



कर्मचारी राज्य बीमा निगम
(श्रम एवं रोजगार मंत्रालय, भारत सरकार)
EMPLOYEES' STATE INSURANCE CORPORATION
(Ministry of Labour & Employment, Govt. of India)



मुख्यालय/Headquarters
पंचदीप भवन, सी.आई.जी. मार्ग, नई दिल्ली-110002
Panchdeep Bhawan, C.I.G. Marg, New Delhi-110 002
Email: pr.branch-hq@esic.nic.in Phone: 011-23604754
Website : www.esic.gov.in

F. No. E-13/14/07/2022-PR

Dated: 16.04.2024

To:-

1. All Zonal ICs/All Zonal MCs
2. All Addl. Commissioners & Regional Directors/Regional Directors/Dy. Directors(I/c)
3. All Deans of ESIC Medical Institutions
4. All Medical Superintendents of ESIC/ESIS Hospitals
5. D(M)D, D(M)N and NTA

Sub: Installation/Erection of Informational OOH Banners at the premises in view of enforcement of the Model Code of Conduct – reg.

Please refer to the circular no. E-13/14/20/2023-PR dated. 19.03.2024 regarding strict adherence to the guidelines of the Model Code of Conduct wherein, display of hoarding/advertisements bearing photographs of dignitaries/political figures is prohibited.

In view of this, a design/creative for an OOH advertisement on the benefits available under the ESI Scheme has been developed for display on the unipoles, if any, established in the ESIC field offices/hospitals/medical colleges/dispensaries.

The design/creative has now been made available in the 'Publications' section of the Information tab of the ESIC Website www.esic.gov.in (in .jpg & open file format) for displaying on the unipoles at the respective premises. The creative may also be translated in concerned vernacular for wider publicity of the benefits available under the ESI Scheme.

This has the approval of the Competent Authority.

Yours faithfully

Pral
16/4/24

(Pramod Kr. Singh)
Asstt. Director (PR)

email: pr.branch-hq@esic.nic.in

Copy to:

1. PPS/PS to the Director General, Financial Commissioner, Chief Vigilance Officer, for kind information.
2. Concerned Divisional Heads, for kind information and necessary actions.
3. Website Contents Manager with a request to upload the same on ESIC Website.