/banners/unipolis/bus panels/display boards/metro rail hoardings/metro rail inside panels/Railway train inside panels etc. have been fixed/displayed or not as per the approved media plan under their jurisdiction. Preferably, a photograph verifying the same with caption should also be attached in the email. The file of the photograph should be named as per location, city and date on which picture is taken for e.g. India Gate, New Delhi, 06.06.2017. If possible, the picture should also be Geo tagged. Geo tagging feature is available in most of the Android and IPhone cameras. A feedback requires to be sent within two days of the end of media plan.

V. Documentary

A five minute documentary on EPFO highlighting the new initiatives and employees' enrolment campaign has been launched, copy of which has been circulated to field office by e mail. It is desired that documentary may be utilized by field functionaries to spread awareness about EPFO.

The documentary may be screened at the in-house functions/trainings/workshops/seminars etc. organised by field offices to increase awareness about EPFO. A feedback mentioning details of the event where documentary was broadcasted may also be sent to Head Office within two days of event.

 All the reports/feedback as called above may please be sent on the email id rc.publicity@epfindia.gov.in.

[This issues with the approval of Central P.F. Commissioner]

Yours faithfully,

Encl: As above

(K. L. Taneja)

Additional Central Provident Fund Commissioner (HQ)

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Channel	Genre	Time	Duration	Spot William MATHE	Total spot	
				2	128	3840
MXE	HINDI MUSIC	7AM-SAM	30	3	192	5760
EXALAHI XE	MARATHI MUSIC	7AM-9AM	3.0	3	192	5760
9X TASHAN	PUNIABI MUSIC	78M-SAM	30			
		V		- and from it	Own Sept.	
ABP MAJHA	MARATHUNEWS	6AM-1159AM	- 30E	- 1	128	3840
ABP MAJHA	MARATHI NEWS	5PM-2259PM	30	2	178	3840
	MARATHI NEWS	12PM-1659PM	30:	2	128	3840
ABP MAJHA	HINDI NEWS	ē6M-1159AM	30	2	128	3840
ABP NEWS	And the second s	5PM-2299PM	30	- 2	128	3840
ABIT NEWS	HINDI NEWS	12PM-1659PM	30	2	128	3840
ABP NEWS	HINDI NEWS		30	2	128	1840
ABF ANANDA	BANGLA NEWS	6AM-1159AM	-	7.	128	3840
ASP ANANDA	BANGLA NEWS	5PM-3259PM	30		128	3840
ABP ANANDA	BANGLA NEWS	12PM-1659PM	30	7	120	2016
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pray changel	NORTH EAST	64M-1359AM	30	4	356	768
prag channel	NORTH EAST	5PM-2259PM	30	4	156	75B
prag strannel	NORTH EAST	11PM-1659PM	30	- 4	256	768
			-	arms to	myram Pall	12
	- FIALLWALANACEC	SPM-10PM	30	3	95	268
Augusta TV	MALAYALAM GEC	7PM-8PM	3D	-1	154	192
Amnta-TV	MALAYALAM GEC	/EWI-GENVI	347		100	
					Media	384
TOLLYWOOD	TELUGU 6EC	SPM-10PM	30	2	128	-
TOLLYWOOD	TELDIGILI GEC	7.PM-8.PM	30	.7.	64	192
TOLLYWOOD	TELUGUIGEC	12PM-7PM	30.	3	192	576
			_	2000	\$ 100 Del	166
		TABLE TO CONTRACT	30	2	128	384
News 24	HIND! NEWS	BAM ITS9AM	30	2	128	384
News.24	HINDI NEVYS	5FM-2259FM	30	2	128	384
News 24	HINDI NEWS	12PM-1659PM	30		320	310
			3.00	6-D Tale-	- Court	41160
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	HINDI MOVIES	12PM-7PM	. 30	- 4	256	768
BALLMOVIES	HINDI MUSIC	ZAM-SAM	3/0	1	64	192
