Publicity Division in the Head office has been an important division in terms of the role and responsibility of ensuring our visibility in the public space. With changing times, adoption of IT enabled services, expanding nature of our organization, and change in service delivery mechanisms, the expectations of our subscribers have undergone sea change.

2. Therefore, keeping in view our larger organizational goals, it has been decided to rechristen the Publicity Division and rename it as Communications and Public Relations Division to depict the changed role of this division in the organization. As the new name suggests, the role of this division would no longer be limited to publicity but encompass a wide range of activities that would highlight the quality of our service delivery as well as communicate the ever increasing footprint of EPFO.

3. Simultaneously, the image of our organization in public should be projected in a way to reflect the stupendous work handled by our organization in providing social security to millions of countrymen. It also seems that magnitude of the work done by this organization remains to be amply communicated. Therefore a process of information, education and communication (IEC) is essential to revamp the organization’s image.

Therefore it has been decided to prescribe the following activities in the scope of work of Communications and Public Relations Division.

4. **SCOPE OF WORK**

4.1 INFORMATION: It shall be the responsibility of the C & PR Division to publicize new initiatives taken by EPFO through various media (viz. print media and multimedia including electronic media and social media) among general public and the stake holders and for this purpose, to get the creative prepared and posted through empanelled/hired agencies.

It shall strive to enhance the visibility of EPFO as one of the largest provider of social security in the world through media campaigns through Bill boards, Unipoles etc. in Indian Rails, Railway Stations, local buses Metro Rails & Metro stations, Airport, Industrial clusters and other public places.
It shall also engage in designing, printing and production of, folders, brochures, pamphlets, posters, In-house journal etc. through empanelled /hired agencies

4.2 EDUCATION: The C & PR Division will shoulder the responsibility to educate the general public and EPF stakeholders in particular about the provisions of EPF & MP Act, 1952, the three schemes framed thereunder, the special provisions for the International Workers under the EPF and EPS Schemes and any amendments in the Act or changes in the Schemes in future. It will do so by posting educative information related to Act, Schemes and IT services on daily basis on the Facebook, twitter and YouTube accounts of EPFO.

It shall also educate the members, through social media, about the prescribed procedure for:

i) Enrolment of a member;
ii) Claiming advances/withdrawals/pension;
iii) Obtaining Certificate of Coverage;
iv) Submission of Life certificate/Marriage-Non Marriage Certificate by pensioners;
v) Resolution of grievances through EPFiGMS etc.

4.3 COMMUNICATION: The C & PR Division shall handle Website management of EPFO and help to create respective websites of Regional Offices of EPFO under a unified portal, if need be.

It shall liaison with journalists, media houses, radio and news channels and the division shall organize and handle talks on AIR & Doordarshan and Periodic press conferences on important initiatives and developments.

It shall carry out communication campaigns through print media, outdoor and electronic campaigns in consultation with DAVP and NFDC.

It shall engage in making and release of documentary films, TVC and Radio jingles through empanelled/hired agencies.

It shall prepare media plans and calendar of important events of EPFO.

5. PUBLIC RELATIONS: i) The division shall be responsible for organizing events and functions of EPFO.

ii) It shall represent EPFO in external functions, exhibitions, trade fairs, campaigns etc.

iii) The Division shall be responsible for liaisoning with and monitoring: a) Social Media Team which is handling EPFO at MOL&E;
b) Communication & PR sections of field offices of EPFO;
c) Liaisoning with different offices (MOL&E, NFDC, ESIC, AIR, Doordarshan, DAVP and other departments) regarding Communications & PR activities.

6. COLLECTION OF FEEDBACK: The Communication & Public relations Division shall also act as the point of collection of feedback from various stakeholders & general public through articles published by various media group in newspaper, magazine, journals e newspapers etc., and through interactive programs like NidhiAapkeNikat and external agencies like Press Information Bureau (PIB).

7. OUR TEAM AT EPFO HEAD QUARTERS AND FIELD OFFICES:

i) EPFO will have dedicated staff posted in the head office to carry out the above mentioned activities.
ii) The OIC of every Regional Office is directed to constitute a Communications and PR Cell in their respective offices at the earliest and appoint an APFC (C & PR) to supervise the functioning of the Public Relations Officer (PRO). The details of the same shall be intimated to the head office at rc.publicity@epfo.gov.in at the earliest. The C & PR Cell of the field offices shall work in consultation with the C& PR Division at the Head Office for a wider reach of the media campaigns undertaken.

8. We are aware that in the past, interaction with our subscribers has been mostly in the nature of grievance redressal and that has been almost the only way that we have received feedback from our members. Hence, OICs of Regional Offices are also directed to monitor the EPFO accounts on Facebook and twitter and YouTube etc. and strive to create a positive image of the organization by quick response (through Head Office, if so required) to any content directed towards their offices.

9. The officers and all staff of the Organisation are also exhorted to pen their thoughts to reach out to our stakeholders through articles/videos and create a more vigorous image befitting one of the largest social security organisations like EPFO. They can forward their articles/videos/photos for publication on appropriate media to the RPFC-I (C & PR)

10. It should be noted that no official/unofficial public communication- through press conferences, interviews or social media including You Tube channels-should be done by any office/officer without seeking prior approval of content and medium from the Communications and Publicity Division at the head office. This would enable us to maintain consistency in the information passed to the stakeholders and public at large. Any social media channels currently being run by any official should be reported to the Head Office and close down with immediate effect.

11. It is expected that the launch of Communications and Public Relations would constitute a landmark in the manner in which EPFO interacts with diverse stakeholders and strengthen the symbiotic relationship between the organization and its stakeholders by creating public awareness required to achieve our avowed goals of universal social security coverage in organized sector in the country and hassle free social security benefit delivery using State of Art technology.

(This issues with approval of the competent authority)

Samarendra Kumar

(Regional Provident Fund Commissioner-I)

Communications & Public Relations

To,
All Additional Central P.F. Commissioners (Zones)
DIRECTOR, PDUNASS
All Regional P.F. Commissioners-I/OICs (Regional Offices)