



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

CENTRAL OFFICE, YOGAKSHEMA, JEEVAN BIMA MARG, MUMBAI 400021

EXCITING CAREER OPPORTUNITY

LIC is Hiring Senior Marketing Executives (On Contract Basis)

Applications are invited from eligible Indian Citizens with a flair for marketing for engagement as Senior Marketing Executives on contract basis for a period of three years in one of the following areas :

- (i) The Pension & Group Schemes (P&GS)
- (ii) The Bancassurance & Alternate Channel (B&AC)
- (iii) The Chief Life Insurance Advisor (CLIA),
- (iv) The Direct Marketing channel

OR

- (v) any other new Alternate Channel which may be introduced by the Corporation in future.

The number of positions of Sr. Marketing Executives shall be 100 (one hundred only).

Apportionment of vacancies for candidates belonging to Scheduled Castes, Scheduled Tribes and Other Backward Classes shall be as under:

SC	ST	OBC	Gen
15	07	27	51

Reservation for Persons with Disabilities shall be 3% . Only the Orthopaedically Handicapped and visually impaired candidates are eligible to apply. Further, in respect of visually impaired category, persons with Category I impairment (40-74%) only need apply. Reservation for persons with disabilities shall be on horizontal basis.

Reservation for Ex-Servicemen, Emergency Commissioned Officers/Short Service Retrenched Commissioned Officers shall be provided as per Government Rules.

The total number of engagements, including the engagements for the reserved categories , may increase or decrease , depending upon the actual need of the Corporation at the time of final selection and availability of successful candidates after the Group Discussion / Interview/or written test , if need arise.

Eligibility & Terms of Engagement shall be as under :

Age	Minimum Age for engaging shall be 24 (completed) years and Maximum Age shall be 40 years as on 1 st August, 2009.																
Age Relaxation	Relaxations in upper age limit for different categories shall be as under : <table border="1" data-bbox="483 415 1230 724"> <tr> <td>SC/ST</td> <td>5 Years</td> </tr> <tr> <td>OBC</td> <td>3 Years</td> </tr> <tr> <td>PH(Gen)</td> <td>10 Years</td> </tr> <tr> <td>PH(SC/ST)</td> <td>15 Years</td> </tr> <tr> <td>PH(OBC)</td> <td>13 Years</td> </tr> <tr> <td>ECO/SSRCO/XSM (GEN)</td> <td>5 years</td> </tr> <tr> <td>ECO/SSRCO/XSM (SC/ST)</td> <td>10 Years</td> </tr> <tr> <td>ECO/SSRCO/XSM (OBC)</td> <td>8 Years</td> </tr> </table>	SC/ST	5 Years	OBC	3 Years	PH(Gen)	10 Years	PH(SC/ST)	15 Years	PH(OBC)	13 Years	ECO/SSRCO/XSM (GEN)	5 years	ECO/SSRCO/XSM (SC/ST)	10 Years	ECO/SSRCO/XSM (OBC)	8 Years
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Educational Qualification	Graduate/Post Graduate in any discipline from a recognized University as on 1.8.2009. Preference will be given to candidates having professional qualification like Certified Financial Analyst /Company Secretary/Fellow of Indian Institute of Risk Management/Master of Business Administration from a recognized University/ Bachelors or Diploma Holders in Marketing Management. Knowledge in computers is essential.																
Experience	Candidates should have a marketing experience of atleast three years with proven track record in similar position in Financial Services or Fast Moving Consumer Goods Segment, Pharmaceuticals or in the Services Sector.																
Place of Engagement	Place of engagement will be informed at the time of selection. To the extent possible, preferences given by the candidate will be considered.																
Period of contractual engagement	The assignment shall be full time, for a period of three years purely on contractual basis . The services of selected candidates should be available full time and should not have any other work related engagements with any other organization. The contract may be further renewed for a period of three years thereafter depending upon the performance, suitability of the person during the contractual period and the needs of the Corporation. In no case the contractual engagement shall be for more than three terms (including the initial term of Engagement). However, in no case the engagement shall be extended beyond age 60. Performance criteria shall be fixed by the Corporation from time to time and performance of the person shall be reviewed periodically to decide termination/continuation and/or extension of contractual engagement.																
Termination of contract	The contractual engagement can be terminated by either party by giving 30 days notice in writing or remuneration in lieu thereof without assigning any reasons whatsoever.																