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	1 To 100			EL MANUEL S	256	76
DY365	NORTH EAST	12PM-1655PM	-	А	256	76
DV365	NORTH EAST	6AM-1159AM	-	4	_	-
DY365	NORTH EAST	SPM-2259PM	30	4	756	76
		1000	-	- Vanet	Longe	DE DE
RUPASHLBANGLA	BANGLA GEC	8PM-10PM	30	2	125	38
RUPASHI BANGLA	BANGLA-GEL	7PM 8PM	30	1	.54	19
RUFASHI BANGLA	BANGLA GEC	:12PM-7PM	30	14	256	76
NEWS TIME ASSAM	NORTH EAST	5PM-2259PM	30	3	197	57
	NORTH EAST	12PM-1689PA		3	192	57
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NEWS TIME ASSAM	NORTH EAST	12PM-1659Ph	-	3	192	- 57
NEWS TIME BANGLA	HANGLA NEWS			3	192	- 57
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KANAK TV	DRIYA NEWS	6AM-1159AM	30	1	192	119
RANAKTV	DRIVA NEWS	5PM-2259PM	30	3	192	1 4
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PTC News	PUNIABI NEWS	SPM-2259PM	30	1	128	-
PTC News	PUNJABI NEWS	12PM-1559PM	30	7	128	3
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HMTV	TELLIGU NEWS	12PM-1659PM	30	1	128	3
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India News	HINDI NEWS	5AM-1159AM	30	3	192	5
India News	HINDI NEWS	5PM-2259PM	30	3	192	- 57
India News	HINDI NEWS	.12PM-1659PM	30	1	192	57
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News Ic	ENGLISH NEWS	12PM-1659PM	30	3	197	57
News X	ENGLISH NEWS	5AM-1159AM	30.	- 3	192	57
News X	ENGLISH NEWS	5PM-2259PM	30	3	192	57
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KASHISH NEWS	BH/JH NEWS	5PM-2259PM	30	3	192	57
KASHISH NEWS	BH/2H NEWS	12PM-1659PM	30	3	192	57
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LOKSABHA TV	HINDI NEWS	ZPM-11PM	3D	2	128	38
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	MALAYALAM GEC	SPM-10PM	30	4	128	3940
PARIN.	MALAYALAM GEC	7PM-BPM	30	1	64	1920
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	TAMILGEC	5PM-2759PM	30	3	192	5760
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Marcine	PUNJABI MUSIC	3PW-10PM	30	3	-	197
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MAZHAVIL MANCHAMA	MALAYALAM GEC	12PM-7PM	3D	3	197	384
MAZHAVIL MANDRAMA	MALAYALAM GEC	BRW-10PM	30	2	178	-
WAZMAYIL MANDRAMA	MALAYALAM GEC	TVM-SPM	30	1	64	197
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NOTV 24X7	ENGLISH NEWS	5AM-1159AM	30	3	192	574
	ENGLISH NEWS	5PM-2255PM	30	3	197	57
NOTV 2487	ENGLISH NEWS	12PM-1659PM	30	3	192	57
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PUTHIYA THALAIMFURALTY	TAMIL NEWS	5PM-2259BM	30	1	3.62	57
PUTHIYA THALAIMURALTV	TAMILNEWS	12PM-1659PM	30	- 1	400	1
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DTV	ORIVA NEWS	5AM-1159AM	30	1	192	57
OTV	ORIYA NEWS	5PM-2259PM	30	3	192	57
	ORIYA NEWS	12PM-1659PM	30	3.	192	57
Q 7V	ORIYA GEC	7PM-SPM	90	2	128	38
Tarang	ORIVA GEC	12PM-7PM	30	3	192	57
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		-411 1001	30.	3	95	21
POLIMER	TAMIL GEC	SPM-10PM	-	1	69	1.5
FOLIMER	TAMIL GEC	7PM-SPM	30°		192	5
POUMER	TAMIL GEL	12PM-7PM	30		194	1
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NewsLive	NORTH EAST	6AM-1159AM	30	3	332	5
	NORTH EAST	5PM-2259PM	30	3	193	- 5
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Owner with	1 1			- Insu	128	1 3
COLORS BANGLA	BANGLA GEC	12PM-7PM	30	2		1 2
