

MINUTES OF THE MEETING OF THE ESIC WITH EMPANELLED

AGENCIES ON 12.05.2011

A meeting with the representatives of seven newly empanelled advertisement agencies was held today i.e. on 12.5.2011 in the afternoon in the Conference Room of Hqrs. Office, ESIC. The meeting was attended by following Officers under the Chairmanship of Director General:-

1. Dr. C. S. Kedar, Director General,
2. Sh. B. K. Sahu, Insurance Commissioner
3. Dr. J. N. Mahanty, Medical Commissioner
4. Sh. T. K. Bhattacharya, A.C.(P&A)/PR
5. Sh. R.K. Gautam, J.D.(PR)
6. Sh. Pranava Kumar, A.D.(Spl. Cell)

Adtl. Commissioner (P&A)/PR introduced the agencies and set the agenda items for the meeting. The Insurance Commissioner in his address said that advertisement campaign should be straight forward and simple. It should reach out to the target audience upto the last man. Instead of function oriented, functionality oriented advertisement should be done, and should be dynamic and having information of locations and facilities available alongwith contact person etc. of ESIC establishments during this Diamond Jubilee Year.

The Medical Commissioner brought out the fact that advertisement should be aggressive and brings out all our positive work. He informed that liver transplant, cardiac surgery, spinal surgery, etc. are being done in ESI Hospitals in large numbers and these need to be brought to the notice of the people. Also Hospitals have been modernized and new Hospitals have come up.

Director General directed that there should be two types of advertisement – temporary and permanent. In temporary phase, we may need to highlight current subject of IT Roll out like 'bringing of Pehchan Card', 'get your Pehchan Card', 'come with Pehchan Card' etc. campaign, whereas Permanent advertisements may bring all the features of ESIC benefits. He asked for immediate campaign through banners and posters with regards to the Pehchan Card under ESIC IT Project.

The advertisement agencies submitted their views on ESIC media campaign and have shown their eagerness to come out with their plans etc. on this. The Director General also agreed to the idea and suggested that there should be both Regional and Hqrs. driven advertisements and we may also create Permanent structure in our own Model Hospitals and Regional Offices buildings in near future. He also suggested that we need to bring different types of jingles, TVCs and art work for displaying to our captive audience of ESIC hospitals. He was of the view that representatives of advertisement agencies may get some ideas of ESIC related activities by calling them in our Internal Committee Meeting and other IT related meetings etc. AC (P&A) stressed the need for urgent working on different types of media campaign so that the ESIC message could be spread far and wide quickly. He also directed to get ESIC Samachar Magazine and printing and publication of book on 'Achievements of the ESIC during the Diamond Jubilee Year 2011-12' by entrusting these tasks to agencies.

It was also suggested to distribute the work of Pehchan Card media campaign through posters and banners by allocating states to all the empanelled agencies, as under:-

Sl. No.	Name of the agency	States allocated
1.	M/s Concept Communications Ltd.	U.P., Puducherry, Karnataka
2.	M/s Crayons Advertising	Andhra Pradesh, Orissa, Goa
3.	M/s Goldmine Advertising Ltd.	Gujarat, J&K, Haryana, Punjab
4.	M/s Inter Publicity Private Ltd.	Rajasthan, West Bengal, North-East (Assam, Meghalaya, Nagaland, Tripura)
5.	M/s Prabhatam Advertising Pvt. Ltd.	Uttrakhand, Madhya Pradesh, Delhi(NCR)
6.	M/s R.K. Swamy BBDO Pvt. Ltd.	Tamil Nadu, Kerala, Chhattisgarh
7.	M/s Span Communications	Himachal Pradesh, Bihar, Jharkhand, Maharashtra

The following **Immediate Actions** are proposed to be taken:-

1. Designing and release of poster on target dates of Project Panchdeep.
2. Starting of Pehchan Card media campaign through posters/ banners/hoardings.
3. TVC and Radio Jingle on Pehchan Card like 'bringing of Pehchan Card', 'Get your Pehchan Card', 'Come with Pehchan Card' etc.

Also, we may start regular media campaign in phased manner, as under:-

1. The printing and publication of ESI Samachar magazine and book on 'Achievement of ESIC during the Diamond Jubilee Year 2011-12'.
2. Awareness oriented functional advt. on
 - a. IPs and their benefits
 - b. Employers and their advantage for being with ESI Scheme.
 - c. Communication about state-wise implemented centres and service delivery points of ESIC/ESIS available.
 - d. Type of unit/establishment covered under the ESI Act.
3. Advt. on increased and upgraded medical facilities for treating all type of diseases including serious ailments under ESI Scheme.
4. Advt. on ISM/preventive medical care under ESI Scheme.

This issues with the approval of Director General.


(Pranava Kumar)
Assistant Director

Copy to :-

1. PPS/PS to DG/FC/IC/MC/AC (P&A) for information please.
2. All DMCs/AC (Systems)/AC (Benefits)/AC (Rev.)/Director (MSU)/Director (Fin.)/Director (P&D)/ Jt. Director (E-I/III/V), Hqrs.
3. Jt. Director (Fin.)/Dy. Director (Fin.)/Asstt. Director (Fin.) for information.
4. All 07 empanelled advt. agencies for information and taking and necessary action.
 - a. M/s. Concept Communication Ltd.
 - b. M/s. Goldmine Advertising Ltd.
 - c. M/s. Prabhatam Advertising Pvt. Ltd.
 - d. M/s. Span Communications
 - e. M/s. R.K. Swamy BBDO Pvt. Ltd.
 - f. M/s. Inter Publicity Pvt. Ltd.
 - g. M/s. Crayons
5. Rajbhasha Shakha for Hindi translation.
6. Website Contents Manager for uploading in the ESIC Website.