



**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. E-15/13/1/2015-PR

Dated: 30/07/2015

**PRESS RELEASE**

**Media visit for taking stock of implementation of 'Abhiyaan Indradhanush'-  
Change of bedsheets of specified colours daily in ESIC Hospitals as per  
VIBGYOR pattern.**

In a unique initiative under Swachh Bharat campaign, the bedsheets are being changed everyday in all the ESIC hospitals based on the VIBGYOR pattern. This has been launched by Hon'ble Prime Minister, Shri Narendra Modi on 20<sup>th</sup> July, 2015 at Vigyan Bhawan, New Delhi. The Hon'ble Prime Minister has also appreciated the efforts of ESIC for starting such noble idea benefitting the masses towards a clean and eco-friendly atmosphere in all the ESIC Hospitals. Sh. Deepak Kumar, IAS, Director General, ESIC is closely monitoring the implementation of all such initiatives 'ESIC-2.0' launched by Hon'ble Prime Minister.

In this regard, a media visit for taking stock of implementation of 'Abhiyaan Indradhanush' was organized in the ESIC Hospital Basaidarapur recently. The media personnel took interest in this unique initiative of ESIC and appreciated the efforts made towards cleanliness and hygienic conditions of the Hospital. The media persons also interacted with the patients admitted in the different wards of the Hospital. The patients and their attendants expressed complete satisfaction and happiness towards day wise colour code of bedsheets in the ESIC Hospital which has raised cleanliness and hygienic standards of the Hospital.

Later, Dr. S.K. Raju, Medical Superintendent, ESIC Hospital, Basaidarapur, Dr. Sudhir Kapoor, Dean, ESIC PG Institute of Medical Science, Sh. A.K.Prashad, Jt. Director and Sh. Pranava Kumar, Dy. Director, Public Relation, Hqrs. briefed the media about all such initiatives and developments of ESIC. The media persons took special interest in the developmental work of ESIC Hospital, Basaidarapur and also visited 'Bone Bank' which is one of the landmark achievements of this Hospital.

\*\*\*\*\*