

05.02.2015

My dear colleagues,

I am addressing this letter to the head of one of the most dynamic power centres at the grassroots of the Corporation.

While the Central Office is the fountain-head of all new initiatives, it is through your industrious hands that these initiatives take the shape of life. For the customer, the Branch represents 'the entire LIC' as he rarely, if ever, gets in touch with the other echelons of management, in routine course.

As you must be aware, we have been entrusted with the great responsibility of providing life cover of Rs.30,000/- to eligible Pradhan Mantri Jan Dhan Yojana (PMJDY) accountholders who have opened the Bank account for the first time during the period 15.08.2014 to 26.01.2015.

That the project has been launched by Hon'ble Prime Minister imbibes a sense of national importance to the project. The record opening of 12.30 crore PMJDY accounts is a great achievement when seen coupled with the fact that we have been given the august job of providing the Risk Cover mentioned above.

I, therefore, call upon you and through you to all our colleagues, Officers, staff and Agents to extend their support in this national endeavour.

We should all extend a helping hand in educating the members of PMJDY, of the Risk Cover available and also display informative pamphlets and posters in the Branch premises at prominent places about PMJDY life cover. The design of the same will be placed in the Media Room by our P&GS Department shortly.

We should also extend all help to the claimants and their nominees to fill up claim forms, explain all the requirements and help sending the same to the concerned Bank Branches for further settlement through concerned P&GS Units within 48 working hours of receipt of all the formalities.

Our website www.licindia.in displays information and the claim procedure has already been circulated by CRM Department to all the Zones and same must have been perused by your team.

I expect all the Branches to ensure service WITH SMILE to all PMJDY beneficiaries.

With greetings,



(S.K.Roy)