

Date : - 03.06.2023

Respected Sir,

**Subject: Offering Recruitment Opportunities at LIC of India as Urban Career Agents for Graduates** (Notification is in Times of India 03.06.2023 and Navbharat Times 04.06.2023)

I am writing to express my sincere interest in offering recruitment opportunities at the Life Insurance Corporation of India (LIC) to the talented graduates as URBAN CAREER AGENTS.

As the leading insurance company in India, LIC has been at the forefront of securing lives and providing financial protection to millions of individuals and families across the country. With its rich heritage, strong market presence, and unwavering commitment to customer trust, LIC has become synonymous with reliability and excellence in the insurance industry.

By joining LIC, graduates can embark on a rewarding career path that offers tremendous growth opportunities, exposure to diverse roles, and a chance to make a meaningful impact in people's lives. LIC's robust training programs, mentorship initiatives, and supportive work culture ensure that Urban Career Agents, receive the necessary guidance and development opportunities to reach their full potential.

To facilitate the recruitment process, we would like to request the collaboration of unemployed graduates in the following ways:

- 1. Informing unemployed graduates about the recruitment opportunity:** We kindly request that you disseminate information about the recruitment drive among your registered unemployed Graduates, highlighting the benefits and opportunities that a career at LIC can offer.
- 2. Coordinating recruitment activities:** We would greatly appreciate your assistance in organizing recruitment drives, interviews, and other related activities in the Employment office.
- 3. Sharing unemployed Graduates' profiles:** We request that you share the resumes/CVs of interested candidates with us, enabling us to assess their qualifications and suitability for available position at LIC.

We are confident that this collaboration will prove mutually beneficial, allowing LIC to tap into talented graduates and providing employment to your student with a chance to embark on a promising career in the insurance industry.

We would be grateful for the opportunity to discuss this partnership further and address any queries/concerns or complete details about URBAN CAREER AGENT SCHEME you may have. Please feel free to contact me at **bo\_31d@licindia.com** or **9810041996** to initiate the conversation or arrange a meeting.

Thank you for your time and consideration. We look forward to the possibility of a fruitful collaboration between **LIC of India** and **your college** to nurture and empower the next generation of insurance professionals.

Sincerely,

**SANJAY**  
**BRANCH MANAGER**  
CARRER AGENT BRANCH - 31D  
LIC OF INDIA  
3C/2, NEW ROHTAK ROAD,  
OPP- LIBERTY CINEMA, KAROL BAGH  
NEW DELHI  
PH - 9810041996  
Email - [\*\*bo\\_31d@licindia.com\*\*](mailto:bo_31d@licindia.com)

**Schedule of Recruitment :**

Recruitment Month (Notification is in Times of India 03.06.2023 and Navbharat Times 04.06.2023)	June 2023
Last date of receiving Application	16.06.2023 (Friday)
Date of written exam	23.06.2023 (Friday)
Declaration of Result	26.06.2023 (Monday)
Date of recruitment of pre-recruitment training	30.06.2023 (Friday)
Please send duly filled applications along with all documents to the above-mentioned address	

Affix Passport  
Size  
photograph

### LIFE INSURANCE CORPORATION OF INDIA

APPLICATION FOR THE USE OF CANDIDATES FOR RECRUITMENT AS URBAN CAREER AGENT UNDER THE URBAN CAREER AGENTS SCHEME, 2019.

(To be filled in by the Applicant. Applicants are advised to read the "Instructions" before completing this Form.)

1.	(a)	Full Name (Block Letters with Surname First)	(a)	_____
	(b)	Short Name for correspondence:	(b)	_____
<hr/>				
2.	(a)	Present Postal Address in full : (Any changes in address should be Communicated immediately.)	(a)	_____ _____ _____ Pin _____
	(b)	Permanent Address	(b)	_____ _____ _____ Pin _____
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3.	Parents	(a) Name in full :	(a)	_____
		(b) Occupation:	(b)	_____
		(c) Address :	(c)	_____
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4.	(a)	Nationality :	(a)	_____
	(b)	Do you belong to a Scheduled Caste or Schedule Tribe or OBC? if so, please give full particulars.	(b)	YES / NO _____
	(c)	Are you an Ex-serviceman? If Yes, Give full details.	(c)	_____
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5.	(a)	Date of Birth :	(a)	_____
	(b)	Place of Birth (Town, District and State)	(b)	_____
	(C)	Number of years of stay in present place: (At address as per 2(a) above		
	(i)	of Applicant :	(c)-(i)	-----Years
	(ii)	of his / her family	(ii)	-----Years
	(d)	Single or Married	(d)	-----
	(e)	Number of children	(e)	-----
	(f)	Other Dependants	(f)	-----
<hr/>				
6.	(a)	Have you in the past applied for employment in LIC for any post? If so, give full details.	(a)	
	(b)	Have you at any time applied for an Agency with LIC? If so, give full details.	(b)	
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7. Educational Background :

