



कर्मचारी राज्य बीमा निगम
(श्रम एवं रोजगार मंत्रालय, भारत सरकार)
कर्मचारी राज्य बीमा निगम
(श्रम एवं रोजगार मंत्रालय, भारत सरकार)
EMPLOYEES' STATE INSURANCE CORPORATION
(Ministry of Labour & Employment, Govt. of India)
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क.रा.बी.नि. होस्पिटल, अंकलेश्वर,
प्लॉट नं. H3012, 500 क्वाटर पास,
अंकलेश्वर, जि. ભરૂચ
क.रा.बी. निगम अस्पताल, प्लॉट नं. H3012,
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ESIC Hospital, Plot No. H3012, Nr. 500
Quarters, Ankleshwar, Dist. Bharuch
Website : www.esic.gov.in

ई फाइल संख्या: 53596(प्रशासन)

दिनांक: #Approveddate#

कार्यालय आदेश संख्या 108 वर्ष 2025 **Office Order No. 108 of 2025**

स्वास्थ्य एवं परिवार कल्याण मंत्रालय (MoHFW) द्वारा प्रारंभ किए जा रहे “स्वस्थ नारी, सशक्त परिवार अभियान” तथा दिनांक 11/09/2025 के DG-ESIC द्वारा अध्यक्षता की गई बैठक से संबंधित DO पत्र के संदर्भ में, ESIC द्वारा दिनांक 17 सितम्बर 2025 से 2 अक्टूबर 2025 तक इस अभियान के अंतर्गत एक विशेष कार्यक्रम चलाया जाएगा।

In view of the “Swasth Nari, Sashakt Parivar Abhiyan” being launched by the Ministry of Health & Family Welfare (MoHFW) and as per DO letter dated 11/09/2025 regarding the meeting chaired by DG-ESIC, ESI will run a dedicated programme focusing on “Swasth Nari, Sashakt Parivar Abhiyan” from 17th September 2025 to 2nd October 2025.

इस अवधि के दौरान, प्रत्येक ESIC अस्पताल को प्रतिदिन एक शिविर आयोजित करना आवश्यक है / Each ESI hospital is required to organize one camp per day during this period.

उपरोक्त शिविर हेतु सक्षम प्राधिकारी द्वारा निम्नलिखित सदस्यों की टीम गठित की गई है / For the above camp, the competent authority has constituted the following team:

- नोडल अधिकारी: डॉ. गीतांजली परमार (विशेषज्ञ) / लीकिंग अधिकारी: डॉ. केयूर पटेल (आईएमओ ग्रेड-I)
- चिकित्सा अधिकारी (Medical Officer): डॉ. थम्मना परवीन अबू (IMO ग्रेड-II) या डॉ. श्रेया नारायणन (जूनियर रेजिडेंट) – (इनमें से कोई एक)
- नर्सिंग अधिकारी: सहायक नर्सिंग अधीक्षक (प्रभारी) द्वारा नामित किया जाएगा।
- पैरा-मेडिकल स्टाफ: श्रीमती अनुसुया वसावा (नर्सिंग अर्दली)
- सहायक अधिकारी (Assistant Officer): 01 नर्सिंग अर्दली – जिसे सहायक नर्सिंग अधीक्षक (प्रभारी) द्वारा नामित किया जाएगा।

विस्तृत जानकारी एवं निर्देशों के लिए स्वास्थ्य एवं परिवार कल्याण मंत्रालय (MoHFW) का पत्र दिनांक 05/09/2025 एवं DO पत्र दिनांक 11/09/2025 संलग्न किया गया है।

MoHFW letter dated 05/09/2025 and DO letter dated 11/09/2025 are attached for detailed information and instructions.

यह चिकित्सा अधीक्षक के अनुमोदन से जारी किया जा रहा है / This is issued with the approval of the Medical Superintendent.

संलग्न / **Attachment:** यथोपरि / As above.

Digitally signed by
KUMAR KUNJAN

Date: 13-09-2025

12:53:52
(कुमार कुंजन)

उप निदेशक - प्रशासन

सेवा में,

1. सर्बाधेत व्यक्ते / सर्बाधेत फ़ाइल / कायोलय आदेश फ़ाइल ।
2. सूचना पट्ट ।

Swasth Nari, Sashakt Parivar Abhiyan

A meeting was chaired by DG-ESIC Sh. Ashok Kumar with Regional and zonal offices 11/09/25 at 2 PM for planning and execution of “Swasth Nari, Sashakt Parivar Abhiyan” being launched by MoHFW .

