



Headquarters
Employees' State Insurance Corporation

(ISO 9001-2000 certified)

Panchdeep Bhawan, CIG Road, New Delhi-110002

Tel No.: 011-23234092 Fax No.: 011-23234537



No. D-31/12/4/2011-PR

Dated: 19th Sept. 2011

To

All Regional Directors/Directors/Jt. Director (I/c)/Zonal Jt. Directors,
All Medical Superintendents/SSMCs/SMCs **of East Zone**,
ESI Corporation/ESIC Hospitals,

Sub:- Publication and release of book titled 'ESIC – The Sparkling Diamond' at the end of the Diamond Jubilee Year 2012 – regarding.

Sir/Madam,

As you are already aware, a number of Commitments aimed at the welfare of Stakeholders are to be fulfilled during the Diamond Jubilee Year(2011-12) It has been decided to bring out a book titled "**ESIC-The Sparkling Diamond**" at the end of the Diamond Jubilee Year (2012).

This book will be a result oriented report/research publication incorporating the activities undertaken during the Diamond Jubilee Year. This will include success or failure stories in course of achieving the targets; through vox-populi, interviews, field assessment, special interviews/stories/opinion/ personal experience of IPs and Employers etc. The contents of the book will also be about the uniqueness and various benefits of ESI Schemes, especially the super specialty treatment availed by them and opinion/interview of Employers regarding the simplification of ESI Schemes and the benefit accrued to them; special Achievements outside the ambit of 'Commitments' like programmes and services adopted for upliftment/easing of the sufferings of IPs & society as a whole; interesting Anecdotes like experience of IPs, serving employees and retired persons. Materials on following topics are required:

- i) IP's Articles/Letters
- ii) Employers' Column
- iii) Success & Failure Stories
- iv) Interesting anecdotes
- v) Special Achievements

The book is slated for release on **24.2.2012** during the function marking the culmination of Diamond Jubilee Celebrations. Time and again, all concerned have been requested to send reports of each activity along with good quality photographs for compilation of the material at Head Quarters level. In spite of the

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above, the response is very little. You may appreciate that for release of the book on 24.2.2012, the printed copies are to be ready well in advance.

In view of the above, it is once again requested to all that the relevant report/write-up along with good quality photo prints or its high resolution soft copy should be sent immediately to DJ Cell/PR Branch of Hqrs. Office through mail on ratneshguatam6@gmail.com/pranavakumar05@gmail.com./pranava.kumar@esic.in.

Please treat the above with top priority for compliance.

This issues with the approval of **Director General**.

Yours sincerely,



(R. K. GAUTAM)
JOINT DIRECTOR(PR)

Copy to:-

1. PPS/PS/PA to DG/FC/CVO/IC/MC/Comm.(P&A)/Comm.(Rectt.)/Comm.(NTA)/CE/A.C.(Sys.)/A.C.(Bft.)/All DMCs/All Directors/Jt. Directors at Hqrs.
2. All Zonal Joint Directors for Diamond Jubilee Celebration for kind information and necessary action.
3. Website Contents Manager with request to upload this letter on ESIC website.
- 4: M/s. Goldmine Advt. Ltd., Milap Niketan, 8-A, Lower Basement, Bahadur Shah Zafar Marg, New Delhi - 110002 for information and necessary action please.



JOINT DIRECTOR(PR)