



No.E-11/14/1/2020-PR

Dated: 23.02.2021

**CIRCULAR**

**Subject: Uniformity in signage system, letter head, visiting card, masthead etc. in ESIC-reg.**

Kindly refer to Public Relations Branch (Hqrs.) Circular of even no. dated 10.02.2021, on the above cited subject whereby approved design of the signages, letter head, visiting card, masthead etc. were forwarded for official use.

1. It has been brought to notice that some the Offices are using the State Emblem of India on their stationery etc. by omitting the motto "Satyameva Jayate" and are only depicting the profile of the Lion Capital. In this regard, it may be noted that the State Emblem of India is incomplete without the motto "Satyameva Jayate" inscribed (in Devanagari script) below the profile of the Lion Capital. Incomplete display of the State Emblem of India is a violation of the State Emblem of India (Prohibition of Improper Use) Act, 2005 and the State Emblem of India (Regulation of Use) Rule, 2007 {read with the State Emblem of India (Regulation of Use) Amendment rules, 2010}.
2. It is, therefore, again reiterated that the ESIC Offices which are authorized now to use the State Emblem of India for various official purposes must depict the complete 'State Emblem' together with the motto 'Satyameva Jayate' – in Devanagari Sript -inscribed below the profile of Lion Capital and also to ensure that no unauthorized use of the State Emblem of India is made on stationery, etc.
3. Further, some of the Regions have requested to send the desgin of general letter head with inclusion of name and address of the office in it. For this, revised approved design of the general letter head for Hindi and non-Hindi speaking regions are enclosed herewith in PDF format for further necessary action.

**This issues with approval of Insurance Commissioner (PR).**

  
23.02.2021  
(Pranava Kumar)  
Dy. Director(PR)

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To

1. PPS to DG/FC/CVO for information.
2. PPS/PS to all Divisional Heads, ESIC Hqrs/NTA, New Delhi
3. All Addl. Commissioners & Regional Directors/Regional Directors/  
Directors(I/c)/Joint Directors (I/c)/Dy. Directors (I/c)
4. Director (M)Delhi/Noida/K.K. Nagar, Chennai
5. All Medical Superintendents of ESIC Hospitals & ESIC Model Hospitals
6. All Deans of ESIC Medical/Dental/Nursing Colleges/PGIMSRs
7. All Officers/Branches, Hqrs.
8. Website Contents Manager with the request to upload the same on ESIC  
website.
9. Rajbhasha Shakha for Hindi translation.