

M-11011/18/2025- Media(Pt.-II)
Government of India
Ministry of Labour and Employment
Media Cell

Shram Shakti Bhawan, Rafi Marg
New Delhi,
Dated: 23.12.2025

Office Memorandum

Subject: Media Outreach Activities for smooth roll out of Labour Codes- reg.

The undersigned is directed to inform that a targeted media campaign across print, electronic and social media platforms has been underway since the implementation of the Labour Codes on 21st November 2025.

2. In order to further strengthen these efforts and to ensure effective last-mile communication, it has been decided to operationalise coordinated media outreach at the field level through close coordination between the media units of the Ministry of Information & Broadcasting and the regional and field formations of this Ministry, including:

- i. Regional offices of the Chief Labour Commissioner (Central) (CLC(C))
- ii. Employees' Provident Fund Organisation (EPFO)
- iii. Employees' State Insurance Corporation (ESIC)
- iv. Directorate General Factory Advice Service & Labour Institutes (DGFASLI)
- v. Directorate General of Mines Safety (DGMS)
- vi. V. V. Giri National Labour Institute (VVGNI)
- vii. Dattopant Thengadi National Board for Workers Education & Development (DTNBWED)
- viii. Directorate General of Labour Bureau (DGLB)
- ix. Directorate General of Labour Welfare (DGLW)

3. All the above mentioned organizations/ offices are hereby directed to undertake the following activities in coordination with the media units of the Ministry of Information & Broadcasting:

- i. Engage with media at local/regional level through Regional PIB / DD / AIR as well as with private news channels and community radio platforms to give interviews/participate in discussion programmes/ panel discussions on TV and Radio
- ii. Prepare list of selective regional experts who can highlight positive aspects of Labour Codes and are willing to give interviews and participate in discussion programmes, and share with local media through PIB officer.

- iii. Organise informal media briefings and workshops and share background material with them to improve clarity and understanding of key provisions and benefits of the Labour Codes among local stakeholders.
- iv. Write articles or procure articles from experts and get them published in local newspapers
- v. Amplify creatives from the master dossier on their social media handles and utilise this content to enrich communication with local media in regional language. The master dossier is being regularly updated with new creatives, and officers are requested to use the same in their outreach activities:

<https://drive.google.com/drive/folders/1TYjTpBBisiL6gJIfn8d9hn98h5kiJkR2>

4. Regional/Branch PIB officers (list attached) may be contacted for facilitation of media briefings, interviews, discussion programmes/ article placement/publication of articles/Op-eds in newspapers/digital platforms.

5. Further, an action taken report summarising the outreach activities undertaken by the resp. organisation may be shared on mediacell-mole@nic.in every Friday by 4:00 PM, without fail.

Vinita Sinha
(Vinita Sinha) *23/12/25*
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To,
CPFC (EPFO)/DG, ESIC/DG, VVG NLI/DG, DGFASLI/DG, DGMS/ JS & DGLW/ CLC (C)/DG, Labour Bureau/ DG, DTNBWED.

Copy for information to:

- 1. All Bureau Heads of the Ministry
- 2. OSD to Secretary (L&E).
- 3. PPS to JS (Media).
- 4. PA to DS (Media).