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COLORS GUIARATI	GUJARATI GEC	BPW-TOPM	30	2	128	388
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KOLKATA TV	BANGLA NEWS	6AM-1159AM	30	3	197	578
KOLKATA TV	BANGLA NEWS	5PM-2259PM	30	3	192	1 576
KOLKATA TV	BANGLA NEWS	12PM/1859PM	30	3	197	576
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NTV	TELLIGU NEWS	5AM-1159AM	30	2	128	384
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RAJ NEWS 3497				I DA PLANE	CHINITIVE	N L'OD
RAJ NEWS 24X7	TAMIL NEWS	5AM-1159AM	30	3	197	576
RAI NEWS 24X7	TAMILNEWS	5PM-2259PM	30	3	7.92	576
INT HEND ZANT	TAMIL NEWS	12PM-1659PM	30	3	193	516
		-		Productivity is	Committee	NAME OF TAXABLE PARTY.
ASSAM TALK ZAKE	NORTH EAST	12PM-1659PM	30	4	25E	768
ASSAM TALK 2447	NORTH EAST	6AM-1159AM	30	4	256	758
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				1.4		
SAMMA (ANALY DITTER PRACE HYDERAKONAK)	UP NEWS	5AM:1159AM	30	Salar o Invite C		
WHATA DAMES OF AN PRACESH (TTRACHARD)	UP NEWS	5PM-2259PM	30	3	192	5760
SARALAMAY USTACTABLE PAUL TRANSPART	UP NEWS	12PM-1659PM	30	3	192	576
FILMY	HINDI MOVIES	32FM-2PM	30	-1	64	1920
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TV5 TELUGU NEWS	TELLIGIJ NEWS	11PM-1559PM	30	5	160	4800
						-
MEGA/24	TAMILGEC	IIPM-10PM	-30)	2		_
MEGA 24	TAMILIGEC	7PM-8PM	30	1	128	3840
MEGA 2A	TAMILIGEO	12FM-TPM	30	3	292	1920
AKASH BANGLA	BANGLA GET	8PM-10PM	30		HELD PATRO	
AKASH BANGLA	BANGLA GEC	7 PM-8 FM	30	- 1	125	3840
AKASH BANGTA	BANGLA GEC	12FIA-7FM	30	1	192	1920 5760
					1	3700
SAB TV	HINDIGEC	7PM-8FM			St Named I	THE P
SABITV	HINDI GEC	12PM 7PM	30	1	'64	1920
DNY ENTERTAINMENT TELEVISION	HINDI GEC	12PM-7PM	30	2	125	3840
SET MAX	MINDI MOVIES	12PM-7PM	30	1	64	1920
AXN	ENGLISH GEC	SPM-10PM	30	1	64	1920
AXN	ENGLISH GET	7PM-SPM	30	1	54	1920
AXN	ENGLISH GEC	12PM-7PM	30	3	192	1920 5760
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MAA MOVIES		12PM=7PM	30	1	54	1920
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ASIANET STAR GOLD STAR PLUS MAA TV	HINDI MOVIES HINDI GEC JELUGU GEC	12PM-7PM	-	1	64	1920
ASIANET STAR GOLD STAR PLUS MAA TV Star Pravali	HINDI MOVIES HINDI GEC JELUGU GEC MARATHI GEC	12PM-7PM 12PM-7PM	30: 30:	1 1	64 64	1920 1920
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ASIANET STAR GOLD STAR PLUS MAA TV Star Pravali	HINDI MOVIES HINDI GEC JELUGU GEC MARATHI GEC	12PM-7PM 12PM-7PM 12PM-7PM 9AM-12PM	30 30 30	1 1	64 64	1920 1920
ASIANET STAR GOLD STAR PLUS MAA TV SMI PRIVAH STAR JALSHA	HINDI MOVIES HINDI GEC JELUGU GEC MARATHI GEC BANGLA GEC	12PM-7PM 12PM-7PM 12PM-7PM 9AM-12PM 11PM-7PM	30 30 30 30 30	1 1 1 1 1	64 64 64 64 64 32	1920 1920 1920 1920
ASIANET SEAR GOLD STAR PLUS MAA TV SMI PRIVANI STAR JALSHA STAR JALSHA SUDARSHAN NEWS	HINDI MOVIES HINDI GEC JELUGU GEC MARATHI GEC BANGLA GEC	12PM-7PM 12PM-7PM 12PM-7PM 9AM-12PM 12PM-7PM 9AM-12PM	30 30 30 30 30 30 30	1 1 1 1 1 1	64 64 64 64 64 32	1920 1920 1920 1920 960
ASIANET STAR GOLD STAR PLUS MAA TV. SMI Pravali STAR JALSHA	HINDI MOVIES HINDI GEC JELUGU GEC MARATHI GEC BANGLA GEC BANGLA GEC	12PM-7PM 12PM-7PM 12PM-7PM 9AM-12PM 11PM-7PM	30 30 30 30 30	1 1 1 1 1	64 64 64 64 64 32	1920 1920 1920 1920

