



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
BHAVISHYA NIDHI BHAWAN ,14 BHIKAIJI CAMA PLACE, NEW DELHI 110066
www.epfindia.gov.in



No : 35743/C&PR/2021/RL

Date : 26-May-2022

To,

All ACC(HQs)/ACCs In-charge (Zone)

Subject : IEC related to Videos and Creatives in Vernacular languages - reg

Madam/Sir,

You are aware that C&PR division is entrusted with the responsibilities of IEC campaign for stakeholders, related to existing provisions of EPF & MP Act, 1952 & Schemes therein, new initiatives and reforms, etc through various media like press releases, website, social media, etc. To disseminate information on Social media, info-graphics are being shared on Social media handles of Head Office (@socialepfo) and the copy of the same is shared with Zonal Offices and designated C&PR Nodal Officers from Zonal/Field Office for further sharing them to all stakeholders.

2. With this background, the detailed instructions issued vide email dated 09-June-2021 (copy enclosed) is being reiterated related to dissemination of information in regional or vernacular languages.

3. Therefore, all Zonal Heads are requested to translate the videos, info-graphics etc, which are posted on Head office Social media handles(@socialepfo), and to further share them with all stakeholders namely employers, employees, pensioners, associations/unions, etc under their respective jurisdiction, through various media including Social media. For better dissemination, the videos, info-graphics etc can also be shown in the prominent locations of offices like PRO.

(Issues with the approval of Competent Authority)

Encl.: As above

Yours faithfully,


(S.K.Sangma)

Additional CPFC(C&PR)

Copy to :

1. All Regional/District Offices through OICs
2. Web-admin : With a request to upload on website
3. Eoffice : With a request to upload on Eoffice

IEC related to Videos and Creatives in Vernacular language - reg**From :** Samarendra Kumar <rc.publicity@epfindia.gov.in>

Wed, Jun 09, 2021 12:53 PM

Subject : IEC related to Videos and Creatives in Vernacular language - reg**To :** Addl CPFC DL UT <acc.dlut@epfindia.gov.in>, Addl CPFC PB HP <acc.pbhp@epfindia.gov.in>, Addl CPFC UP BIHAR EPFO Ministry of Labour <acc.upbh@epfindia.gov.in>, Addl Central PF Commissioner Hubli Zone <acc.hubligoa@epfindia.gov.in>, ACCHQCHPD <acc.tnkr@epfindia.gov.in>, Zonal Office, Coimbatore (Tamilnadu - Excluding Chennai) <acc.cbe@epfindia.gov.in>, Zonal Office Pune <acc.pune@epfindia.gov.in>, Zonal Office BRJH <acc.brjh@epfindia.gov.in>, Zonal Office Kerala <acc.ker@epfindia.gov.in>, ACC Rajasthan <acc.rj@epfindia.gov.in>, Zonal Office Haryana <acc.hr@epfindia.gov.in>, EPFO Zonal Office Odisha <acc.or@epfindia.gov.in>, EPFO ZONAL OFFICE TELANGANA HYDERABAD <acc.ts@epfindia.gov.in>, Zonal Office Vijayawada <acc.ap@epfindia.gov.in>, ACC ZONAL OFFICE GUJARAT <acc.gj@epfindia.gov.in>, ACC MPCG <acc.mpcg@epfindia.gov.in>, ACC(HQ), Mumbai 1 (BANDRA) <acc.mumbai1@epfindia.gov.in>, Addl CPFC Thane <acc.thane@epfindia.gov.in>, Zonal Office NER <acc.ner@epfindia.gov.in>, Addl CPFC WB EPFO MOLE ND <acc.wbjhne@epfindia.gov.in>, ADDL.CENTRAL PF COMMISSIONER HEAD QUARTERS <acc.kargoa@epfindia.gov.in>**Cc :** Udit Chowdhary, ACC HQ, EPFO <udita.chowdhary@epfindia.gov.in>, MANOJ SHANKAR RCII EPFO <manoj.shankar@epfindia.gov.in>, Sunny Verma <sunny.verma@epfindia.gov.in>

महोदया/महोदय,

C&PR division is entrusted with the responsibilities of IEC campaign for all stakeholders, related to existing provision of EPF & MP Act, 1952 & Schemes therein, new initiatives and reforms, etc through various media including social media. To disseminate information on social media, on regular basis, useful creatives/videos are being posted and shared with Nodal Officers(C&PR) for sharing it further and other necessary action at their end.

2. With this background, dissemination of information in regional or vernacular languages

becomes very important. Therefore, CPFC has directed to **translate** existing uploaded creatives and video into the regional/vernacular language and to **share** with all stakeholders through various media including social media handles.

3. Therefore, all Zonal Heads are requested **to translate the existing videos/creatives** which are posted on social media handles managed by C&PR, and **to share with all stakeholders** under their respective jurisdiction, **through various media including social media handles of Regional Offices.**

सादर/Regards,
क्षे.भ.नि.आयुक्त –II (संचार और जनसंपर्क प्रभाग)/ RPFC-II (C&PR)
मुख्य कार्यालय/Head office
