

05.02.15

To
All the Agents of the Corporation

Dear Colleagues,

I have great pleasure in addressing you through this letter and informing you that our Corporation has been entrusted the great responsibility of providing Rs.30,000/- Life Cover to all Pradhan Mantri Jan Dhan Yojana (PMJDY) beneficiaries.

With one single initiative, our organization has got the opportunity to take a giant leap towards realizing the objective of spreading Life Insurance much more widely to the socially and economically backward classes with a view to reaching all insurable persons in the country". This initiative will help us in providing Risk Cover to crores and crores of people, majority of whom are BPL and the rest from the deprived sections of our country. It will bring us several steps nearer to our Vision 2020 of 'A policy in every pocket'.

This initiative has now to be taken forward at the grassroots level by all of you.

We, as Team LIC have achieved many milestones together. Now our august duty is to see to it that no PMJDY accountholder returns dissatisfied from the Branch Office.

Considering the fact that most of such customers are poor and illiterate, I exhort you all to provide assistance to these accountholders whenever you meet them, attend to their queries, help in claim settlement etc.

This noble step on your part will go a long way in helping the organization and our field-force to establish a firmer grip on the Life Insurance Market as an excellent Service Provider and act as a source of future business through the goodwill of all the people being given support and service.

I see the faces of many budding and successful Agents, Development Officers etc. from amongst the families of these PMJDY accountholders. If given proper assistance and service, they can well form a part of team LIC and turn to be a GOLDEN ASSET for each one of you.

With greetings,



(S.K.Roy)