The meeting was attended by,

MC East Zone -Dr Rachita Biswas through VC

MC South Zone-Dr Ashit Mullick, through VC

Dr. Bhairavi Deshmukh, Medical Commissioner (Procurement),

Dr. Suparna Popli, Deputy Medical Commissioner, Medical Services

Dr. Benu Gulia, Director(Health & Family Welfare)

Dr. Sulabh Saini, PHU, Nodal Officer

Regional Directors joined through VC

Sh. Digvijay Sinha, Joint Director

A presentation regarding the programme was done by Dr. Benu Gulia, Director(Health & Family Welfare), DMD.

As was directed by Secretary MoLE , in a meeting held in MoLE on 09/09/25, ESI will run a dedicated programme focussing on “Swasth Nari, Sashakt Parivar Abhiyan” from 17th September 2025 to 2nd October 2025.

The programme will play a crucial role in promoting early detection and management of health issues of our women beneficiaries ,adolescent girls and children

The executive instructions issued are:

The nodal officer for the programme will be DMC -Medical Services, Dr Suparna Popli

Camps at ESI Health Facilities

- Maximum number of screening check-ups to be conducted in all ESIC and ESI scheme health facilities.
- The screening camps will be organized at Hospitals, dispensaries, DCBOs and industrial clusters on daily basis.
- The guidelines issued by MoHFW are to be followed(attached) for screening, counselling etc

- Appropriate privacy to be ensured for all the women beneficiaries for their examination.
- Details of Nodal Officer appointed by each facility to be submitted urgently for creating Portal Logins by the MoHFW.

Camps at Industrial Cluster:

- Each ESI hospital is required to organize one camp per day, while every ESIC medical college must organize two camps per day.
- Teams for screening camps at industrial locations are to be deputed from both, ESIC and ESIS hospitals in coordination with RDs
- Camps will be executed in a manner so as to cater to maximum number of women beneficiaries of the area.
- The team to visit an industrial location will consist of at-least 1 doctor, 1 nursing officer, 1 paramedical or assistant staff member and any other staff as per availability.
- The investigations to be conducted at industrial camp are: -

a. Haemoglobin estimation

b. Random Blood Sugar

- The screened beneficiaries, if diagnosed with an ailment or requiring further evaluation and investigations, will be advised & provided with prescription slip for follow-up from nearest ESIC/ESIS/Govt health facility.
- The Regional Directors to coordinate with Medical Superintendent of ESIC Hospital/DIMS/DMD/DMN for smooth implementation of the program.
- Each facility to ensure **adequate supply of consumables** for the conduction of camp.
- **Volunteer NGOs, Private Hospitals/PSUs and empaneled hospitals**, may be roped in for the conduction, participation and contribution in the camps.
- It was also suggested to display IEC material at prominent places
- If feasible, launch may be planned to be inaugurated by HLEM/MoS for better visibility and more numbers.

Monitoring

- Report of each camp (in-house & clusters) to be submitted by all the health facilities on the same day in the designated portal created for “Swasth Nari, Sashakt Parivar Abhiyan” by the nodal officers.
- User-id and password to access the portal will be shared by MoHFW.

Blood Donation Camps:

- Each ESI (ESIC and ESIS) hospital has to arrange a blood camp in their premises in coordination with local bodies(if Blood Bank not available)whereas each Medical college has to organise two camps in the fort-night.

Awareness campaign:

- All health facilities are required to conduct one awareness session per day on the assigned subjects.
- DG ESIC suggested that counselling on nutrition may include topics like Yoga and Intermittent Fasting under the supervision of a dietician
- Dr Rachita MC East zone suggested that videos of diet advice could also be shared if dieticians are not available.

Nikshay Mitra enrolment:

- Each facility has to start drive for enrolment of nikshay mitra from the staff, raise awareness to facility visitors for enrolment as nikshay mitra.

Media campaign

- Wide publicity of program to be done at ESI health facilities to encourage participation of IPs in the program by PR division, Headquarters, Regional Directors & ESI hospitals.

The meeting ended with thanks to the chair.



पुण्य सलिला श्रीवास्तव, भा.प्र.से.
सचिव

PUNYA SALILA SRIVASTAVA, IAS
Secretary



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
Government of India
Department of Health and Family Welfare
Ministry of Health and Family Welfare

D.O. No.Z.28015/61/2025-NHM
5th September, 2025

Dear Ashok,

Health and empowerment of women is central to the progress of our families, communities, and the nation at large and to fulfil the vision of Viksit Bharat@2047. In this context, the Ministry of Health & Family Welfare is launching the health Abhiyaan — “Swasth Nari, Sashakt Parivar Abhiyaan” from 17th September to 2nd October 2025, culminating on Gandhi Jayanti. The Abhiyaan will be undertaken in close convergence with Poshan Maah being observed by Ministry of Women and Child Development & will be inaugurated nationally by the Hon'ble PM at Indore, Madhya Pradesh.

