



F. No. E-13/12/5/2021-PR

Dated: 03.05.2021

To

**All AC & RDs/RDs/Directors/Jt. Directors/DDs(I/c),  
ROs/SROs**

**Subject: Wide publicity of the measures taken by ESIC during COVID-19 Pandemic –reg.**

Madam/Sir,

As you know that the country is dealing with a very challenging situation due to COVID-19 Pandemic resurgence. To deal with the crisis, ESIC has undertaken multiple steps to cater to its Stakeholders as well as general public at large. Many of the ESI health facilities meant for its beneficiaries, have also been opened up for the benefit of the citizens of our country for COVID care.

In this connection, it has been decided that wide publicity of the measures taken may be done in print media through issue of Press Release. Copies of the two press releases which have been issued by Hqrs. Office are enclosed herewith for your ready reference. These press release may also be issued in the local print media as well as electronic media of your region for wide publicity.

It is also informed that a Pamphlet on '**ESIC reaches out to its Beneficiaries to provide medical care and relief during Covid-19 pandemic**' has been got designed for wide publicity and distribution amongst the target public.

However, the Regional Directors are requested to get this pamphlet translated into the respective regional languages for further publicity. Regional Directors of Hindi speaking states may also get the pamphlet in Hindi printed, as per the sample of Hqrs. ROs are also requested to provide this pamphlet in Hindi and Regional Languages (if any) to SROs and ESIC Hospitals under their jurisdiction for further display/publicity/distribution amongst target stakeholders.

The designs of the Pamphlet in Hindi & English (in open file & PDF format) have been made available in downloadable format on our website [www.esic.nic.in](http://www.esic.nic.in) under section – Publication and Instructions/Circulars/Orders for carrying out necessary publishing/printing in their respective languages.

The soft copy of this pamphlet must also be sent on emails of all employers/employees/stakeholders (which may be available in your office), for wide publicity of the providing of medical care and relief to its beneficiaries during Covid pandemic.

The Regional Directors may get the Pamphlet printed, following the prescribed purchase procedure at their own level from their available budget.

**This has the approval of Director General.**

Encl. : As above.

Yours faithfully,

  
03.05.2021  
**(Pranava Kumar)**  
**Dy. Director (PR)**

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

Copy to :-

1. All Med. Superintendents, ESIC Hospitals/All Deans, ESIC Medical Colleges & Hospitals/D(M)Delhi/D(M)Noida for information.
2. Website Contents Manager with the request to upload the same on ESIC website.

  
03.05.2021  
**Dy. Director (PR)**