



NATIONAL FEDERATION OF INSURANCE FIELD WORKERS OF INDIA

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NFIFWI/286/20-22

Date: 01/08/2022

To,
The Chairperson,
Life Insurance Corporation of India
Central Office, YOGAKSHEMA, Mumbai - 400021

Sub: OMA to SBAs under revised conditions.

Respected Sir,

This has reference to the circular CO/Mktg.SBA/2022-2023/2 Dtd. 25.07.2022 which disallows "Green Channel" for arriving at transaction count under N.B related transactions.

With the stepping up of computerisation in LIC after opening up of insurance sector in the year 2000, services to the customers were also speeded up. All the departments in the branch offices dealing with the policy holders like cash, PS, claims etc started serving with a metamorphic change in the system. Consequently other departments like NB, Sales or O.S were also given impetus through computerisation.

In NB, apart from ease of work with the use of computers, the customers were also extended very satisfactory services through the introduction of "Green Channel" adjustment of proposals. On the one hand proposals which were adjustable at branch level, were being adjusted instantly to satisfy customers and on the other hand the pucca receipts were also being handed over on the same day. This new and effective initiative soon became popular to the Development Officers, Agents and the proposers. It extremely helped the office also to close the monthly business on the last day of every month.

We also insisted the agents to adjust proposals through "Green Channel" mode. As a natural consequence, more than 90% proposals under a particular team of Development Officer today are adjusted through "Green Channel" mode. In absolute count, more number of "Green Channel" proposals are adjusted by the teams of high performing Development Officers who are mostly SBA's.

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Under such a background, when these Green Channel policies are excluded to arrive at NB related transaction count for release of OMA to the SBAs, it is a gross injustice to them. It is not fair too because these high performers have once popularised the concept of "Green Channel" adjustments without any apprehension of such step which will be disadvantage for them. Moreover, to fulfill the minimum policy criteria they will collect BOC's at their respective Life Plus offices and will adjust the proposals at B.O's.

This will unnecessarily put pressure in the offices and make the process complicated. Many of the SBA's who are high performers and bringing more number of policies most of which are adjusted through Green Channel mode. We do not find any acceptable reason behind this step and therefore would like to register our unhappiness against it and request you to reconsider the decision and allow "Green Channel" for arriving transaction count under N.B related transactions.

We would be highly obliged for a favourable and positive decision.

Regards,

Sincerely Yours,



(Vivek Singh)

CC-Respected Managing Director, Respected Executive Director's SBA & Marketing/PD/CMO
LIC of India