Job Profile	<p>The contractual engagement shall be purely a marketing assignment and the person shall be responsible for development of business of the channel in which he/she is engaged. Engagement may be to any of the existing alternate channels (P&GS/CLIA/B&AC, Direct Marketing) or to any new alternate channel which may be introduced in future.</p> <p>Senior Marketing Executives engaged in Pension & Group Schemes (P&GS) shall be responsible for the growth of new business under various P&GS schemes and achieve business goals as agreed from time to time.</p> <p>Senior Marketing Executives engaged in Bancassurance & Alternate Channels(B&AC) shall</p> <ol style="list-style-type: none"> a) Prepare map of existing/proposed channel partners b) Have close liaison with existing channel partners for planning, marketing, review, etc, c) Acquire new channel partners especially on referral basis, d) Manage leads generated and closure of sales e) Provide post sales service to Policy Holders/Channel Partners, f) Develop the channel in area of operation g) Achieve business goals as agreed from time to time. <p>Senior Marketing Executives engaged in Chief Life Insurance Advisor (CLIA) channel shall:</p> <ol style="list-style-type: none"> a) motivate and guide the CLIAs and supervised agents to achieve business objectives , b) develop the channel and increase the production of business in a planned manner. c) train the CLIA and take joint calls d) achieve business goals as agreed from time to time. <p>Senior Marketing Executives engaged in Direct Marketing will be responsible for recruiting, training and operationalising Direct Sales Executives to tap the untapped market segments and position specific products. They will also be required to approach High Networth Customers and other specified customers for high end business and have overall responsibility of expanding the Corporation's business in their area.</p>
Remuneration	<p>Remuneration package shall be Rs.600,000/- per annum (Rupees Six Lacs Only) which includes Employee & Employer's contribution to Provident Fund & contribution to Gratuity, wherever applicable . The package components shall be 70% fixed and 30% variable. Variable components shall be based on the performance criteria. Annual reset of remuneration may be considered based on annual appraisal of performance upto a maximum of 10% of the previous year's remuneration.</p>

Selection Procedure	<p>Selection of candidates will be based on performance in Group Discussion / Interview and or written test, if need arise. Candidates will be tested for their knowledge in General Awareness, Financial Products, Marketing Skills, Aptitude, Flair for interaction with customers etc. Candidates qualifying in the Group Discussion/Interview and/or written test shall appear for a pre-selection medical examination . Candidates found medically fit in the pre-selection medical examination will be engaged as Sr. Marketing Executives .</p>
Application Fee	<p>A crossed Bank Demand Draft for Rs. 300/- valid for six months drawn in favour of 'Life Insurance Corporation of India' payable at Mumbai should be enclosed with the application form. Scheduled Caste/Scheduled Tribe/Physically Handicapped Candidates are exempted from payment of fees.</p> <p>Application with defective demand drafts are liable for rejection.</p>
Working Hours	<p>There shall be no fixed working hours as they may be required to work as per the directions of the reporting officer, subject to a minimum of eight hours per day.</p>
Leave	<p>During the period of contractual engagement, the Senior Marketing Executives are eligible for Casual Leave at the rate of one day for each completed month. Not more than 6 days casual leave will be availed at a stretch.</p> <p>They are also entitled to 30 days earned leave in a year at the rate of 2.5 days leave for each completed month. However, leave cannot be claimed as a matter of right and may be granted subject to convenience of office. In no case, short duration earned leave of less than three days shall be sanctioned.</p> <p>Under special circumstances, Extra Ordinary Leave without remuneration can be granted for the period subject to a maximum of 30 days during the engagement period of three years. Remuneration shall be reduced proportionately depending upon the number of days extra ordinary leave is availed.</p> <p>No other leave shall be admissible and any absence not covered by leave shall be on loss of remuneration and shall have effect on continuation of the contract. Leave cannot be claimed as a matter of right.</p>
Training	<p>Candidates selected as Senior Marketing Executives shall be imparted specific job related training which shall be decided by the engaging authority.</p>
Conduct & Discipline	<p>A Senior Marketing Executive who displays inefficiency or indolence or who knowingly does anything detrimental to the interests of the Corporation, or causes financial loss to the Corporation by his acts or who commits a breach of discipline, or is guilty of any other act prejudicial to good conduct be imposed any of the following penalties:</p>

	a) Recovery from remuneration or such other amount due to him and /or loss caused to the Corporation.
	b) Reduction in Remuneration
	c) Termination of contractual engagement.

