



कर्मचारी भविष्य निधि संगठन
EMPLOYEES' PROVIDENT FUND ORGANISATION
धन एवं रोजगार मंत्रालय, भारत सरकार
MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA
मुख्य कार्यालय/Head Office
भविष्य निधि भवन, 14, भीकैजी कामा प्लेस, नई दिल्ली-110066
Bhavishya Nidhi Bhawan, 14, Bhikaiji Cama Place, New Delhi-110066
Website: www.epfindia.gov.in, www.epfindia.nic.in



No.:46759/C&PR/2022/03/Creative-Talent-reg/5838

Date: 22-May-2024

24 MAY 2024

To

All ACC HQ/ACC – Head Office/Zonal Offices/Director PDNASS

Subject: Creation of Central Creative Pool – Reg

Madam/Sir,

The Employees' Provident Fund Organisation, Head Office, intends to identify officers and staff who possess a unique flair for communication and publicity activities.

It has, therefore, been decided to create a central pool of creative officials, henceforth called Central Creative Pool(CCP). The Central Creative Pool (CCP) would have talented employees with exceptional creativity, innovation, and proficiency in graphic designing, content creation, video making, social media handling, writers, speakers, etc.

The objective of this initiative is to create an in-house talent pool which would ensure consistent and high-quality output in our Communication and Public Relations activities.

Selection Criteria:

For this exercise, all the Offices have to mandatorily send the entries for any of the below mentioned 9 disciplines. Offices having in position staff strength up to 50 shall nominate 1, between 51-100 shall nominate 2 and above 100 shall nominate 3 officials. No contractual staff shall be nominated. Nominations from young members of the staffis encouraged. Nominations should be forwarded to the Head Office for review and selection.

From all entries, the officials would be screened by a committee at Head Office. The selected candidates may be called for interaction and final selection. The officials included in Creative Pool shall be given training at PDNASS to further develop their creative faculties.

The officials selected would be part of the CCP but shall continue to work in their respective offices and coordinate the C&PR Activities of their offices. However, they may also be requested to assist C&PR Division of Head Office on need basis.

The nominated officials shall be from below mentioned 9 disciplines and possess qualifications mentioned as specified below-

1. **Social Media Influencer** – Should have at least 1000 followers on Instagram or 1000 Subscribers on YouTube. Preferably creating good and engaging content in Finance & Social Security.
2. **Social Media Expert** – Should have knowledge of handling the Social Media Handles thoroughly and able to engage audience through interactive posts
3. **Creative Writer/Blogger** – Should be able to write essay/article on issues of national importance, Finance and Social Security in Hindi/English. Preference will be given to the employee whose articles have been published in Newspapers/Magazines/ or other reputed National/international journals
4. **Anchor/Public Speaker/comperer** - Should be well versed in anchoring/compering on stage and/or in video, movie, etc. Preference to those having some training and academic qualifications in same field.
5. **Actor/film maker/direction** – Should have been playing roles/acting in drama/videos. Preferably having some formal training/ academic qualifications in Theatre/Drama.
6. **Singer** – Should be proficient in singing in Hindi, English or any other vernacular language. Preferably having some formal education/training from some renowned institution. Should be able to sing for videos/jingles or any other creative composition required by the office.
7. **Musician** – Should be proficient in playing one or more musical instruments. Preferably having some formal training/education in music from some renowned institute. Should be able to play musical instrument for videos /jingles or any other creative composition required by the office.
8. **Photography/Video making**–Should be proficient and have good skill set in Photography and and/or shooting videos and editing the same in software. Preferably having some formal relevant training or education from some renowned institution.
9. **Social Media Post/Creative Design**–Should be proficient in creating good quality digital posters and creatives with the help of software. Preference shall be given to those having some training/education in the relevant field.

The responsibilities of members of CCP shall include-

- i) Act as Coordinator for C&PR Activities of their offices.
- ii) Developing engaging visual content, including graphics, illustrations, infographics, and animations, for various EPFO initiatives, campaigns, and events.
- iii) Collaborating with other offices for publicity activities
- iv) Ensuring adherence to EPFO brand guidelines and standards in all communication materials, maintaining consistency and professionalism.
- v) Staying updated with emerging trends, technologies, and best practices and incorporate them into our communication and publicity strategies.
- vi) Carrying out tasks mandated by Head office from time to time

Therefore, you are requested to send suitable names as per attached proforma from each office under your jurisdiction to C&PR Division (rc.publicity@epfindia.gov.in) by 10th June,2024.

(Issues with the approval of Competent Authority)

Yours Faithfully


(S K Sangma)
Addl. CPFC(C&PR)

Copy to :

1. OSD to CPFC
2. PPS to FA/CVO/All ACC HQs/ Director (PDNASS)
3. All Regional & District Offices
4. All Officers & Staff through respective OICs
5. e-Office : With a request to upload on e-office Noticeboard
6. Web-admin : With a request to upload on website

Sl No	Name of Zone	Name of Regional Office	Name of Applicant	Designation	Educational Qualifications (if any, related to 9 fields in the circular)	Awards/Achievements /Publications/Followers on Social Media	Field applied for (out of 9 mentioned in the circular)	Remarks/Any other Information
1.								
2.								
3.								