2. As a part of this Abhiyaan, health camps will be organized across the nation where various health services including specialist services will be provided to women. We have written to States and Union Territories for organizing such Camps at Ayushman Arogya Mandirs (AAMs), Community Health Centres (CHCs), and other healthcare facilities across the country. Key activities to be organized during the fortnight include:

(i) **Women's Health Screening:**

- Screening for Hypertension and Diabetes
- Screening for Oral Cancer, Breast Cancer, and Cervical Cancer
- Anaemia screening and counselling for adolescent girls and women
- Tuberculosis screening for vulnerable women
- Sickle Cell Disease (SCD) screening, distribution of SCD Cards and counselling in tribal areas
- Specialist services such as Gynaecologist, Eye Specialist, ENT Specialist, Dermatologist, Psychiatrist, Dental Surgeon etc. may be mobilized from Medical Colleges, District Hospitals (DH)/CHC, PHCs, including support from District Residency Programme doctors.

(ii) **Maternal and Child Care:**

- Antenatal Care (ANC) check-ups, with counselling and Mother and Child Protection (MCP) cards distribution
- Immunization services covering vaccine doses for children

(iii) **Awareness and Behaviour Change:**

- Sessions on menstrual hygiene and nutrition for women including adolescent girls
- Abhiyaan through SHGs, PRIs etc. on reducing cooking oil consumption by 10%
- Nutrition counselling and wellness sessions

.....contd/-

#SwasthNariSashaktParivar

#Stop Obesity

टीबी हारेगा देश जीतेगा / TB Harega Desh Jeetega

Room No. 156, 'A' Wing, Nirman Bhawan, New Delhi-110011

Tele.: (O) 011-23061863, 23063221, E-mail: secyhw@nic.in

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- (iv) **Nikshay Mitra Enrolment Drive:** A focused effort to expand the pool of "Nikshay Mitras" may be undertaken during the fortnight, to encourage participation of individuals, institutions, and organizations in adopting TB patients and supporting the Jan Andolan against TB. "MY Bharat" volunteers can be mobilized and other measures may be taken for enrolment of "Nikshay Mitras" so that together we can achieve the goal of TB Mukht Bharat.
- (v) **Blood Donation Camps** will be organized in association with organizations such as the Indian Red Cross Society, Akhil Bhartiya Terapanth Yuvak Parishad, etc. It may be mentioned that 1st October is National Voluntary Blood Donation Day (NVBDD). A National Mega Voluntary Blood Donation Drive is also planned from 17th September 2025 to 02nd October 2025. One lakh units of blood are proposed to be collected through Blood donation camps. Blood donors are also proposed to be registered during this drive. Blood donation pledge will also be facilitated through MyGov.
- (vi) Hospitals & Clinics in private sector should also be engaged during this drive to conduct Health Camps for women during the Abhiyaan. Their contribution will help increase the reach of the Abhiyaan.
3. The Ministry of Women & Child Development organizes "Poshan Maah" every September, which coincides with this Abhiyaan. Convergence of "Swasth Nari Sashakt Parivar" Abhiyaan with "Poshan Maah" has been planned as it offers excellent opportunity to amplify impact by jointly addressing maternal, adolescent and child nutrition.
4. The success of this Jan Abhiyan depends on 'Whole-of-Government' participation. Each Ministry has a vital role to play in ensuring Outreach and Impact. In particular, **I seek the support from your Institution during the Abhiyaan for organizing health camps for women in your healthcare facilities and/or assisting the Health Camps by States/UTs in the vicinity of your health facility.** A portal will be available for capturing the efforts of your Institution in this regard

I also request your kind support in:

- Guidance to State level departments/organizations/institutes under your Ministry about the importance of this Abhiyaan and encouraging them to actively participate in the Abhiyaan.
- **Nominating Nodal Officer for coordinating with MoHFW** *DKFW*
- Deployment of officials for support in execution of this Abhiyaan and close coordination at State, District and facility level.
- Providing support in implementation of Abhiyaan activities across States and Districts
- Facilitating Dissemination of Abhiyaan messages through your Ministry's Platform for active participation.

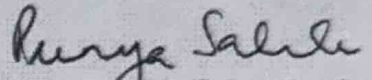
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5. The Abhiyaan presents a unique opportunity to strengthen Women's health & nutrition and thereby empower families & communities. With your Ministry's whole hearted support, we can ensure quality execution and wide impact of this Jan Abhiyaan.
6. For more details, the Nodal Officer of your Ministry may get in touch with Shri Harsh Mangla, Director (NHM I) in our Department. His contact details are – Office landline 23061333, Mobile 08084980808 & email ID harsh.mangla@ias.nic.in

Regards,

Yours sincerely,


(Punya Salila Srivastava)

Shri Ashok Kumar Singh
Director General
Employees' State Insurance Corporation
Ministry of Labour & Employment
New Delhi
Email: dir-gen@esic.nic.in