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PRESS BRIEF

"REACHING OUT TO THE STAKEHOLDERS - MAKING EACH IP OUR VIP"

Employees' State Insurance Scheme, the social security organization which administers ESI Scheme in India is organizing a Seminar with the theme "Reaching out to the Stakeholders -- Making each IP our VIP" on 11th November, 2011 at Yashwantrao Chavan Pratishthan, Mumbai as part of ESIC's Diamond Jubilee Year Celebration. Shri Suresh Hirayenna Shetty, Hon'ble Minister of Public Health & Family Welfare and Protocol, Government of Maharashtra will be the Chief Guest and Shri A.K. Singh, Chief Vigilance Officer, ESIC will preside over the function.

This Seminar has been organized to highlight the reaching out efforts of ESIC towards its stakeholders. ESIC is the first organization in Government Sector which has made Commitments to its stakeholders for better services and for reaching out to them, during its Diamond Jubilee Year celebrations. This Seminar will comprise of two sessions of exhausting discussion. The first session will be inaugurated by Shri Suresh Hirayenna Shetty, Hon'ble Minister of Public Health & Family Welfare and Protocol, Government of Maharashtra alongwith presidential address by Shri A.K. Singh, Chief Vigilance Officer, ESIC. This session will also be addressed by other dignitaries related to the field of Labor Welfare & Social Security and from different strata of life & professions, as well.

The second session of the Seminar will comprise of the technical session which will be essentially an experience sharing session of different organizations with ESIC on the subject "Reaching out to the stakeholders". Shri Faiz-Ur-Rehman, Chief Postmaster General, Department of Post, Government of India will talk on the subject "Diversifying the Postal Services - Sharing of experience of Postal Services in reaching out to the ESI Beneficiaries. Dr. Vivek Monteiro, Secretary, Shramik Sangh will talk on the subject "Reaching out to IPs - Sharing of experience through employees' perspective". Shri D.U. Menon, Jt. General Manager, L&T Ltd. will share his experience on the subject "ESIC's endeavour in making each

IP our VIP - Sharing of experience through Employers' perspective". Dr. Laxmi Lingam, Dean, TISS, Mumbai will talk on the subject "Expanding the reach for ESIC Beneficiaries. Dr. T.P. Lahane (Padmashree), Dean, J.J. Hospital, Mumbai will share his experience by talking on the subject "Public Health - Role of ESIC in reaching out to Stakeholders". Shri Arun Kumar, Liasion Officer, South Asia, ISSA & Additional Commissioner (Revenue), ESIC will talk on the subject "Overview of ISSA and Reaching Out to the ESIC Stakeholders".

The Employees' State Insurance Corporation, the pioneer Social Security Organization of the Govt. of India under Ministry of Labour & Employment has been on the forefront with regard to reaching out to different stakeholders of Labour administration in the country. ESIC has been reaching out to the employees & their family members, employers, Trade Unions, Chambers of Commerce, State Governments etc. through its programmes, Conferences, Seminars, Mass Media, advertisement campaigns etc. In this Diamond Jubilee Year, the Corporation has made special endeavour for reaching out through its concept of "Suvidha Samagam" (meeting with different stakeholders by ESIC's field offices), Wellness Van for preventive health care of the beneficiaries, holding of meetings and national seminars throughout the country, opening of facilitation counters in all the offices/hospitals/dispensaries of ESIC, organizing training programmes on etiquettes/people handling/courtesy for the staff and officers having public dealings etc.

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