No.V-36/14/Hqrs./01/2010-Rev.II  
Dated: 6/1/2011

The Regional Director/Director I/c/Joint Director I/c/ SSMC  
ESIC Corporation,  
Regional Office/SRO/DO

Sub: Extract of speech of Director General in SSO's Conclave dated 18/12/2010

Sir,

Please enclosed find herewith the extract of speech of Director General given in SSO's Conclave held on 18/12/2010.

All AC/Regional Director/Director I/c/Joint Director I/c/ SSMC are requested to take necessary action and send the quarterly compliance report starting from quarter-ending March 2011.

QUARTERLY

Encl: as above.

(SUSHIL SACHDEVA)  
ASSTT. DIRECTOR (REV-II)
The SSOs are cutting edge officers and they are to be trained in courtesy and manners while working in the field in interaction with the employers and IPs. They need to be trained properly regarding their proper behavior and courteous approach. DG desired that the training should be arranged by NTA for SSOs in this regard.

- ACTION BY AC (NTA)

Systematic scope and methodology of functioning of SSOs regarding their duties, responsibilities and also various activities in the ESIC. The DG was of the view that the actions of the SSOs towards their duties pertaining to revenue collection should be akin to the process of honey collection by honey bees. In substance, the SSOs should work in such a fashion that in no case any harm should be inflicted to the employer while enforcing the ESI Act. The approach should be of a Friend, Philosopher and Guide.

- ACTION BY I.C/DIRECTOR (REVENUE)

The system/processes to be codified and also it should be available in the vernacular languages so that the local population can understand with clarity and act accordingly.

- ACTION BY I.C/DIRECTOR (REVENUE)
In order to ensure that our employers and employees are provided necessary assistance in their work towards IT Roll Out, it is proper to train all the SSOs professionally in Computer operations so as to enable them to help employers and IPs in accepting the process of IT Roll Out. The SSOs should be trained to the extent that they should be able to analyse the data of employers to make a selection of the units for inspection. DG also requested the representatives of employers and employees to establish Computer Centres whereby the employers not having their own computers can work and also the employees who are desirous of working on computer can get access to it. DG desired that this computer training of SSOs must be completed within a period of 3 years before we take over the complete IT related work by ourselves.

- ACTION BY AC (SYSTEM/NTA)

DG expressed his view that there are no factors in our functioning which generate push-pull effect among employers and IPs. For this we have to train our SSOs towards marketing ourselves among the employers and employees so that the employer is pushed by strong desire for providing benefits to his employees gets registration of his establishment as well his employees working under him and also among the employees who shall be pulled by the plethora of the benefits available under the Act so as to get pulled for registering themselves. The essence of the matter was to train our SSOs so as to make them competent enough to spread the benefits provided under Act in letter and spirit among employers and
employees and for this end “an element of market strategies” to be included in the Training Module of the SSOs. In this connection, the DG also desired that the SMS gateway should be provided through which the messages could be sent to the employers/IPs and services could be rendered at the door step. This includes payment of cash benefit through ECS.

- ACTION BY AC (NTA/SYSTEM)

(vi) DG desired that all the SSOs after going to field shall held Wellness/Awareness Camps of the IPs/Employers in their own area of jurisdiction with the help of Dispensaries/Hospitals/Regional Offices where the employers and employees shall be made aware of the provisions/benefits available under the ESI Act.

- ACTION BY RD/SSOs

(vii) DG requested the employers and employees representatives that if they feel ESIC Officials have done some remarkable work in their area they should recognize the same which will have a very positive effect on the officer’s morale and the ESIC may not be necessarily required to recognize its own officers.

(viii) DG also assured that an arrangement is being made to established 24x7 Call Centre where the information shall be furnished to the Caller within 30 seconds for which the FC is already doing the required work.

- ACTION BY F.C.
DG also made it known to all the SSOs and other officers of the ESIC that this is time of liberalization, privatization and globalization and as of now the provisions of ESI Act are mandatory which may not remain so in future and to ensure that ESIC remains the only choice before employers and employees as a pioneer social security Institutions, its official, must develop the competitive approach and this can be only obtained through qualitative improvement in benefit delivery system. In this context, the SSOs should get the regular feedback in the field from the employers and IPs directly or indirectly, also formally or informally towards difficulties faced by them along with suggestions for improvements which should be further passed on to the authorities concerned for taking necessary action and if possible the SSOs should take all the steps within their own level to implement such suggestions for improvement. For survival, change is must and for that “Parivartan” of body, mind and soul has to happen. This is actual spirit of this Conclave.

-ACTION BY IC/MC