



कर्मचारी भविष्य निधि संवहन
EMPLOYEES' PROVIDENT FUND ORGANISATION
श्रम एवं रोजगार मंत्रालय, भारत सरकार
MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA
मुख्य कार्यालय/Head Office
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सं. सी एंड पीआर/2021/सोशल_मीडिया_कार्यनीति_बैठक/49598

दिनांक :16-04-2026

सेवा में,

सभी आंचलिक प्रमुख

विषय: ईपीएफओ कार्यालय के सोशल मीडिया हैंडल पर माननीय श्रम एवं रोजगार मंत्री की पोस्टों को पुनः पोस्ट करना।

महोदय/महोदया,

दिनांक 11.03.2026 को माननीय श्रम एवं रोजगार मंत्री के अपर निजी सचिव द्वारा सभी क्षेत्रीय कार्यालयों के नोडल अधिकारियों के साथ की गई बैठक के कार्यवृत्त का संदर्भ लें, जिसमें अन्य बातों के अतिरिक्त, फील्ड कार्यालयों को सोशल मीडिया पोस्ट साझा /पुनःपोस्ट करने तथा माननीय श्रम एवं रोजगार मंत्री के कार्यालय द्वारा परिचालित सोशल मीडिया ट्रैकर को अद्यतन करने के निदेश दिए गए थे(प्रति संलग्न)

2. इस संबंध में, माननीय श्रम एवं रोजगार मंत्री के कार्यालय द्वारा सोशल मीडिया ट्रैकर नोडल अधिकारियों के साथ दिनांक 13.04.2026 को साझा किया गया था। तथापि, 49 कार्यालय निदेशों का पालन करने में विफल रहे तथा निर्धारित समय-सीमा के भीतर ट्रैकर को अद्यतन नहीं किया। (प्रति संलग्न)

3. गैर-अनुपालन के मामले को गंभीरता से लिया गया है, क्योंकि यह समन्वित आउटरीच प्रयासों की प्रभावशीलता को कमजोर करता है।

4 उपर्युक्त के परिप्रेक्ष्य में, सभी आंचलिक कार्यालयों से अनुरोध है कि वे आंचलिक कार्यालय में एक सुदृढ़ तंत्र स्थापित करें, ताकि:

- सभी पोस्टों का साझा/पुनःपोस्ट तथा समय-सीमा के भीतर ट्रैकर्स को तत्परता से अद्यतन किया जाना सुनिश्चित किया जाए।
- सभी फील्ड कार्यालयों की सोशल मीडिया गतिविधियों की मॉनिटरिंग एवं जारी निदेशों/अनुदेशों का अनुपालन सुनिश्चित किया जाए।
- आंचलिक कार्यालय पर गैर-अनुपालन करने वाले फील्ड कार्यालयों की पहचान की जाए तथा उनके नोडल अधिकारियों को जागरूक किया जाए।
- आंचलिक एवं क्षेत्रीय कार्यालय स्तर के नोडल अधिकारियों को सी एंड पीआर व्हाट्सएप ग्रुप में जोड़ा जाना सुनिश्चित किया जाए।

भवदीय,

(पंकज)

अ.के.भ.नि आयुक्त(मुख्यालय)(सी एंड पीआर)

15/04/2026, 10:36

Field Offices who have not updated social media tracker for 13th April 2026 shared by HLEM office - reg

Field Offices who have not updated social media tracker
for 13th April 2026 shared by HLEM office - reg

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>

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Wed, 15 Apr 2026 10:34:37 AM +0530

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महोदया/महोदय,

Kindly refer to the attached point 1 of attached minutes of meeting dated 11-03-2026 by Addl. PS to HLEM with all nodal officers of Field Offices wherein "All field offices to retweet/repost posts of Hon'ble Labour & Employment Minister on social media platforms. All nodal officers to update the tracker after reposting. Tracker will be shared in Nodal Officers Whatsapp group by the team of HLEM."

