

## NOTICE

**LIFE INSURANCE CORPORATION OF INDIA**  
**“Jeevan Bhagya”, Zonal Office, Secretariat Road,**  
**Hyderabad 500063, Tel No 040 23232892**  
**Engagement of Direct Sales Executives**

Approximately 75 Direct Sales Executives are proposed to be engaged by various Offices of the Corporation purely on Contract basis for 3 years under the jurisdiction of South Central Zonal Office. The number of engagements may be changed during the selection process depending on the requirements of the office.

Name Of Division	Name Of Direct Mktg unit	NO. OF DSEs TO BE ENGAGED							
		General	S.C.		S.T.		O.B.C.		TOTAL
			Current	Backlog	Current	Backlog	Current	Backlog	
Kadapa	Kurnool	38	12	0	5	0	20	0	75

**1. JOB REQUIREMENT:**

It is primarily a Marketing job. The DSEs shall be directly responsible for Procuring New Business, Providing Policy Servicing and related jobs from the areas allotted to them. They shall also carry out any other instructions given to them from time to time. For this purpose considerable movements including tours covering entire area allotted to them are involved.

**2. ELIGIBILITY CONDITIONS:**a) **Qualification:**

Applicant shall possess the Bachelor's Degree of a University in India established in India under a statute. Preference may be given to those applicants who possess the Bachelor Degree or Diploma in Marketing /Management. Good working knowledge of English and also one Regional language preferably local language is desirable. Knowledge of soft skills such as Power Point / Word / Excel would be additional advantage.

b) **Age:** (i) The applicant shall have completed 21 years of age and not more than 35 years of age as on **01.05.2010 (cut-off date).**

(ii) The upper age limit as on **01.05.2010** of an applicant belonging to a group given below shall not exceed the age mentioned in corresponding column no. (3):-

Sr. No.	Category	Age limit in years
(1)	(2)	(3)
(1)	Member of a Scheduled Caste or a Scheduled Tribe	40
(2)	Member of OBCs (other than those in creamy layer).	38
(3)	Ex-serviceman	35, increased by the number of years of service in the armed forces subject to maximum age of 45 years where he is a member of OBCs and 47 years where he is a member of SC or ST and Maximum of 42 years in Other than SC,ST,OBC Cases.

## c) The spouse of employees and agents of LIC of India shall not be eligible for engagement.

- d) Agents of LIC of India holding valid license issued by the IRDA are not eligible for engagement.
- e) Agents having valid IRDA license and working with other insurers need to submit 'NOC' from their insurer.
- f) The applicant should have minimum 2 years' prior marketing experience as on cut-off date. The marketing experience need not be necessarily in the field of insurance.

3. **REMUNERATION:** Direct Sales Executives, on engagement will be paid monthly remuneration, which will be entirely performance based. An amount of Rs. 25,000/- per month will be payable on achieving the business parameters, as prescribed in the Scheme. However, the same can be higher or lower, depending upon the business performance. There is no upper limit to earn the remuneration based on performance.

4. **SELECTION PROCEDURE**

- a) Selection will be made on the basis of a written test if necessary, followed by an Interview of candidates who qualify in the written test. Written Test will be of Objective Type covering Sales aptitude, Test of Reasoning, Numerical Ability and General Knowledge. The date and venue of the written test, if to be conducted, will be communicated to the eligible candidates individually and also posted on the website. Candidates are advised to check the site for this purpose.
- b) **Interview:** Candidates successful in the written test (if conducted) or eligible candidates will be called for an Interview. The Corporation reserves the right to restrict the number of candidates to be called for written test and/or interview commensurate with number of Direct Sales Executives to be engaged and the decision of the Corporation in this regard shall be final. No correspondence will be entertained in this regard.
- c) The selected candidates subject to their being found medically fit by the Medical Examiner authorized by LIC for the purpose will have to undergo Theoretical training and pass IRDA licensing test for obtaining a license to procure Life Insurance Business within a maximum period of three months in maximum three attempts, following which he may be engaged as an apprentice Direct Sales Executive.
- d) As an apprenticeship DSE, the candidate shall have to undergo insurance related training and pass a test on the same. The apprentice DSE shall be paid a fixed one-time stipend of Rs. 5,000/- as per the rules of the Scheme.
- e) On successful completion of the apprenticeship and passing the test, the candidate shall be engaged as a Direct Sales Executive purely on contract basis subject to conditions framed by the Corporation.
- f) The selected candidate will be allotted specific area of operation during the period of engagement based on Business requirements.
- g) It is clarified that selection as a Direct Sales Executive does not confer any right on the candidate to be appointed as an employee in the Corporation.