(I) Academic Qualifications :  
(Indicate Subjects)

(II) Academic Record:

	Institution	Year	Percentage
S.S.C. or Equivalent			
HSC (10+2) or Equivalent			
Graduation			
Other			

(III) (a) Mother Tongue:

(a) 

(b) Languages in which you can:

Speak

(b) \_\_\_\_\_

Read

Write

8. a. Nature of Present Employment :

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b. Particulars of Employment:

Name of Employer	Nature of Work	P E R I O D		Scale of pay and last Salary drawn	Reason for leaving & Date of leaving
		From	To		

Full details of Sales Experience, if any.  
(Other than Life Insurance Agency)

Name of the organisation	P E R I O D		Product Marketed	Salary / Commission Both	Annual Income
	From	To			

9. Is there any relative, near or distant, who  
Is working:

(a) As an employee in the LIC in any Class (in Class I, II, III & IV) ? If so, give details of Designation, Office and exact relationship. (a) \_\_\_\_\_

(b) As an agent? If so, give Agency Code Number, Branch Office to which he is attached and exact relationship. (b) \_\_\_\_\_

(C) Ex-agent or Retired Employee (C) \_\_\_\_\_

10. (a) Are you having any debts? (a) YES / NO

(b) If you are under an obligation to repay money advanced by any person or Institution for your education or for any other purpose, Give details. (b) \_\_\_\_\_

NOTES: (i) Answer 'YES' or 'NO' to Question (a).

(ii) If the answer is 'YES', give full details in addition to an answer to Question (b) above.

(c) Have you ever been involved in any Criminal offence and / or convicted for by a court of Law? If so, give details. (C) \_\_\_\_\_

(d) Is any case pending against you in any Court of Law? Give details. (d) \_\_\_\_\_

11. Give Names and Addresses of two Respectable Persons who are well acquainted with your Character and work but are not related to you and to whom, if necessary, references can be made. (i) \_\_\_\_\_  
(ii) \_\_\_\_\_

12. Give list of the documents and attested certified copies of Certificates attached to the application.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



I hereby declare that I have read the advertisement notice as also the instructions attached to this form and I declare that I accept all the terms and conditions as detailed therein. I also accept the conditions that the decisions of the Corporation in all matters (including their decision to admit or not to admit me to the written test) will be final and binding on me. I further declare that all the information given by me in this application is true to the best of my knowledge and belief and should it be otherwise, I shall be liable to such action as the corporation may deem fit to take.

Dated at ----- this ----- day of ----- 20 -----

Total no. of enclosures -----

(Applicant's Signature)

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FOR OFFICE USE

Application No. \_\_\_\_\_

CENTRE OF EXAM (Branch Name & Add). \_\_\_\_\_

Application No. \_\_\_\_\_

**Admit Card**

(To be completed by the candidate)

Affix  
Photograph  
and sign across

Full Name (Block letters with Surname First): \_\_\_\_\_

Address : \_\_\_\_\_

Date of Birth ----- Contact No. -----

Signature of candidate:

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Written Test Roll No. : \_\_\_\_\_

Date and Time of Examination : \_\_\_\_\_

Venue : \_\_\_\_\_

( to be completed by the office)

Signature with Office Seal:

Application No. \_\_\_\_\_

**Identity Slip**

Affix  
Photograph  
and sign across

Full Name (Block letters with Surname First): \_\_\_\_\_

Address : \_\_\_\_\_

Date of Birth ----- Contact No. -----

Training at (DTC): \_\_\_\_\_

CAB: \_\_\_\_\_

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Signature of Branch In-charge with Office Seal :

( To be completed by the office)

## **LIFE INSURANCE CORPORATON OF INDIA**

### **Recruitment of Urban career Agents under the Urban Career Agents Scheme, 2019**

#### **INSTRUCTION TO CANDIDATES**

- 1) A simple test covering the following areas (In General) viz. :-  
General Knowledge / Current Affairs / Numerical Ability / Any topic as decided by the Competent Authority.
- 2) Success in the test by itself will not confer any right to appointment since the corporation reserves the right to make enquires about a candidate's character and antecedents in all respects.
- 3) The form and manner of communication of the result of the test to individual candidates shall be decided by the Selection Committee at their discretion and will not enter into any correspondence regarding the result.
- 4) Candidates who obtain such minimum qualifying marks in the test as may be fixed by the Selection Committee at their discretion shall be called by them for an Interview.
- 5) Candidates who are admitted to the test will be required to produce their Admit Card cum Identity Slip for entry into the Examination Hall.
- 6) Candidates, who attempt to obtain support for their candidature, submit false documents or who are found to use unfair means in the examination hall or indulge in misbehaviour or are found impersonating will be disqualified.
- 7) No travelling allowance will be payable to candidates in connection with the test.
- 8) The test will be written in the candidate's own handwriting.
- 9) The selection committee will have the discretion to fix qualifying marks in the test and for deciding the eligibility for interview.

#### **GENERAL**

- 10) The latest passport size identical photographs should be affixed in the space provided for in the Application form, Admit card and Identity Slip. After affixing, the candidate should sign across the photographs.
- 11) The following documents should be attached to the application form in the order given below :-
  - (a) Attested true copy of certificate of Date of Birth (Matriculation Certificate, Birth Certificate etc.)
  - (b) Attested copies of certificate of Educational Qualifications along with copies of mark-lists.
  - (c) Copies of certificates in support of claims of Scheduled Castes / Scheduled Tribes where applicable.
  - (d) Service Certificate for Ex-Serviceman
- 12) The application is liable to be rejected if the information furnished is incomplete or the application is not signed by affixing full signature.
- 13) All correspondence in respect of application must bear the application number for reference.
- 14) Application forms received after the due date will not be entertained.



❖ The Stipend under UCAS -2019 is as below:-

Subject and Parameter	UCAS-2019		
Stipend	1 <sup>st</sup> year Of Appointment  TOTAL	Metro	Other Centres
		Rs 9000 (Monthly) + Rs 3000 (Balance Mly Stipend payable as Lumpsum)	Rs 7500 (Monthly) + Rs 2500 (Balance Mly Stipend payable as Lumpsum)
		<b>Rs 12,000</b>	<b>Rs 10,000</b>
		The Stipend payable as lumpsum at end of year will be Rs 36,000	The Stipend payable as lumpsum at end of year will be Rs 30,000
	2 <sup>nd</sup> year Of Appointment  TOTAL	Rs 8250 (Monthly) + Rs 2750 (Balance Mly Stipend payable as Lumpsum)	Rs 6750 ( Monthly) + Rs 2250 (Balance Mly Stipend payable as Lumpsum)
		<b>Rs 11,000</b>	<b>Rs 9,000</b>
		The Stipend payable as lumpsum at end of year will be Rs 33,000	The Stipend payable as lumpsum at end of year will be Rs 27,000
	The Persistency ratio to be achieved – 65% of NOP of 1 <sup>st</sup> Year		
	3 <sup>rd</sup> year Of Appointment  TOTAL	Rs 7500 (Monthly) + Rs 2500 (Balance Mly Stipend payable as Lumpsum)	Rs 6000 (Monthly) + Rs 2000 (Balance Mly Stipend payable as Lumpsum)
		<b>Rs 10,000</b>	<b>Rs 8,000</b>
		The Stipend payable as lumpsum at end of year will be Rs 30,000	The Stipend payable as lumpsum at end of year will be Rs 24,000
	The Persistency ratio to be achieved – 65% of NOP of 1 <sup>st</sup> Year and 2 <sup>nd</sup> Year		

**\*\* Stipend-**

- The Stipend for all the three years to be split into 2 parts- (a) Mly payment @ 75% - and ( b) Lumpsum Payment @ 25% as shown above.
- The Amount shown under Monthly payment is to be paid per month.
- The consolidated lumpsum payment for year is payable after the successful completion of the stipendiary period for that year.
- eg : in the 1<sup>st</sup> Stipendiary Year:-  
(a) the Monthly Payment @ 75% will be Rs 9000 (Metro ) and Rs 7500 (other centres) and  
(b) Lumpsum Payment @ 25% will be Rs3000 (Metro) and Rs 2500(other centres).
- Thus the lumpsum payment of Rs 3000x12 amounting to Rs 36000 (metros) and Rs 30000 (other centres) ( 2500 x 12= Rs 30000 ), will be paid after the successful completion of 1<sup>st</sup> Stipendiary Year.
- The same will also apply for the 2<sup>nd</sup> and 3<sup>rd</sup> Stipendiary Years respectively, as illustrated above.

**Persistency:-**

“Persistency” means the number of policies in force as at the end of the relevant succeeding year of New Policies secured in the preceding period which may be a year or two years as the case may be and will be measured in terms of policies. A policy will be taken as lapsed if six months have elapsed from the due date of First Unpaid Premium.

