



**Headquarters Office**  
**Employees' State Insurance Corporation**  
(ISO 9001-2008 certified)  
Panchdeep Bhawan, CIG Road, New Delhi-110002  
Tel No.23234092 Fax No.23234537

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## **PRESS RELEASE**

### **ESIC EMPOWERS INSURED PERSONS AND THEIR BENEFICIARIES WITH TWO USER FRIENDLY FACILITIES**

In order to empower Insured Persons and their beneficiaries and create awareness among other Stakeholders, ESIC has come up with two new user friendly initiatives. The initiatives include the facility of '**IVR/Help Desk**' for ESIC **Toll Free No. - 1800-11-2526** and production of seven **Audio-Visual clips** on ESI Benefits.

#### **ESIC Toll Free No. gets IVR /Help Desk Facility**

ESIC has started a landmark facility with 'Launching of IVR (Interactive Voice Response)/ Help Desk' for ESIC Toll Free No. - 1800-11-2526. The facility was launched formally on 10th Aug., 2018.

This facility has started with a bang. Apart from on the spot redressal of callers' queries, this facility also receives the complaints / grievances simultaneously. Complaints requiring longer period are given unique ticket number and forwarded to PG Portal of ESIC for early redressal. The callers are very much satisfied & happy to experience interactive response from 'Help Desk' for the first time. On an average, more than 1000 calls are received daily and attended to the utmost satisfaction of the callers.

#### **User friendly Audio - Visual Clips on ESIC**

To educate and spread awareness about ESI Benefits among the Stakeholders, mainly the workforce, ESIC has produced seven Audio-Visuals using info graphics and simple language. These Audio-Visuals are already available on You Tube (Employees' State Insurance Corporation You Tube Channel) and the response for this is very encouraging.

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The AVs have been produced for '**UMANG**' platform of Govt. of India which will host the ESIC Mobile App '**Chinta Se Mukti**'. The App will be launched very shortly. The AVs are also being produced in English and all other major regional languages for the benefit of ESIC Insured Persons spread across the country.

No doubt, the Audio-Visual Clips will help all the Stakeholders, Insured Persons & their family members, employers and employees of ESIC to understand the various benefits being provided under ESI Scheme.

ESIC is indebted to the advice and support extended by Shri Santosh Kumar Gangwar, Hon'ble Minister ( Independent Charge) for Labour and Employment, Govt. of India, Shri Heeralal Samariya, IAS, Secretary, Labour & Employment, Govt. of India and Sh. Raj Kumar, IAS, Director General, ESIC for launching new and user friendly initiatives aimed at empowering the workforce of the country.

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