5. **HOW TO APPLY**

Candidates satisfying the conditions of eligibility as on the cut-off date shall submit their application to the concerned Divisional Office in the format given below which shall be either hand-written in bold capitals or typewritten on foolscap size paper only. The application should be properly signed. The following shall accompany the Application:

1. Demand Draft towards Application Fees (applicable for all candidates other than SC/ST category).
2. Attested Photocopy of Caste Certificate in respect of SC/ST/OBC candidates.
3. Attested Photocopy of Qualification Certificate and Age Proof.
4. Attested Photocopy of Discharge Certificate in respect of Ex-servicemen.
5. Evidence of Marketing Experience

The candidates are advised to keep ready with them the originals and a set of attested photocopies of each of the certificates listed at item numbers 2, 3, 4 and 5 above for verification at the time of Interview if they qualify for the same.

**6. APPLICATION FEES (NON-REFUNDABLE):**

For all candidates (other than SC/ST category): Rs.100/- (Rs. One hundred only). The application fee shall be paid by Demand Draft only (valid for six months) favoring “**Life Insurance Corporation of India**” and payable at **Kadapa**

Candidate’s name and date of birth should be written on the reverse of the Demand Draft.

**7. SUBMISSION OF APPLICATION FORM:**

Last date for receipt of application form together with Demand Draft towards application fees (if applicable) will be **05.06.2010**. Application Form completed in all respects with enclosures should be posted in a closed cover with a superscription on the cover “**Application for Engagement of Direct Sales Executives, Kadapa Division**” to the following address:

**The Senior Divisional Manager,  
LIC of India, Kadapa Division,  
Divisional Office, College Road  
Kadapa 516004**

**8. GENERAL INSTRUCTIONS:**

- (a) Candidates should ascertain, before applying, that they satisfy all the eligibility conditions as stipulated in the notification. Candidates who do not satisfy the eligibility conditions are liable to be disqualified at any stage of selection without further reference to them.
- (b) Corporation takes no responsibility for any delay in receiving the Application Form or loss in postal transit.
- (c) Application Forms not in the prescribed Format or incomplete/unsigned or received without the Demand Draft for application fee (wherever applicable) or Caste Certificate in case of SC/ST/OBC applicants, shall not be considered and are liable to be rejected.
- (d) Application fee once paid will not be refunded under any circumstances nor will it be held in reserve for future engagement. The eligible candidates will be intimated separately about the exact date & venue of the written test/interview.
- (e) Decision of the Corporation in all matters regarding eligibility, conduct of examination, other tests, Interview, selection and allotment would be final and binding on all candidates. No representation or correspondence will be entertained by the Corporation in this regard.
- (f) In case more than one application is received from an applicant for the same Division and/or different Divisions and/or different Zones then, the first application received from the applicant as per entry made in the register maintained by the Corporation shall be treated as his only application and all other applications shall be treated as invalid. In case of any doubt or dispute, the decision of the Zonal Manager shall be final and binding on the applicant.
- (g) **CANVASSING IN ANY FORM WILL BE A DISQUALIFICATION.**

**Date:17.05.2010**

**Place:Hyderabad**

**Zonal Manager**



**9. Marketing Experience:**

Name of the Institution	Place	Post held	From	To

**10. If related to any Agent/employee/Officer/Medical Examiner/DSE of the LIC of India, Please state:**

- a) His/Her Name \_\_\_\_\_ b) Designation \_\_\_\_\_  
c) Place of posting/working \_\_\_\_\_ d) Exact Relationship \_\_\_\_\_

**11. Mother Tongue \_\_\_\_\_ Other languages known \_\_\_\_\_**

**12. Enclosures to the application:**

I am enclosing attested photo copies of the following documents along with the Application Form and the Demand Draft:

- a) SSC/HSC/Municipal Birth Certificate showing the Date of Birth;
- b) Bachelor's Degree Certificate;
- c) Caste Certificate issued by the Competent Authority in case of SC/ST/OBC Candidates;
- d) Discharge Certificate in case of Ex- Servicemen and
- e) Experience Certificate(s)

**I hereby confirm that I have made only one application for engagement as a Direct Sales Executive with the Corporation and if in case, at any time during the process of engagement it is found out that I have submitted multiple applications, then my engagement is liable to be terminated without assigning any reasons therefor.**

I hereby declare that all statements made in this application are true and correct to the best of my knowledge and belief. I understand that in the event of any information being found false or incorrect or not satisfying the prescribed eligibility criteria for the post applied for, my candidature is liable to be cancelled / rejected at any stage of selection or anytime during the tenure of my engagement with the Corporation. I also accept the condition that the decisions of the Corporation in all matters will be final and binding on me.

**(Signature of the Applicant)**

Place:

Date: