



Headquarters  
**Employees' State Insurance Corporation**

(ISO 9001-2008 certified)

Panchdeep Bhawan, C.I.G. Road, New Delhi-110002



No.E-13/12/29/2019-PR

Dated: 11.02.2020

To

**All Addl. Commissioners & Regional Directors/Regional Directors/Directors I/c  
Joint Directors I/c/Dy. Directors (I/c)  
ESIC Regional Offices/Sub-Regional Offices**

**Subject: Awareness on opening of Dispensary-cum-Branch Office - reg.**

Sir,

As you know that ESIC has started setting up its service delivery/facilitation centres in all the districts of the country through Dispensary-cum-Branch Office (DCBO) in phased manner. DCBO will facilitate delivery of quality services while building trust with the Stakeholders.

In this regard, I am directed to inform you that awareness campaign on setting up of service delivery through Dispensary-cum-Branch Office may be done. In this connection, the following activities are to be done :-

**DCBO level:-**

1. At the time of opening of new DCBO, local representatives and other stakeholders of the area concerned may be invited at their own level. However, the same may be intimated to Hqrs. Office for prior approval.
2. Posters/Banners, etc. may be displayed in and around concerned DCBO and industrial areas. Pamphlets/leaflet may also be distributed to the target public of the concerned area.
3. Workshops/seminars/meetings/awareness camps for employers & employees in their area of operation may be organized from time to time, where DCBO has been/are being started.
4. Press Release etc. to the local newspapers of the concerned district/area may be issued.

**Hqrs. (PR Branch) level**

1. Develop designs of Poster/Banner/Leaflet/Pamphlet on DCBO for sending the same to ROs/SROs.
2. Issue of Press Advt. in the local newspapers of the concerned area of DCBO at the time of inauguration of new DCBO by Hon'ble LEM & Chairman, ESIC and as & when required/directed by the Competent Authority in this regard.
3. Coordination with field offices in respect of activities organized.
4. Develop infographics and publicize the same through social media handles i.e. Hashtags, Facebook, twitter and ESIC & other website in pop-up form.

In this connection, Pamphlet, Poster & Banner on '**Seva Setu Kendra (DCBO)**' have been got designed for wide publicity and distribution amongst the target public of the concerned area. You are requested to get Pamphlet, Poster & Banner translated and printed in the respective language of the concerned region/sub-region, following the prescribed purchase procedure at your own level from available budget.

The design of the Pamphlet, Poster and Banner in Hindi & English (in open file & PDF format) are available in downloadable format on our website [www.esic.nic.in](http://www.esic.nic.in) for carrying out necessary printing in their respective languages. The designs (which have been duly approved by the Director General), should not be changed.

In this regard, due procedure may also be followed for incurring the expenditure and austerity measures on the subject shall be kept in view.

**This has the approval of the Insurance Commissioner (PR).**

Yours sincerely,

  
11.02.2020  
**(Pranava Kumar)  
Dy. Director (PR)**

**Email: [pranava.kumar@esic.nic.in](mailto:pranava.kumar@esic.nic.in)**