❖ The Performance Norms under UCAS -2019 is as below:-

Subject and Parameter	UCAS-2019				
Performance Norms					
Year	First Year Commission (FYC) (excluding bonus Commission)	Number of Lives (NOL)	Monthly Parameters for First Year Commission (FYC) and Number of Lives (NOL)	Monthly First Year Commission (FYC) (excluding bonus Commission)	Monthly Number of Lives (NOL)
1 <sup>st</sup> year Of Appointment	Rs 60,000	28	1 <sup>st</sup> Month	NIL	NIL
			2 <sup>nd</sup> to 7 <sup>th</sup> Month	Rs 5,000	3
			8 <sup>th</sup> to 12 <sup>th</sup> Month	Rs 6,000	2
			TOTAL for the Year	Rs 60,000	28
2 <sup>nd</sup> year Of Appointment	Rs 78,000	36	1 <sup>st</sup> to 6 <sup>th</sup> Month	Rs 6,000	3
			7 <sup>th</sup> to 12 <sup>th</sup> Month	Rs 7,000	3
			TOTAL for the Year	Rs 78,000	36
The Persistency ratio to be achieved – 65% of NOP of 1 <sup>st</sup> Year					
3 <sup>rd</sup> year Of Appointment	Rs 90,000	48	1 <sup>st</sup> to 6 <sup>th</sup> Month	Rs 7,000	4
			7 <sup>th</sup> to 12 <sup>th</sup> Month	Rs 8,000	4
			TOTAL for the Year	Rs 90,000	48
The Persistency ratio to be achieved – 65% of NOP of 1 <sup>st</sup> Year and 2 <sup>nd</sup> Year					



**LIC OFFERS AN INDEPENDENT CAREER WITH A BRIGHT FUTURE**

Are you ambitious, sincere, prepared to work hard, and wish to become your own master?  
IF YOU ARE, you may be the right person to be selected as an Urban Career Agent.

**Stipend:**

- Rs. 12,000/- (1<sup>st</sup> Year) pm, Rs.11,000/- (2<sup>nd</sup> Year) pm & Rs.10,000/- (3<sup>rd</sup> Year)
- 75% Stipend payable at the end of the month.
- 25% monthly stipend payable as lumpsum amount for twelve months, payable at the end of the Stipendiary Year.
- In addition, EARN ATTRACTIVE COMMISSION on the business procured.
- EARN PRODUCTIVITY BASED ADDITIONAL INCENTIVE
- Can become eligible for Two Wheeler advance.
- Eligible for CLIAship after three years as per condition.

**ELIGIBILITY CONDITIONS :**

- **AGE:** 21-35 YEARS, based on last birthday. The age limit may be relaxed upto 40 years for candidates belonging to SC/ ST and Ex-serviceman, and those having Sales and Marketing experience.
- **QUALIFICATION:** Graduate

Employees and Agents of LIC of India, spouses of employees in Central / State govt. and public undertaking are not eligible.

Relatives of Development Officer/Agents/Employees are not eligible.

Retired Employees/Ex-Agent seeking Reappointment will not be allowed to be recruited as UCA.

- **RESIDENTIAL STIPULATION:**

- A Resident for at least one year within the jurisdiction of the Career Agent Branch, on the date of notification of recruitment.
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Note : Contact Branch In-Charge of Career Agent Branch

Name of In-Charge

Address

**Please fill up the Bio-data given below and mail it to the Branch where you wish to be considered for selection so as to reach the office on or before \_\_\_\_\_.**

**Note : 1.** Form to be completed by candidate.

2. Incorrect or insufficient information may result in the application being rejected

1. Full Name : Mr./ Mrs./ Ms \_\_\_\_\_  
(In Capital Letters, Surname first)
2. Permanent Address:
3. (I) Present address  
(II) Staying Since \_\_\_\_\_
4. Date of Birth :
5. Educational Qualifications:
6. a) Are you, at present employed?  
b) If so, state full name and address of Employer and nature of employment.  
c) Are you, at present, an LIC Agent/Ex-agent/Retired Employee?  
d) Are you related to Development Officer/Agents/Employees?
7. Particulars of Relatives who are employed in LIC  
(State name, designation, B. O. / D. O. / Z. O. / C.O. Relationship)
8. Particulars of Relatives who are employees of State / Central Govt./ Public Sector Undertakings :
9. a) Do you belong to SC / ST / OBC?  
b) If yes, the category:  
c) Are you an Ex-serviceman?

I hereby state and declare that the particulars given herein above are true to the best of my knowledge.

(Candidate's Signature)

Address of Branch:-

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_