



ईपीएफओ, मुख्य कार्यालय
श्रम एवं रोज़गार मंत्रालय, भारत सरकार
भविष्य निधि भवन, 14, भीकाजी कामा प्लेस, नई दिल्ली 110066
EPFO, HEAD OFFICE
MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA
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No. 47575/C&PR/AKAM/Activities/2022-Part(1)

Date : 02-May-2022

To,

All ACC HQs/ACCs (Head Office)

Subject : AKAM Weekly Activities (Revised) - reg

Madam/Sir,

Kindly refer to letter dated 11-April-2022 related to above cited subject.

2. The revised weekly AKAM activities is attached as Annexure-A.
3. The Divisional Head of owner division is requested to take necessary action. After the conduct of AKAM weekly activity a report in manner of story which incorporates achievements of the event, target achieved, outcome, photographs, videos, success stories, how event has benefited stakeholders, etc, along with Proforma (Annexure-B) are required to be forwarded to RPFC-I(C&PR) (email: rc.publicity@epfindia.gov.in) before 06:00 PM Friday. The Owner division should also ensure compilation of photographs & videos corresponding to the AKAM activity.

(Issues with the approval of Competent Authority)

Yours faithfully,


(S.K. Sangma)

Addl. CPFC(C&PR)

Copy to :

1. OSD to CPFC
2. PPS to FA/CVO/All ACC HQs/ Director(PDNASS)
3. All Zonal ACC(HQs)/ACCs
4. All Regional Offices/District Offices through OICs
5. E-Office : With a request to upload on e-office
6. Web-Admin - With a request to upload on website

ANNEXURE - A

AZADI KA AMRIT MAHOTSAV–WEEKLYACTIVITIES (REVISED)			
S.NO	WEEK	EVENT/ACTIVITIES	OWNER DIVISION
1	WEEK (11APR-15APR)	ONLINE SERVICES EDUCATION SOCIALMEDIA CAMPAIGN	C&PR
2	WEEK (18APR-22APR)	NIDHI AAPKE NIKAT/Webinars	PENSION
3	WEEK (25APR -29APR)	EPFO CITIZEN CENTRIC SERVICES - SOCIAL MEDIA OUTREACH	ALL DIVISIONS and C&PR
4	WEEK (02MAY-06MAY)	LABOUR DAY CELEBRATIONS/EDUCATION CAMPAIGN PRINT CAMPAIGN	ASD C&PR
5	WEEK (09MAY-13MAY)	SWACHAATA DRIVE UAN KYC CAMPS	ASD FINANCE
6	WEEK (16MAY-20MAY)	EPFO SERVICES –SOCIAL MEDIA OUTREACH	ALL DIVISIONS & C&PR
7	WEEK (23MAY-27MAY)	SPECIAL E-NOMINATION DRIVE-NUDGING 75 LARGE ESTABLISHMENTS	PENSION
8	WEEK (30MAY - 03JUNE)	PRAYAAS FELICITATIONS/ SWACHATA GREEN DRIVE	PENSION ASD
9	WEEK (06JUNE-10JUNE)	UAN KYC DRIVE–EXEMPTED & UNEXEMPTED ESTT	FINANCE
10	WEEK (13JUNE -17JUNE)	INTERNATIONAL WORKERS – SOCIAL MEDIA EDUCATION OUTREACH	IWU
11	WEEK (20JUNE-24JUNE)	DRIVE ON RETAINING EPFO MEMBERSHIP THROUGH TRANSFER OF SERVICES	FINANCE
12	WEEK (27JUNE-01JULY)	ENOMINATION DRIVE WITHIN EPFO(CONTRACTUAL EMPLOYEES)	ASD
13	WEEK (04JULY -08JULY)	PRINT ADVERTISEMENT ON EPFO INITIATIVES CAMPAIGN/CAMP–EMPLOYER CENTRIC(ECR,KYC UPDATION,ERPORTAL,ETC)	ALL DIVISIONS & C&PR FINANCE
14	WEEK (11JULY -15JULY)	FRAUD PREVENTION AWARENESS - SOCIAL MEDIA OUTREACH	VIGILANCE DIVISION
15	WEEK (18JULY-22JULY)	DIGITAL LIFE CERTIFICATE DRIVE/DISABLED &BED RIDDEN PENSIONERS	PENSION
16	WEEK (25 JUNE -29 JUNE)	PRAYAAS FELICITATIONS	PENSION
17	WEEK (01AUG -05AUG)	KNOW EPFO SCHEMES-SOCIAL MEDIA OUTREACH	ALL DIVISIONS & C&PR
18	WEEK (08AUG- 12AUG)	EPFO QUIZ THROUGH MYGOV	ALL DIVISIONS & C&PR
19	WEEK (15AUG)	HALF PAGE EDUCATIVE ADVERTISEMENT ON CULMINATION OF AKAM	C&PR

PROFORMA FOR AKAM WEEKLY EVENT

S No	Subject	Comments/Remarks/Observations
1	Name and Objective of the Activity	
2	Assigned week(Duration) of the Activity	
3	Name of Owner Division	
4	Target Planned/decided for the Activity	
5	Target achieved & Outcome	
6	Chief Guest or special invitees for the Activity/Event	
7	Total number of Participants/Beneficiaries	
8	Category of participants/beneficiaries (Employers, Employees, Pensioners, etc)	
9	Short note on how the activity/event has benefited stakeholders/members	
10	Success stories	
11	Photographs <u>Note:</u> HD Quality, Relevant captions for Photographs, Photographs should capture venue details, stakeholders/beneficiaries, etc.	
12	Videos <u>Note:</u> HD Quality, video should be in landscape mode and capture venue details, stakeholders/beneficiaries, etc.	
13	Social Media Posts, News Coverage, Press clippings. Web links, etc	
14	Feedback/Suggestions/New Learning	

*To be forwarded by Owner Division along with Report (Point 3 of the letter) by email to rc.publicity@epfindia.gov.in