CIRCULAR

The ESI Corporation will complete 60 years of its functioning and services on 24\textsuperscript{th} Feb., 2012. It has been decided to celebrate 'Diamond Jubilee Year' (the 60\textsuperscript{th} year of services of ESIC) from 24\textsuperscript{th} Feb., 2011 to 24\textsuperscript{th} Feb., 2012.

During this year long celebrations, special emphasis will be on bringing more and more workers under the coverage of social security net of ESI Scheme. The Corporation is also going to unveil a list of commitments which will be pledged to our stakeholders on 24\textsuperscript{th} Feb., 2011 during the inaugural function. These commitments are to be fulfilled during the year long drive for improving the quality of services being provided to the stakeholders. On 24\textsuperscript{th} Feb., 2012, it is proposed to pronounce the completion of these commitments. These commitments will be communicated to all concerned on 24.02.2011.

All concerned officers and staff are called upon to work hard towards completion of these commitments so that the celebration of Diamond Jubilee Year is fruitful and result oriented.

I. Theme of the Celebration: The theme of "Service to the Stakeholders" has been finalized for the whole year celebrations. In this context, the slogan of "I.P. is our V.I.P." will be popularized among all the officials of ESIC/ESIS, so that they understand the importance of the customers who are actually our paymasters.

II. Objectives: To create a brand image of ESIC in the whole country in such a way that every stakeholder is proud to be associated with the ESIC Scheme.
III. Activities during the year:

1. Inaugural ceremony for the opening of 60th year of ESI Scheme will be held at Delhi on 24th Feb., 2011.
   [ACTION – PR BRANCH/GENERAL BRANCH, HQRS. OFFICE]

2. After the inaugural ceremony, seminars/meetings/convention for the insured persons/employers/media persons etc. will be held at Guwahati, Kolkata, Chennai, Mumbai, and Hyderabad or Bangalore.
   [ACTION – CONCERNED REGIONAL OFFICE]

3. All the major projects which are nearing completion may also be inaugurated alongwith the major functions as brought out above.
   [ACTION – PMD, HQRS. OFFICE]

4. Apart from these four major functions, all ROs/SROs/DOs/BOs/Hospitals/Dispensaries should follow the guidelines given below for having activities in their Offices/concerned areas to celebrate the Diamond Jubilee of the ESI Scheme.

Activities by SSMC/SMC/DMD/ D(M)Noida (for Dispensaries & Hospitals of State Govts.) and All the SSMC/SMCs will coordinate with State Govts.

- Holding of Health Melas
- Holding of Special Health Camps
- Health awareness camps
- Organizing of one Health Camp in each month by each ESIC Hospitals
- Blood Donation camps
- Preventive Health Programmes
- **Budget** – ₹ 2.50/- per I.P. X 1.50 crore I.P. = ₹ 3.75 crores (approx.)

[ACTION – SSMC/SMC/D(M)D/D(M)NOIDA]

Activities at ROs/SROs

- One Facilitation Conclave (SUVIDHA SAMAGAM) for Employers/Employees to be organized once in a month by Branch Offices
- Holding of one Awareness Camp for Employees/ Employers by ROs/SROs/DOs in each month
- Holding of awareness seminar with employers’ representatives.
- Holding of meetings with employees’ representatives.

- All the oldest surviving Corporation Members, Employers, Insured persons, Staff Members and Officers of ESI Scheme/ ESIC will be felicitated in all the functions at different levels. There may be criteria of being associated with ESI Scheme like 50 years, 30 years etc.
• All Trade Unions Leaders, Employers, Associations, Local Corporation Members, Regional Board Members, Local Committee Members must be associated at every stage of the celebration by Hqrs./ROs/SROs/DOs/BOs/ESI Hospitals/Dispensaries.

• **Budget** - ₹ 2.50/- per I.P. x 1.50 crore I.P. = ₹ 3.75 crores (approx.)

**[ACTION – REGIONAL DIRECTOR/DIRECTOR (I/C)/JT. DIRECTOR INCHARGE]**

5. Alongwith the celebrations, a very special emphasis will be on coverage of all uncovered workers in insurable employment. Emphasis will also be on extending the coverage in non-implemented areas. Specially, the employers may be enrolled emotionally and psychologically for taking initiatives from their own side to cover the uncovered workers under the ESI Scheme.

**[ACTION – P&D BRANCH/REVENUE BRANCH, HQRS. OFFICE]**

6. All the Big Employers and Employers Associations will also be requested to celebrate the ESIC Diamond Jubilee on the lines of celebrations ROs/SROs/DOs/BOs/Hospitals/Dispensaries.

• For this necessary guidance and assistance should be provided by the concerned ROs/SROs/DOs/BOs to all such employers and employers associations.