2. In this regard, a social media tracker for 13th April 2026 was shared by HLEM office in the whatsapp group on 14-04-2026 with a request to retweet and update tracker by 11:00 AM 14-04-2026. However, it is noticed that **HLEM post is not shared and tracker has not been updated by 49 offices as on 15/04/2026 10:00AM.**

3. The 49 defaulting offices are as follows: EPFO RO Bhagalpur, EPFO RO Ahmedabad, EPFO RO Delhi South, EPFO ZO Rajasthan, EPFO RO Allahabad, EPFO ZO Uttar Pradesh, EPFO RO Delhi Central, EPFO RO Bhubaneswar, EPFO

15/04/2026, 10:36

Field Offices who have not updated social media tracker for 13th April 2026 shared by HLEM office - reg

RO Puducherry, EPFO RO Vellore, EPFO RO Kerala, EPFO RO Srinagar, EPFO RO Kozhikode, EPFO RO Madurai, EPFO ZO Odisha, EPFO RO Vatwa, EPFO RO Lucknow, EPFO RO Chandigarh, EPFO RO Jodhpur, EPFO ZO Bengaluru, EPFO RO Darjeeling, EPFO RO Port Blair, EPFO RO Jamshedpur, EPFO RO Jalpaiguri, EPFO RO Kannur, EPFO RO Kochi, EPFO RO Kollam, EPFO RO Kottayam, EPFO RO Nariman Point, EPFO RO Sagar, EPFO RO Tiruppur, EPFO RO Indore, EPFO RO Amritsar, EPFO RO Jaipur, EPFO RO Raichur, EPFO RO Udaipur, EPFO RO Gurugram Central, RO Ladakh (Leh), RO Rajamahendravaram (AP), RO Tumkur, RO Gwallor, RO Peenya, RO Varanasi, RO Rourkela, RO Fort, EPFO RO Ranchi, Meerut, EPFO RO Koramangala, EPFO Barkatpura.

4. In this regard, Zonal Offices are requested to ensure **immediate** sharing and updation of tracker and confirm by return email by 11:00 AM.

संचार एवं जनसंपर्क(सी&पीआर) प्रभाग / Communication & Public Relations(C&PR)

Division

ईपीएफओ, मुख्य कार्यालय/ EPFO, Head Office

श्रम और रोजगार मंत्रालय, भारत सरकार / Ministry of Labour & Employment, Government of India
SUBSCRIBE to <https://youtube.com/@officiallepfo/> to get authentic information on EPFO schemes and its benefits

1 Attachment(s)

Minutes of PS to HLEM dated ...
301.5 KB

Minutes of the Meeting

A VC is held today ie 11-03-2026 02:30 PM with all the C&PR Nodal Officers of all Field Offices to discuss "Social media activities and amplifications of posts". The meeting was chaired by Sh Himanshu Pathak, Addl. PS to Hon'ble LEM. The meeting was attended by following officers apart from the nodal officers of ROs and ZO's:

1. Sh Alok Yadav, RPFC-I
2. Sh Vishwa Mitra, RPFC-II
3. Sh Sunny Verma, AO
4. Ms Sanchita Parmar, AO
5. Sh Om Prakash, SO
6. Sh Gautam Angira, Team Lead of Social Media Agency and other team members of C&PR Division.

In order to enhance the visibility and reach of public related work done by EPFO, MoL&E and its subordinate offices, following directions have been issued by the office of Hon'ble LEM:

1. All field offices to **retweet/repost all labour-related posts of Hon'ble Labour & Employment Minister** on social media platforms. All nodal officers to update the tracker after reposting. Tracker will be shared in Nodal Officers Whatsapp group by the team of HLEM.
2. The good work and initiatives undertaken at the field office level should be highlighted through social media in local languages. Regional offices may also **coordinate with local Press Information Bureau (PIB) offices** for conducting press conferences to further amplify such initiatives. HLEM team will share details of PIB offices.
3. Field Offices may **record and post testimonial videos** of members, pensioners and employers on their social media accounts. They may forward good success stories to C&PR division, EPFO Head office for wider dissemination and for the perusal of office of HLEM. Good stories of field offices shall also be posted/shared by HLEM.
4. Social Media accounts of few offices are does not exist or inactive/dormant (ie they are not posting any post) or have zero followers. These offices shall review their accounts on **all platforms** and mark their status active in below google spreadsheet by 17th March 2026.

Link:

https://docs.google.com/spreadsheets/d/1FlcPds5ILNGBIXp_s0upPirCUC_hKLfl_FTcc-Y45ZM/edit?gid=0#gid=0

5. All Zonal Offices shall **proactively monitor** the social media activities of field offices and ensure all accounts are **active**, posting and reposting posts of Ministry of Labour & Employment/EPFO and its subordinate offices (ESIC, DGMS, Labour bureau, DGFASLI, etc) **within 2 hours of posting**.