



ईपीएफओ, मुख्य कार्यालय
श्रम एवं रोज़गार मंत्रालय, भारत सरकार
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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 : 49126/C&PR/2022/SOP/SM/Infographics

Date : 26-May-2022

To,

All ACC HQs/ACCs (Head Office)

Subject : Vetting and approval of Info-graphics - reg

Madam/Sir,

Communication and Public Relations Division (C&PR) is an outreach arm of the EPFO through which information is disseminated related to the provisions of EPF & MP Act and Schemes framed therein, various reforms, initiatives, achievements. The objective is to create awareness, to educate stakeholders and to create a good image of EPFO. The information is disseminated through various mediums like website, digital & print media, social media, etc.

2. In this backdrop, info-graphics (creatives, videos, GIFs, banners, etc) are being prepared and sent to concerned divisions for content vetting and approval in a time bound manner. In this connection, the instructions issued vide letter dated 24-January-2022 (copy enclosed) is being reiterated and the divisional heads in Head office are requested to:

- i) Check the appropriateness of text, facts & figures, translation, etc, and to forward the approval of competent authority within 24 hours of the receipt of info-graphics,
- ii) The Competent Authority for the approval is the Divisional Head,
- iii) In case of no response, the info-graphics shall be deemed to have been vetted by concerned divisional head. The onus of correctness of the fact, figures, content, translation, etc of the info-graphics would lie on concerned divisional head.

(Issues with the approval of ACC (HQ) (C&PR))

Encl.: As above

Yours faithfully,

(S.K.Sangma)

Additional CPFC (C&PR)

Copy to :

1. All officers in Head Office
2. Web-admin : With a request to upload on website
3. Eoffice : With a request to upload on Eoffice



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No : efile No - 39332

Date : 24-January-2022

To,

All Addl. CPFC (HQs)

Director(PDNASS)

Subject: Vetting and approval of Info-graphics - reg

Madam/Sir,

Please find enclosed herewith OM No.M-11011/22/2021-Media related to vetting & approval of info-graphics within 24 hours of the receipt.

2. In this regard, I am directed to convey that vetting and approval of info-graphics (creatives, videos, etc) are to be done within 24 hours of its receipt by the concerned divisional head.

3. In case of no response the info-graphics shall be deemed to have been vetted by the concerned divisional Head. The onus of correctness of the fact, figures, content, translation, etc, of the info-graphics would lie on the concerned divisional head.

4. The approving authority for the info-graphics shall be the divisional head.

(Issues with the approval of ACC HQ(C&PR))

Encl : As below

Sunny Verma
24/Jan/2022
(Sunny Verma)

Accounts Officer
(Communication & Public Relations Division)

No.M-11011/22/2021-Media
Government of India
Ministry of Labour & Employment
(Media Cell)

Shram Shakti Bhawan, Rafi Marg,
New Delhi - 110001, dated 24th December, 2021

OFFICE MEMORANDUM

Subject: Vetting and approval of Media Creatives—regarding SOM Meeting dated 20.12.2021.

The undersigned is directed to convey that in line with the direction of Secretary (L&E) during the Senior Officers Meeting (SOM) held on 20.12.2021, all Bureau Heads are requested to vet (including correctness of the fact / content) the media creative pertaining to their Bureau within the 24 hours of receipt of the same shared through Bureau Head(Media), MOLE. If no response is received within 24 hours from the concerned Bureau Head(s), the creative shall be deemed to have been vetted by the concerned Bureau Head and the onus would lie on the concerned Bureau Head for the correctness of the fact / content, etc. of the creative. Further, the Bureau Heads are also requested to convey their confirmation after vetting at their level itself to the Bureau Head (Media), MOLE.



(D.K. Himanshu)

Under Secretary to the Govt. of India
Tel No.011-23327463, 23473187

To

CPFC (EPFO)/ DG (ESIC)/ JS (VB)/ JS (KR)/ JS (RKG)/ CLC (C)/ EA (GP)/
DG (S)/ DDG (E)/ DG (Mines)/ DG (FASLI)/ DG (VVG NLI)/
Dir.(CBWE)/ DG (LB).

Copy to:

1. PPS to JS(KR).
2. PS to Dir.(V.S.)