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20/12/17



India Post

भारतीय डाक

18.12.17

Office of the Chief Postmaster General
(Postal Life Insurance)
West Bengal Circle : Yogayog Bhawan (1st flr) : Kolkata 700012

ALL UNDER ENTRY

1. The Postmaster General Kolkata Region, Kolkata-700012.
2. The Postmaster General, South Bengal Region, Kolkata-700012.
3. The Postmaster General, North Bengal Region, Siliguri-734001.
4. The Postmaster General, A & N Islands, Port Blair-744101.
5. The Postmaster General, Sikkim State, Gangtok-737101.
6. The Director, Kolkata GPO, Kolkata-700001.
7. The Sr. Postmaster, Barabazar H.O., Kolkata-700007
8. The Sr. Postmaster, Alipore H.O., Kolkata-700027.
9. All the SSPOs'/SPOs' under West Bengal Circle.
10. All the SSRM/SRM under West Bengal Circle.
11. All the In charge of CPCs.
12. All the Group Leaders.
13. The Superintendent PSD, Kolkata-700002.
14. The Superintendent CDS, Kolkata-700007.
15. The Superintendent Foreign Post, Kolkata-700001.


No: PLI/M & G/Marketing Structure dated at Kolkata-12, the 18.12.2017

Subject: Improvement of PLI/RPLI marketing – regarding.

Kindly find enclosed herewith PLI Directorate's DO No. 28-06/2014-LI dated 30.11.2017 regarding improvement in PLI/RPLI business, for information, guidance and taking necessary action as per para 3 and 4.

As directed in the last para of the letter, progress on item in para 1 and 2 and action taken report on item in para 3 and 4 may kindly be communicated to this office by 28.12.2017 positively for submission of a consolidated report to the Dte.

Encl: As above.

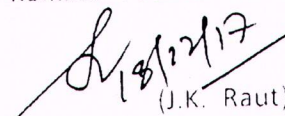


(J.K. Raut)

Asst Divisional Manager (PLI)
O/o the Chief Postmaster General
W.B.Circle, Kolkata-700012

Copy to:-

1. ADPS (TO), O/o The Chief. P.M.G, Kolkata-700012 -- for information and uploading the order in indiapost website.
2. All the S/S of PLI section, O/o The Chief. P.M.G, Kolkata-700012- for information.



(J.K. Raut)

Asst Divisional Manager (PLI)
O/o the Chief Postmaster General
W.B.Circle, Kolkata-700012

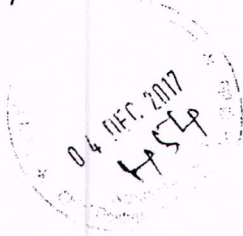
विश्वपावन पति
VISHVAPAVAN PATI

*Priority
putup in file pl.
5/11/17*



DPS (H82)
ADM (PLI)
[Signature]

मुख्य महाप्रबन्धक
डाक जीवन बीमा निदेशालक
डाक विभाग,
संचार एवं सूचना प्रौद्योगिक
भारत सरकार
चाणक्यपुरी, नई दिल्ली-11
Chief General Manager
Postal Life Insurance Dire
Department of Posts,
Ministry of Communicati
Government of India
Chanakypuri, New Delhi



DO No. 39-02/2017-I.

Dated : 30.11.2017

Dear *Arundhaty,*

In a Presentation before the Hon'ble Minister of Communications, a group of Probationers and officer had made some significant issues relating to operational and marketing weakness in PLI and RPLI business. The Minister had desired that necessary action should be initiated so as to overcome these problem areas.

In view of the above, the four major issues raised and action to be taken are listed below for further action by the Circles:

1. **Publicity/promotion of RPLI products:** To encourage the RPLI business and to reach the target audience, the local language advertisement and publicity is essential. Some of the print advertisements copy has already been sent to the various circles with local language translation by email. It is also seen that adequate funds are available among the Circles to undertake further publicity, especially in areas of operation related to Sampoorna Bima Grams and Sansad Adarsh Gram. As of last Video Conference on 3rd November 2017, only 34% of the funds had been utilised by the end of September 2017. Only Andhra Pradesh, North East, Tamil Nadu, Assam and Telangana Circles had been able to spend 50% or more of the funds allocated on this head till September 2017. Fund utilization in A&P Plan Schemes up to September 2017 is enclosed as Annexure-I of this letter.
2. **Gap in skill and knowledge of RPLI among Gramin Dak Sewaks and Branch Post Masters** has be looked in to. The BPM's of the Sampoorna Bima Gram and Sansad Adarsh Gram Yojana areas are to be given priority training in sales skills to enable them to have the complete knowledge about RPLI products & its features. It is recommended that top performing Group Leader/Field Officer/ Gramin Dak Sevaks etc may be used to impart the training to the Branch postmasters and other GDS staff. Only Tamil Nadu, Andhra Pradesh, Gujarat Circles had been able to spend 50% of the funds allocated on this head till September 2017. Fund utilization in TE Plan Schemes up to September 2017 is enclosed as Annexure-II of this letter.

