



सत्यमेव जयते

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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www.epfindia.gov.in

No. 46759/C&PR/2022/03/Creative-Talent

Date: 08-04-2022

To

All ACCs In-charge (Zonal Office)

Subject: Content creators/Talents within EPFO- reg

EPFO's stellar performance in service delivery and outreach is required to be communicated more effectively to stakeholders and public at large. We have a good story. We need to identify and encourage an in-house team of good story tellers to help us broadcast the same in audio visual media - print and electronic. We are looking for content creators who:

1. Are good at content or copy writing
2. Are good at creating crisp and short videos
3. Are good at producing visuals/photographs/illustrations.

2. The process of selection will be two-stage exercise. First stage will be as under:

a) In each zone, a team headed by Zonal-in-Charge and consisting of two officers of the rank of RPFC-I (to be selected by Zone in-charge) shall constitute the selection panel.

b) A competition may be created for identifying two creative talents each for each of the above three categories, i.e a total of six to be short listed from each zone.

- c) Those desirous of participation may be advised to submit their creations to the team as at point (a) above within 10 days, dates to be given by the respective ACCs.
- d) The theme of the creation has to necessarily be within the EPFO universe. It may extend to promoting the larger goal of ensuring Social security through publicly administered services.
- e) An honorarium of Rs 2,500 will be given to the winner in each category from the names recommended by the 21 Zonal ACCs.
- f) The process of selection is to be completed by first week of May 2022 and to furnish the names of the shortlisted creative talents to RPFC-I(C&PR) (rc.publicity@epfindia.gov.in) by 10th May 2022.
3. From and out of the shortlisted thus created a national level contest shall be held, to be overseen centrally by EPFO headquarters. The detail of the same shall be intimated separately. Those shortlisted shall receive due encouragement and appreciation including incentivizing training for further improving upon their skills.
4. We expect an enthusiastic response from the in-house creative talent which can be from any level below RPFC-I.

(This issues with the approval of competent authority)


(S.K. Sangma)

Additional CPFC(C&PR)

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1. OSD to CPFC
2. PPS to FA/CVO/All ACC HQs/ Director(PDNASS)
3. All Regional Offices/District Offices
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