

HOW TO APPLY:

Candidates are necessarily required to apply On-line through LIC's website under the heading "Careers" <http://www.licindia.in/careers.htm>. No other means/mode of applications will be accepted. Applicants are first required to go to the LIC's website www.licindia.in and click on the "Careers" to open the link "**ON-LINE APPLICATION FOR LIC ADO's RECRUITMENT EXAM 2009-10**". Thereafter, open the Recruitment Notification and take a print out of the entire Recruitment Notification including the "Fees Payment Challan". The candidate shall visit the nearest LIC Branch Office with the Fee Payment Challan completed in a clear and legible handwriting for payment of fee in cash. The application fee (non-refundable) payable for all the candidates (Other than SC/ST) is **Rs. 300/- (Rupees Three Hundred only) in cash only. No other mode of payment shall be accepted. Original receipt issued by the LIC of India in token of the fees collected will have to be submitted with the call letter at the time of the written test. Without the original receipt, the candidate will not be allowed to appear in the written test. Candidates are required to keep a photocopy of the receipt for future use.**

Candidates have to register on-line only after obtaining a receipt for payment of application fee, wherever applicable, at the cash collection centre of LIC. If not, application shall be invalid.

Candidates satisfying the conditions of eligibility as on **1.3.2010** are required to log in to the LIC's website under the heading "Careers" <http://www.licindia.in/careers.htm>. for submission of applications on-line. Once the candidate clicks the relevant on-line application link titled "**ON-LINE APPLICATION FOR LIC ADO's RECRUITMENT EXAM 2009-10**", it redirects the candidates to the on-line registration page of the recruiting agency. The candidate is required to keep the details about bio-data ready to enable him/her to fill up the application form correctly. The name of the candidate or his/her father/husband etc. should be spelt correctly in the application as it appears in the certificates/mark sheets. The candidate is provided the option to recheck the data or submit the form after completing the details. Any change/alteration found may disqualify the candidature. While filling the 'Fee Details' in the online application form, candidates are required to enter and check the following:

- a) LIC Branch Code (Upper Left Hand Corner of the Miscellaneous Receipt) – Maximum 4 characters (Alpha Numeric).
- b) Miscellaneous Collection Number – Maximum 6 Digits (appearing in the shaded portion of the Box).
- c) Transaction Number (Tr. No.) – Maximum 8 Digits (appearing on the Left Hand Corner of the Receipt).
- d) Transaction Date (appearing on the Upper Left Hand Corner of the Receipt).

A specimen of the Miscellaneous Receipt showing the above fields is shown below for reference.

LIFE INSURANCE CORPORATION OF INDIA	
*Branch:	
*Date:	
*Tr. No.:	
<u>Miscellaneous Receipt</u>	
Received with thanks Rs.300/- in cash from Smt/Ms/Sri _____ towards the following:	
*Miscellaneous Collection No.: _____	
Account Code No.: 114033	
Rupees Three hundred only	
Signature	

Fields marked * are required to be filled in the on-line application. Correct Branch Code and Date of deposit of application money should be filled in by the candidate correctly.

On successful acceptance of appropriate validations in the online application form, a unique Registration number and Password is generated and displayed to the candidate and he/she is asked the provision to print the same for future reference. At the same time the Registration Number and Password are also e mailed to the candidate. The candidate is given the option to print the application form after completing the application to keep for his/her reference. The candidate can also reprint the application subsequently by providing (i) Registration Number, (ii) Password (iii) Date of Birth.

Candidates will not be able to modify any information after submitting the application, but need to apply afresh for any changes he/she wants to incorporate. In such a case, Latest Registration will be taken into account and all other Registrations will be treated as cancelled.

Candidates can log on for Registration of Applications on the dates given below:

Programme	Date
Opening date of acceptance of application money at Cash Collection Centres of LIC.	17.3.2010
Opening Date of On-Line Registration	17.3.2010
Last Date for acceptance of Application Money.	17.4.2010
Closing Date for On-line Registration.	17.4.2010

Candidates shall be solely responsible for filling up the online applications correctly. In case of invalid applications due to errors committed by the applicant no claims for refund of application money so collected shall be entertained by the Corporation.

To avoid last minute rush, candidates are advised to pay the application fees (wherever applicable) and register on-line at the earliest.

Issue of Call Letters for written examination:

Candidates will have to visit the website under the heading “Careers” <http://www.licindia.in/careers.htm> for downloading call letters for written examination from **19.5.2010** onwards from the given link hosted on LIC’s website. Candidate is also sent the intimation through e-mail for downloading call letter. Once the candidate clicks the relevant link, he/she can access the application form. The candidate is required to use (i) Registration Number, (ii) Password (iii) Date of Birth for downloading the call letter. Candidate needs to affix recent recognizable photograph and signature on the call letter and appear at the exam centre with (i) Call Letter, (ii) Original Fee Receipt and (iii) Photo Identity Proof (PAN card/Driving License, etc.).

The candidates are advised to keep ready with them the originals of the following and a set of attested photocopies of each for verification **at the time of Interview** if they qualify in the written test.

(1) Bachelor’s degree certificate issued by the University and/or Certificate of Fellowship of the Insurance Institute of India, Mumbai, in case of applicants belonging to Employees and Agents category, (2) Bachelor’s degree certificate issued by the University and/or Certificate of Fellowship of the Insurance of India, Mumbai and/or Masters Degree Certificate in Business Administration in Marketing or Post Graduate Diploma Certificate in Marketing from a University or by an Institute approved by All India Council of Technical Education in case of applicants belonging to others category, (3) SSC/HSC Certificate issued by the Board showing the date of birth, (4) Caste certificate issued by the Competent authority in the case of SC/ST/OBC candidates, (5) Certificate of at least 2 years sales/administrative experience in Life Insurance Industry, (6) Discharge certificate in case of Ex-serviceman.