SLIBYA TV	MALAYALANI GEC	APIA-10PM	30	1	64	1
SURYA TV	MALAYALAM GEE	7PM-BPM	30		54	- 2
GEMINI TV	TELUGU GEC	12PM-7PM	30	1	54	35
SUNTV	TAMILISEC	7 PW 8 PW	30:	1	53	125
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T.NEWS /	TELUGU NEWS	6AM-1159AM	30	3	Christian II	$\overline{}$
TINEWS	TELUGU NEWS	5PM-2259PM	30	1	157	- 5
T NEWS	TELUĞU NEWS	12PM-1659PM	30	3	192	5
						-
TOTALTV	HINDI NEWS	-6AM-1359AM	30	5	320	- 98
TOTAL TV	HINDI NEWS	5PM-2259PM	30	5	320	_
TOTAL TV	HINDI NEWS	12PM-1659PM	30	- 5	370	90
		1				
HEO	ENGLISH MOVIES	EPM-10PM	30	Annual Income	64	_
HEC	ENGLISH MOVIES	7PM-HPM	30	1		14
HBO	ENGLISH MOVIES	12PM-7PM	30	- 7	128	32
CNN IBN	ENGLISH NEWS-	6AM-1159AM	90	70.43	1 128	- 20
CNN IBN	ENGLISH NEWS	5PM-2259PM	30	2		38
CIVIN (Bit)	ENGLISH NEWS	12PM-1859PM	30	2	128	38
IBW X	HINDI NEWS	5AM-1159AM	30		128	35
IBN 7	HINDI NEWS	5PM-2259PM	30	2	128	38
IBN 7	HINDINEWS			7	128	38
CNBC TV 18	BUSINESS CHANNELS	12PM-1659PM	30	2	128	38
CNBC TV 18		6AM-1159AM	30	-2	1.28	38
ENBC TV 18	BUSINESS CHANNELS	SPM-2259PM	50.	2	128	38
C40C 14.19	BUSINESS CHANNELS	12PM-1659PM	30	-1	1.78	38
TO A COURSE		No. of Concession, Name of Street, or other		SCHOOL STORY	THE TWO COM	#PANO
TV 9 GUJARAT TV 9 GUJARAT	GUJARATI NEWS	6AM-1159AM	30	2	128	38
	GUIARATI NEWS	5PM-2259PM	30	7	178	38
TV 9 GUIARAT	GUJARATI NEWS	12PM-1659PM	30	12	128	38
TV 9 KARNATAKA	KANNADA NEVIS	6AM-1159AM	30	2	128	38
TV 9 KARNATAKA	KANNADA NEWS	5PM-2259PM	30	2	128	38
TV 9 KARNATAKA	KANNADA NEWS	12PM 1659PM	30	1	128	.38
-	-	Victoria de la constitución de l		Th come	Properties.	_
INDIA TODAY	ENGLISH NEWS	EAM-1159AM	30		128	38
INDIA TODAY	ENGLISH NEWS	SPM-2259PM	30	- 4	128	38
INDIA TODAY:	ENGLISHINEWS	17PM-1659PM	30	- 1	128	38
AAJTAK	HINDI NEWS	5AM-1159AM	30	- 2	128	-
AAJTAK	HINDI NEWS	5PM-2259PM	30	2		38
MATTAK	HINDI NEWS	1ZPM-1559PM	30	2	128	384
-			-			
DABANGG	UP GEC	EPM-10PM	30	1 199	64 64	19
DABANGG	LIP GEC	7AM-9AM	30	1	64	193
DABANGG	UPIGEC	129M-7PM	30	1	192	578
MAST(I	HINDEMUSIC	7AM-SAM	30	1	133	384
		-	-	MARKET HAVE		1
MTV	HINOLMUSIC	EPM-20PM	30	NACON INCH	32	96
MTV	HINDI MUSIC	12PM 7PM	907	3	96	288
Cottes	HINDIGET	7PM-8PM	30	1	64	192
Colors	HINDIGEL	3,2PM-7PM	30	1	54	192
			-	- Constitute		
PUBLICTY	KANNADA NEWS	6AM-1159AM	30. /	- AREALA	-	_
PUBLICITY	KANNADA NEWS	The state of the s	30	3	192	576
		59M-2259PM	30	3	192	576
FUBLICATO	KANNADA NEWS	12PM-1659PM	∃0	3	192	576
PUBLICAY						
	VARIABLE MINIS			of the Locales	gint -	FILL
ANASRIKANNADA JANASRIKANNADA	KANNADA NEWS KANNADA NEWS	6AM-1159AM 5PM-2259PM	30	ed No. Cooks	192	576

JAWASEIKANNADA	KANNADA NEWS	12PM-1659RM	30	3	197	5760
		-	-	- Transmin	ni I	
TEE TELUGU	TELUGU GEC	1ZPM-TFM	30	1	64	192
	HIND MOVIES	12PM-7FM	30.	4	54	192
Zae Cinema JEE IV	HINDIGEC	12PM-7PM	3D	1	64	192
ZEE BANGLA	BANGLA GEC	E2PM-7PM	30	T	64	197
			-	See Hoosin C	ary and the l	100
	BANGLA NEWS	5AM-1159AM	80	2	128	384
24 Ghanta	BANISLA NEWS	5PM-2259PM	30	2	128	384
24 Ghanta 24 Ghanta	BANGLA NEWS	12PM-1659PM	30	2	128	384
124 Ciliania		7				