Contd.../2

: 2 :

3. **Absence of trained officials in CPC** which leads to delay in policy servicing: All the divisions must be instructed to identify the trained manpower to ensure that CPC is constantly manned. As seen in the past, the last quarter of the Financial year, generates enhanced PLI and RPLI business and the CPC must be equipped with adequate manpower to service the policy holders and marketing and sales team. All Divisions must have a marketing and technology SPOC for PLI-RPLI functions to assist the Divisional head
4. **Better Operational Monitoring at all levels:** The operational parameters for monitoring of the CPC at Division level as per the Citizen Charter has to be undertaken. A copy of the latest Citizen Charter of PLI and RPLI is annexed as Annexure- 3 of this letter. A monitoring plan of CPC was recommended for all CPC during the Postal Week and information sought from all the Circles. Only one circle has sent the required report. It is recommended that this monitoring be undertaken for all the Divisions to improve the operational efficiency of the CPC. It is requested that the required report on the CPC sought vide PLI Directorate letter no. 28-02/2016-LI dated 25.09.2017 of PLI Day may be sent to this office immediately, by 15th December 2017.

In view of the monitoring being undertaken in the Department, I request all the Head of Circles to put in place a mechanism to ensure that these desired action is initiated and monitored. While progress on Fund utilisation on the Para 1 and 2 above is a regular activity, action taken on Para 3 and 4 may please be communicated to this office by end of December 2017.

With regards

Yours sincere



(Vishvapavan Prasad)

Ms. Arundhaty Ghosh
CPMG,
W.B. Circle,
Kolkata-700012.

Proposed Citizen's Charter Norms for PLI/RPLI

Sl No.	Service/Transaction	Success Indicators (How we measure our performance in this area)	Existing norms of PLI/RPLI
1	<ul style="list-style-type: none"> • Issue of Acceptance Letter • Issue of Policy bond 	Time taken from the receipt of completed documents	15 Days
2	Maturity Claim/Survival Benefit	Time taken from the receipt of completed documents	15 Days
3	Settlement of PLI/RPLI death claims	With nomination (time taken after production of required documents)	30 Days
		Without nomination (time taken after production of required documents)	30 Days
		Involving investigation	90 Days
4	Transfer of policy (one Circle to another)	Time taken from the receipt of completed documents	10 Days
5	Paid up value of policy	Time taken for settlement on receipt of request	30 Days
6	Revival/Conversion of policy	Time taken from receipt of request	15 Days
7	Settlement of following customer requests: Loan against policies, Change of address, Change of nomination, Assignment of policy & Issue of duplicate policy bond	Time taken for settlement on receipt of request	10 Days

**India Post****भारतीय डाक**

Office of the Chief Postmaster General
(Postal Life Insurance)

West Bengal Circle : Yogayog Bhawan (1st flr) : Kolkata 700012



128 years Postal
Life Insurance

To

1) All the SSPOs/ SPOs under W.B.Circle .

No. WB/PLI/M&G/Sampoorna Dak Jeevan Bima Gram/14-15 dtd. 18th Dec 2017

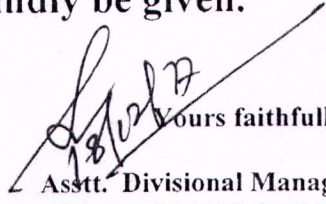
Sub :- Monthly progress report on identified Sampoorna Bima Gram(SBG) and Saansad Adarsha Gram(SAG).

Kindly find this office letter of even no. dtd. 22nd Nov 2017 wherein you were requested to send the monthly progress report on the above mentioned subject in the first week of every month positively in the prescribed proforma. In this regard, directorate has changed the prescribed proforma to send the monthly progress report.

As such, I have been directed by the competent authority to request you to send the monthly progress report to this office in the enclosed revised proform in the first week of every next month positively through email i) wbpli@indiapost.gov.in & ii) ddmpliwb@gamil.com for onward submission to the PLI Directorate for information of the Hon'ble Mnister's Office.

Top most priority may kindly be given.

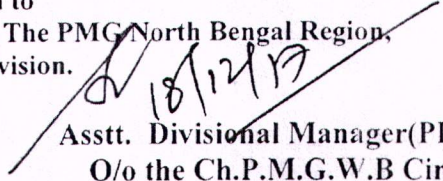
Encl :- As above.


Yours faithfully,

Asstt. Divisional Manager(PLI)
O/o the Ch.P.M.G.W.B Circle
Kolkata-12.

Copy for kind information and taking necessary action to

1-5) The PMG Kolkata Region, The PMG SB Region, The PMG North Bengal Region,
The PMG Sikkim Division, The PMG A&N Islands Division.


Asstt. Divisional Manager(PLI)
O/o the Ch.P.M.G.W.B Circle
Kolkata-12.

