



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

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Ref: CO/ Mktg/ZD/33/FP/ 2019

Date: 14.11.2019

To All Zonal Managers, Sr./Divisional Manager(I/C) of the Divisions/ Director MDC and Principals ZTCs

Re: Credit to Development Officers - Micro Insurance Policies procured by individual agents at branch level.

Kind attention is invited to the circular CO/MI/ZD/161/2019-20 dated 1.10.2019 regarding completion of Micro Bachat (Plan 851) policies with Yearly and Half-Yearly mode at Branch level.

The matter has been reviewed and the Competent Authority has decided to allow 50% credit for the Micro Bachat (Plan 851) policies with Yearly and Half-Yearly modes , i.e the slab of every 2 Micro Bachat (Plan 851) policies , procured by the individual agents will be counted as one policy for the Development officers' performance for entitlement of Reimbursement of Stationery Expenses (including Visiting Cards) and Meal Coupons. Further, for deciding the eligibility for Conveyance Scheme II and for promotion to the cadre of ABM (S) the slab of every 2 net lives covered under Micro Bachat (Plan 851) will be counted as one life for the purpose of calculating the number of lives.

Applicability for Various Benefits :

A] Reimbursement towards Stationery Expenses to Development officers and Visiting Cards-

The eligibility Criteria for the reimbursement of Stationery expenses, the Number of policies to be procured by the Development officer in the Financial year as mentioned in the Circular Mktg/ZD/07/2014 dated 24.3.2014 will include Micro Bachat (Plan 851) policies with 50 % credit viz slab of every 2 Micro Bachat (Plan 851) policies will be counted as one policy for the purpose of calculating the number of policies.

B] Meal Coupons Payment-

Reference is to be made to the condition of clause 4 (v) in circular dated 1.9.2010 – ZD/1158/ADP/2010 and further circulars issued regarding Meal Coupon to Development Officers. Henceforth, 50 % credit for Micro Bachat (Plan 851) policies is allowed while arriving at the performance of Development Officers for entitlement of Meal Coupons. Needless to add that slab of every 2 Micro Bachat (Plan 851) policies will be counted as one policy for the purpose of calculating the number of policies.

C] Deciding Eligibility for conveyance under Conveyance Scheme II

Reference is to be made to the circular dated 31.8.2019 –Mktg/ ZD/ FPDO/27/2019 and further modifications issued on 1.10.2019 Mktg/ZD/FPDO/31/2019 revising the financial limits and eligibility conditions for deciding eligibility for conveyance scheme II. It is to be noted that the Number of lives shall be calculated including 50 % credit for Net lives covered under Micro Bachat (Plan 851) i.e. slab of every 2 net lives covered under Micro Bachat (Plan 851) will be counted as one life for the purpose of calculating the number of lives.

D] For promotion to the cadre of ABM (S) cadre-

Reference is to be made to the Annexure- II of “LIC Of India Promotion of Development officers as Assistant Branch Manager (Sales) in the cadre of Assistant Administrative Officer (Amendment) Rules 2009” specifying the Schedule of Rating for the promotion of Development officers as Assistant Branch Manager (Sales) in the cadre of Assistant Administrative Officer . The performance criteria in terms of number of lives will include 50% credit for net lives covered under Micro Bachat (Plan 851) i.e. slab of every 2 net lives covered under Micro Bachat (Plan 851) will be counted as one life for the purpose of calculating the number of lives.

Note for C & D—

The number of lives shall be taken as Net Number of lives after reducing the number of lives for the lapsed policies under Plan 851 Micro Bachat from the total lives completed under Plan 851 Micro Bachat in any Financial Year.

Example:

Financial Year	No. of Lives for Micro Bachat (Plan 851)	Lapsed Lives (Plan 851)	Net Lives (Plan 851)	50% Credit for net Lives (Plan 851)
2019-20	80	0	80	40
2020-21	135	30	105	52

All other provisions of the circulars mentioned above will remain unaltered.

The above instructions shall come into effect from 1st October 2019.

Kindly bring the above to the notice of all concerned immediately.


Executive Director (Marketing/PD/SBA)