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PRESS RELEASE

Smt. Hema Malini associates with ESIC in its awareness programme through TVC/Film on ESIC - 2.0

ESI Corporation has produced a TV Commercial/Film on Health Reforms Agenda- ESIC 2.0, launched by Hon'ble Prime Minister in the month July, 2015 for awareness amongst ESI beneficiaries covered under ESI Scheme. **The main character of this TVC/Film has been played by Smt. Hema Malini, Hon'ble Member of Parliament and famous film personality. This TVC/Film has been done by Smt. Hema Malini free of cost,** on complimentary basis for ESIC being a social security organisation for working class in the lower wage bracket.

In this film, she gives words to the significance and role of ESIC in the sphere of social security: "ESIC is the country's singular organization in the sphere of social security that thinks of the millions of workers and their families all the time. Besides taking care of their health & supports in the case of maternity, disability, sickness, unemployment, old age and death, I am happy that I am associated with ESIC".

It is worth noting that her father was also associated with ESI Corporation, who served as an officer in ESIC Regional Office, Delhi. Smt. Hema Malini ji has become a part of ESIC's new initiatives under Health Reforms Agenda-ESIC 2.0, launched by Hon'ble Prime Minister, Shri Narendra Modi Ji.

This TVC/Film was launched by Shri Bandaru Dattatreya, Hon'ble Minister of State for Labour & Employment (Independent Charge), Govt. of India in the 168th Meeting of ESI Corporation held on 12.02.2016 at Hyderabad, Telangana.

It is hoped that this TVC/Film on ESIC will enthuse and bring awareness about the benefits of the ESI Scheme and educate to the millions of workers in the country.

ESI Scheme in India

The Employees' State Insurance Corporation is a pioneer Social Security organization providing comprehensive social security benefits like reasonable Medical Care and a range of Cash Benefits in times of need such as employment injury, sickness, death etc. The ESI Act applies to premises/precincts where 10 or more persons are employed. The employees drawing wages up to Rs. 15,000/- a month are entitled to health insurance cover and other benefits, under the ESI Act. The Act now applies to over 7.23 lakh factories and establishments across the country, benefiting about 2.03 crores family units of workers. As of now, the total beneficiary population of ESI

Scheme stands over 7.89 crores. Ever since its inception in 1952, the ESI Corporation has, so far, set up 151 Hospitals, 1459/188 Dispensaries / ISM Units, 812 Branch/Pay Offices and 61 Regional & Sub-Regional/Divisional Offices.

ESIC's latest initiatives – ESIC 2.0

A. Extending coverage of ESI Scheme for extending its social security net to the whole country

1. Extending the social security benefits of ESI Scheme in the remaining **North-East States** Arunachal Pradesh, Mizoram, Manipur and Andaman & Nicobar Island. It has been implemented in Mizoram w.e.f. 1.12.2015 and in Port Blair w.e.f. 01.01.2016.
2. At present, ESI Scheme is being implemented in industrial/commercial clusters within districts. Now, the target is to cover **whole of the 393 districts** of the States by 31.03.2016, where these clusters are located.
3. Opening Health Scheme for **selected group of unorganized workers** like rickshaw pullers/auto rickshaw drivers in selected urban/metropolitan areas, on pilot basis.
4. **ESI Coverage has been extended to Construction workers** in the implemented area. Construction site Workers has been covered to avail benefits under the ESI Scheme w.e.f. 1st August, 2015.

B. New Initiatives under Health Reforms Agenda of ESIC 2.0, for improving the medical care

Aimed at providing better health services, Hon'ble Prime Minister of India had launched a series of Health Reforms Agenda of ESIC on 20.07.2015 which includes-

- Online availability of **Electronic Health Record** of ESI Beneficiaries (Insured Persons and their family members).
- **Abhiyan Indradhanush** : Ensuring the change of bedsheet according to VIBGYOR pattern during the week i.e. to be changed everyday
- **Medical Helpline No.** 1800 11 3839 for emergency and seeking guidance from casualty/emergency of ESIC Hospitals.
- **Special OPD** for Sr. Citizens and differently-abled persons in ESIC hospitals.

Other initiatives for Improving Patients/Attendant Care

- (i) ESIC has now resolved to adopt **two Model Hospitals, in each State.**
- (ii) Providing appropriate cancer detection/treatment facilities, cardiology treatment facilities, dialysis facilities on PPP Model at different levels of hospitals.
- (iii) For facilitating the practice of **telemedicine**, the RFP for pilot run has already been floated and the project is expected to go live in the next three months.
- (iv) Special focus has been paid for upgradation of Dispensaries, 24 Dispensaries in ESIC buildings have been identified for up- gradation to 30 bedded set up to provide 24x7 services.
- (v) **Pathological & X-ray facilities will be provided on PPP model** in all the dispensaries in phases. Pathological services in all dispensaries of Delhi has been started from 30th November, 2015. Laboratory and ECG Services has been started in ESI Dispensary of Delhi/Noida area.
- (vi) **Tracking of every pregnant mother & new born:** With a view to ensure 100% immunization as well as safe delivery, every mother and new born child of Insured Person, a pilot project for tracking every pregnant mother and new born is to be started in Delhi, for which coordination will be done with the State Programme Officer under Ministry of Health and Family Welfare.

- (vii) **Mother and Child Care Hospital in every State:** ESIC has constituted a committee to prepare the norms for setting up a Mother and Child Care Hospital in every State.
- (viii) **AYUSH:** Besides Allopathic treatment, ESIC hospitals also provide treatment under AYUSH (Ayurveda, Yoga, Unani, Siddha and Homeopathy). Facilities of AYUSH are to be extended to all dispensaries in phases by December, 2015 and Yoga in all ESIC Hospitals by 30th November, 2015.

C. Digital India – e-initiatives of ESIC

- **e-Biz Platform:** ESIC is the first organization of Central Government, to integrate its services (Registration of Employers via e-Biz portal of Department of Industrial Policy and Promotion of DIPP) to promote ease of business and curb transaction costs.
- **Under its flagship digital project 'Panchdeep' ESIC has facilitated Online payment of ESI Contribution** by the Employer, via the payment gateway of State Bank of India and 58 other banks with launch on 01st April, 2015.
- ESIC has launched independent **Public Grievance Module 2.0** from 15.08.2015 for lodging ESIC related Grievance online through ESIC website 'www.esic.in' or 'www.esic.nic.in'.
- **Launch of dedicated website** www.esichospitals.gov.in for ESIC Hospitals and Dispensaries in December, 2015.
