



**Headquarters**  
**Employees' State Insurance Corporation**

(ISO 9001-2008 certified)

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



No.E-13/12/8/2020-PR

Dated: 09.10.2020

To

**Addl. Commissioners & Regional Directors/Regional Directors**  
**Regional Offices, ESI Corporation**

**Subject: Awareness campaign on 'Atal Bimit Vyakti Kalyan Yojana' -reg.**

Sir,

As you are aware that Atal Bimit Vyakti Kalyan Yojana has been extended for one more year upto 30<sup>th</sup> June 2021 with enhancement in relief and relaxation in the existing eligibility conditions to the workers covered under ESI Scheme who have lost employment during the Covid-19 pandemic period.

In this regard, I am directed to inform the following for information and necessary action:-

1. Staggered awareness campaign through Print, DD News, DD Regional Channels and Radio have been undertaken for publicizing the message to claim the relief under the Scheme amongst the target public.
2. Regional Directors are requested to get these Poster and Banner translated into their respective regional languages (Assamese, Bangali, Gujarati, Kannad, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu & Urdu) for printing (as per IPs strength) and further publicity at their own level as details given below within the available budget.


Name of Region/No. of IPs	No. of Banners	No. of Posters	No. of Leaflets/ Handbills
Big Regions (10 lakh and above IPs)	1. 02 banners each for RO /SRO 2. 02 banners each for ESIC Hospital 3. One banner each for BO/DCBO	100 Nos	5000 to 10000 nos. (As per requirement)
Medium Regions (5 lakh to 10 lakh IPs)	1. 02 banners each for RO/SRO 2. 02 banners each for ESIC Hospital 3. 01 banner each for BO/DCBO	50 Nos.	2500-5000 nos. (As per requirement)
Small Regions (upto 5 lakh IPs)	1. 01 banner each for SRO/BO/DCBO 2. 02 banners each for ESIC Hospital	25 Nos.	500-1000 nos. (As per requirement)

**In this regard, due purchase procedures as laid down under GeM/GFR for incurring the expenditure and austerity measures may be followed by ROs.**

4. ROs are requested to provide Poster, Banner and Leaflet/Handbill in Hindi and Regional Languages (if any) to SROs and ESIC Hospitals under their jurisdiction for further display/publicity/distribution amongst target stakeholders.
5. The soft copy of the developed designs of Poster, Banner and Leaflet/Handbill (in open file & PDF format) are 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 printing of Posters/Banners/Pamphlets in this regard.

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

Yours sincerely,

  
09.10.2020  
**(Pranava Kumar)**  
**Dy. Director (PR)**

**Email.pranava.kumar@esic.nic.in**

Copy to :-

1. Directors I/c/Joint Directors I/c/Dy. Directors I/c, Sub-Regional Offices
2. All Medical Superintendents, ESIC Hospitals
3. D(M)D/D(M) Noida/D(M)Chennai
4. All Deans of ESIC Medical/Dental/Nursing Colleges/PGIMSRs
5. Website Contents Manager with the request to upload the same on ESIC website.

  
09.10.2020  
**Dy. Director (PR)**