



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



मुख्यालय/Headquarters

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F. No. E-14/16/02/2021-PR Pt.-I (E-338874)

Date: - 16-05-2025

To

1. **Zonal Insurance Commissioners/ Zonal Medical Commissioners, ESIC**
2. **All AC & RDs/RDs/Directors/Jt. Directors/DDs(I/c), ROs/SROs, ESIC**
3. **Insurance Commissioner, NTA**
4. **D(M)Delhi/D(M)Noida**
5. **All Medical Superintendents, ESIC Hospitals**
6. **All Deans, ESIC Medical Colleges & Hospitals/Dental Colleges/Nursing Colleges/PGIMSRs**

**Sub: - Publicising the ESI Scheme through official Social Media Handles of ESIC - reg.**

Madam/Sir,

Various benefits available under ESI Scheme and initiatives/ activities undertaken by ESIC, are being publicized by ESIC HQ, periodically through various media/medium including print, outdoor, radio, etc. The field offices and hospitals conduct various type of outreach program at local level viz. Health Check-up camps, Suvidha Samagam, Seminar, Awareness Programs, etc. in addition to others awareness activities.

In this context, further propagation of the official social media handles of ESIC amongst workers and beneficiaries will ensure publicity of ESI Scheme and help in making them aware about various benefits and methods of availing those benefits. Regular posts related to ESI Scheme/initiatives in the form of infographics, AVs, testimonials, success stories, etc. are being made on regular basis.

In this connection, it is requested to share the requisite information every fortnight as under:-

1. Testimonial videos of patients receiving treatment.
2. Beneficiaries receiving claim benefits/cash compensation.
3. Videos highlighting existing/newly added facilities at ESIC hospitals (Ayurvedic treatments, Robotic surgeries, 5G Ambulances, etc.)
4. Doctor bytes and interviews on health topics like heatwaves, seasonal illnesses, viral fever, and precautionary measures etc.
5. Videos and reels on Suvidha Samagam / Medical Camps.
6. Student testimonials and video content from ESIC Medical colleges, showcasing their experiences, academic journey and convocation highlights.
7. Interviews and bytes from Nurses, Technicians and other Technical staff, providing insights into their daily roles and contributions to patient care.
8. One-liners and catchy slogans aligned with government policies and schemes.

9. Celebration of Health days & other important days.

Further, good quality Photographs/short Video clips of disbursements of payments like TB/PDB etc., Suvidha Samagam and other activities along-with short brief, may be sent (immediately after such event) by each ROs/SROs/Hospitals/Colleges for publicity through Social Media on e-mail id i.e. **pr.branch-hq@esic.nic.in**

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

Yours sincerely

Digitally signed by  
Shreyas Singh  
(Shreyas Singh)-2025  
Dy. Director (PR)