



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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सं. E-13/14/15/2025-PR

दिनांक :- 20.02.2026

Circular

Subject :- ESIC 75th Foundation Day: Social Media Participation & #ESIC75 Campaign

ESIC will observe its 75th Foundation Day on 24.02.2026 and to kick start the celebrations, the competent authority has directed to organize a Cycling Event on 22-02-2026 in collaboration with Fit India, Ministry of Youth Affairs and Sports, Govt. of India at different locations across India.

In addition, ESIC is also organising an event at **Bharat Mandapam**, New Delhi on 24.02.2026, wherein **Dr. Mansukh Mandaviya**, Hon'ble Minister for Labour & Employment and Youth Affairs & Sports, Government of India, will grace the occasion as the **Chief Guest**. The Programme will also be having gracious presence of **Ms. Shobha Karandlaje**, Hon'ble Minister of State for Labour & Employment and Micro, Small & Medium Enterprises, Government of India. The event will be live streamed on all the social media handles of ESIC. All the ESIC Field Units (ROs/SROs/Hospitals/Medical Colleges) are requested to incorporate the live feed in their respective programme.

In this regard, ESIC is launching a targeted digital outreach initiative to improve public awareness regarding the benefits of its schemes through both the above mentioned events.

To this end, all the field units of ESIC (ROs/SROs/Hospitals/Medical Colleges) are directed to actively participate in amplifying the #ESIC75 campaign through their social media handles in the following manner –

- All the posts made by the social media handle of ESIC Headquarters till the end of Special Services Fortnight (except on 24.02.2026) needs to be mandatorily reposted by field units through their respective social media handles.
- On the event date i.e. on 24.02.2026, all field units will make original posts using the creatives/videos/reels, etc. from the following link between 10.00 AM to 11.59 AM:-

<https://drive.google.com/drive/folders/1eqFqjRID65LfeoPCIODmrTXzNkPYjzmH>

- All posts shall mandatorily include the hashtag #ESIC75.

All offices should ensure strict adherence to the above instructions. The activity shall be centrally monitored by ESIC Headquarters, and any deviation/non-compliance will be viewed seriously.

This issues with the approval of competent authority.

Scan for Link



Yours faithfully

(Manoj Kumar Yadav)

Assistant Director (PR)

To-

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