**[ACTION – REGIONAL DIRECTOR/DIRECTOR (I/C)/JT. DIRECTOR INCHARGE]**

7. All kinds of publicity literature will be printed and circulated in all the regional languages also.

• All ROs/SROs/DOs may please take note of this.
• Following booklets/pamphlets are proposed:
  1. FAQs on ESI Scheme
  2. Pamphlets on Benefits & how to avail them
  3. Publicity literature on ESI Corporation, its infrastructure and its activities
  4. Pamphlets on Guidelines to Employers

• Other publicity literature which the ROs/SROs may like to circulate as per the specific need in their areas

**[ACTION – REGIONAL DIRECTOR/DIRECTOR (I/C)/JT. DIRECTOR INCHARGE/PR BRANCH, HQRS.]**

8. At all those places (detailed at point No. 2), the events will be followed by cultural evenings with local flavour by some very renowned artists/cultural group of the area who may be of international fame. Some skits/small plays may be organized which bring out the facilities of ESIC and underline the importance of ESI Benefits in a humorous and light way.

**[ACTION – CONCERNED REGIONAL OFFICE]**
9. A study may be instituted in coordination with some reputed university on the theme of ESIC and social security. A Chair may be instituted for the study in the area of Social Security in one of the reputed Institutes like Tata Institute of Social Sciences, IIM-Ahmedabad, IIM-Bangalore, IIM-Lucknow, XLRI-Jamsedpur etc.

- **Budget** – ₹ 10.00 lakh for first year (which will include the cost of fellowship per month, cost of books grant to be paid annually and other misc. charges) – this will be a recurring expenditure

**[ACTION – NTA]**

10. Some third world countries where the Social Security Scenario is not that vibrant in comparison to the Indian Scenario, may be invited to visit ESIC and exchange programmes may be arranged for sharing our experiences/success stories with such countries.

a. A communication (subtle invitation) may be sent to all such countries (member nations of ISSA) which may be interested in such exchange programmes.

b. Association of NTA on programmes of Social Security

c. A short visit of young officers to Scandinavian Social Security Systems

d. **Budget** – The cost will be covered under relevant budget heads for food, stay, transport, TA/DA etc.

**[ACTION – NTA]**

11. Before the closing ceremony, an announcement will be made to install best drinking water facilities, tea/coffee dispensing machine in all the Branch Offices and Dispensaries.

- The General Branch, Hqrs. will get the decision (alongwith required budget) approved from competent authority and circulate it to all the ROs/SROs/DOs giving a time frame of not more than three months for implementing these decisions and reporting back to the Hqrs., so that these arrangements see the light of the day within first six months of the Diamond Jubilee year.

- **Budget** – Budget will be allocated separately to ROs/SROs under the regular “heads of account”.

**[ACTION – GENERAL BRANCH, HQRS. OFFICE]**

12. Closing ceremony should be held on 24th Feb., 2012 at Delhi, when the ESI Scheme will complete 60 years.

- Details to be finalized during the course of the Diamond Jubilee Year.
• It was decided that a target will be made to announce zero pendency for all the public grievance cases as well as benefit claim cases up to a specified period. Pronouncement of completion of the commitments made by different Divisions to the stakeholders will be made.

[ACTION – PR BRANCH/GENERAL BRANCH/PG BRANCH, HQRS. OFFICE]

13. A special logo has been finalized for ‘60 years of your ESI’ and it should be used in all the advertisements, letter heads, visiting cards, envelopes etc. of the Corporation throughout the year.

• An illuminated board with the special logo of ‘Diamond Jubilee Year of ESIC’ will be put up in all the buildings of ESIC along with services available in that particular office/institution.

• Budget – ₹ 8.00 crores (approx.)

[ACTION – PR BRANCH, HQRS. OFFICE/ALL ROs/SROs/ESIC HOSPITALS/SSMCs/SMCs]

V. **Budget:** Total budget estimates are ₹ 28.08 crores. However, the Director General, ESIC has been authorized to incur expenditure depending upon the requirement as decided by the Sub-Committee.

[ACTION – DIRECTOR (FIN.)/J.D. (E-VI)/PR BRANCH, HQRS. OFFICE]

This issues with the approval of Director General.

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

**Copy to:**

1. Chairman, ESIC and Hon’ble Minister of Labour & Employment, Govt. of India.
2. Secretary (L&E), Ministry of Labour & Employment, Govt. of India.
3. DG/FC/CVO/IC/MC/AC(P&A)/ChiefEngineer/AC(Systems)/AC(Bft.)/Dir.(Rev.)/Dir.(Fin.)/All DMCs/All Directors at Hqrs.
4. All ROs/SROs/DOs/ESIC Hospitals/SSMCs/SMCs/D(M)D/D(M)Noida.
5. A.C. (NTA)/J.D. (NTA).
6. All Branches at Hqrs. Office, for necessary action.
7. Shri Pranava Kumar, Website Contents Manager/System Division with request to upload this circular on ESIC website.