GENERAL INSTRUCTIONS

- 1) Application should be on foolscap paper neatly typed or handwritten in CAPITAL LETTERS strictly in the format furnished alongside.
- 2) Super scribe Application for the Post of Sr. Marketing Executives in LIC - SC/ ST/OBC /GEN/ECO/SSRCO/ PH” (whichever is applicable) at the left hand top corner of the envelope.
- 3) Enclose attested copies of the (i) SSC certificate showing date of birth (ii) Degree/Post Graduation Certificate and Mark Sheet (iii) Certificate showing marketing experience as mentioned above. (iv) Caste Certificate from the competent authority wherever applicable (v) Discharge Certificate in case of ECO/SSRCO (vi) Certificate issued by Appropriate Authority in appropriate proforma, showing the percentage of disability, in case of Physically Handicapped. (Originals should not be enclosed)
- 4) Caste Certificate in respect of SC/ST/OBC must be obtained in the prescribed format from any one of the following authorities:
 - a) District Magistrate/ Additional District Magistrate/ Collector/ Deputy Commissioner/ Additional Deputy Commissioner/ Deputy Collector/ 1st Class Stipendiary Magistrate/ City Magistrate /Sub-Divisional Magistrate / Taluka Magistrate/ Executive Magistrate / Extra Assistant Commissioner (not below the rank of 1st Class Stipendiary Magistrate).
 - b) Chief Presidency Magistrate/ Additional Chief Presidency Magistrate / Presidency Magistrate.
 - c) Revenue Officer not below the rank of Tehsildar.
 - d) Sub-Divisional Officer of the area where the candidates and / or his family resides.
 - e) Administrator/Secretary to Administrator /Development Officer (Lakshadweep & Minicoy Islands).
 - f) As far as the candidates belonging to ST category from Tamil Nadu are concerned, the certificate issued by Revenue Divisional Officer only is acceptable and not by the Tehsildar.
- 5) For claiming reservation under OBC category, candidates should belong to such caste or community which are common to both the lists in respect of Mandal Commission and the State Governments’ List from the State of their origin (as per the list published by the Central Government). The benefit of reservation shall not apply to persons/ sections belonging to "Creamy Layer" as specified vide column 3 of the Schedule to the Dept. of Personnel & Training OM No.36012/22/93-Estt.(SCT) dated 8.9.1993 . OBC candidates should produce certificate as per the proforma prescribed by the Ministry of Personnel, Public Grievances and Pensions, Govt. of India, which should include that they do not

belong to Creamy Layer. (Non submission of certificate in the prescribed proforma may render the application to be invalid).

- 6) Before dispatch, check if the Bank Draft is in order particularly in respect of (a) the Date of issue (b) Signature of the Bank Authorities (c) Address of the Bank/ Branch (d) Amount (Rs.300/-) in words and figures (e) Favouring LIC of India (f) Payable at Mumbai , valid for six months.
- 7) Withdrawal of candidature on account of non furnishing of any information will not confer any right to carry forward or retain the candidature for future engagement.
- 8) Application once submitted will not be allowed to be withdrawn and the fee once paid will not be refunded nor would this fee be held in reserve for future exam/ selection.
- 9) Application not accompanied by relevant certificate(s), wherever necessary or requisite fee or not in the prescribed format or not signed by the candidate or incomplete in any respect will not be entertained.
- 10) Those employed in Govt./ Semi Govt. departments or in Public Sector Undertakings are required to enclose "No Objection Certificate" from the present employer alongwith the application form.
- 11) The Corporation reserves the right to restrict the number of candidates to be called for interview, depending upon the number of vacancies to be filled in. In this regard, the decision of the Corporation will be final and binding.
- 12) The Corporation takes no responsibility for delay in receiving the application or for loss in transit as also delay in receiving call letters for interview by the candidates due to postal delay. No communication will be entertained in this regard.
- 13) **Last date for receipt of applications will be 12.09.09.** Applications received after the last date will not be entertained.

Complete application together with the enclosures mentioned above should be addressed to
The Executive Director (Personnel)
Life Insurance Corporation of India,
Central Office, Yogakshema, Jeevan Bima Marg,
Nariman Point, Mumbai 400 021.

and **should reach at the above address on or before 12.09.09.**

**CANVASSING IN ANY FORM WILL LEAD TO
DISQUALIFICATION OF CANDIDATURE**

**Place : Mumbai
Date : 22.08.2009**

EXECUTIVE DIRECTOR(PERSONNEL)

For OBC Candidates Only :

Sr. No. of Caste in State List : _____ Mandal List : _____

Name	Occupation	Position /Cadre with Address of Employer	Income for the year 2007-08
Father's			
Mother's			
Total Family Income for the year 2008-09			

For PH Candidates Only

Whether Orthopaedically Handicapped/ Visually Impaired	Degree of Impairment (%)	Whether Copy of Medical Certificate Indicating degree Of impairment enclosed

5. Whether belonging to Minority Community? . If yes, please mark (X) below in appropriate column.

Muslims	Christians	Neo Buddhists	Sikhs	Zoroastrians

7. Date of Birth :

DD	MM

YY			

Age in completed Years as on 01.08.2009 : _____ Years _____ Months

8. Marital Status :

Married	Unmarried	Others (Specify)
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9. Father's /Husband's Name : _____

10. Nationality : _____

11. Educational Qualifications:

Examination Passed	Name of the Board/ University	Month & Year of Passing	Aggregate/ Total Marks	No. of Attempts
Graduation				
Post Graduation				
Others				

12. Work Experience : No. of Years _____. Segment _____

Name of the Organisation	Tenure of Employment		Post occupied	Last Emoluments drawn
	From	To		

14. Details of Application Fee: (**Other than SC/ST & PH Candidates**)

Name & Address of Bank/ Branch Issuing Demand Draft	Demand Draft Number	Date of Draft	Amount

15. Any other Information

DECLARATION:

I hereby declare that all the statements made in this Application hereinabove are true and correct to the best of my knowledge and belief. I understand that in the event of any information being found false, incorrect or incomplete or if I am found ineligible due to non-fulfillment of eligibility criteria, my candidature for the applied post is liable to be cancelled/rejected at any stage of recruitment.

Date :

(Signature of the Applicant)

Place :