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India Post

9.12.17

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/Ruling VIII

dated at Kolkata-12, the 18.12.

Subject: (a) Revamping of Marketing (Sales) Structure of PLI/RPLI-reg.
(b) Gazette notification regarding Bonus on the RPLI.

Kindly find enclosed herewith PLI Directorate's commun No. 28-06/2014-LI dated 01.12.2017 and No. 05-02/2017 dated 27.11.2017 regarding mentioned subjects. The same is forwarded for information, guidance and taking ne action.

Encl: As above.

18/12/17
Asst Divisional Manager (PLI)
O/o the Chief Postmaster Genera
W.B.Circle, Kolkata-700012

Copy to:-

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

18/12/17
Asst Divisional Manager (PLI)
O/o the Chief Postmaster Genera
W.B.Circle, Kolkata-700012

डाक जीवन बीमा निदेशालय
डाक विभाग, संचार एवं सूचना प्रौद्योगिकी मंत्रालय, भारत सरकार
चाणक्यपुरी डाकघर भवन, नई दिल्ली-११००२१
DIRECTORATE OF POSTAL LIFE INSURANCE
Department of Posts, Ministry of Communications &
Information Technology, Government of India
Chanakyapuri Post Office Complex, New Delhi-110021

पत्रांक
No

दिनांक
Dated

28-06/2014-LI

01.12.2017

To,
All Head of Circles
Addl. DG APS

Subject : Revamping of Marketing (Sales) Structure of PLI/RPLI – reg

Madam/Sir,

Vide PLI Directorate OM No. 28-06/2014-LI dated 10.08.2016, new Marketing(Sales) structure of PLI/RPLI was circulated to all Circles. Circles were requested to put in place the revised marketing(sales) structure and send an implementation report by 30.09.2016.

Certain issues have been raised and clarification sought by some Circles. Some of these may be specific to the Circle but a common response is being sent to the Circles. These queries have been examined in PLI Directorate and clarifications to these queries are detailed as under:-

1. Role of Departmental Employees:

(i) Departmental Employees will continue to procure PLI business after office hours, as is being done at present as per PLI Directorate OM No. 28-06/2014-LI dated 10.08.2016. For the purpose of procurement of PLI business, Departmental Employees (except IP/ASP cadre), will report to the Group Leader. Codes for Departmental Employees will be allotted by concerned Division.

(ii) Departmental Employees will be paid (i) procurement incentive @ 5% & 7% for AEA policies and @ 4%, 10% & 20% for other than AEA policies, and (ii) renewal incentive @ 2% of renewal premium in respect of cash PLI policies (as mentioned vide para 5.1.1 & 5.1.2 of OM no. 28-06/2014-LI dated 03.05.2017).

(iii) Confidential Report in respect of RPLI policies procured by different categories of sales team/ force, i.e. DE, DA, GDS and FO, will be written by concerned Sub Divisional Head (IP/ASP). This will ensure faster processing of proposals at the Divisional level.

2. Clarification on Engagement of Direct Agent:

(i) Any person can be engaged as Direct Agent if he/she fulfills the criteria laid down as per Directorate letter no 26-02/2009-LI dated 18.09.2009. However, in case any of the Direct Agent is found to violate the prescribed code of conduct, such Direct Agent may not be given further extension.

(ii) As per the instructions contained in the letter no. 26-02/2009-LI dated 18.09.2009, a minimum of 50 (PLI-20 + RPLI-30) Direct Agents are to be engaged in each division. The process of engaging Direct Agents may be expedited and completed, especially in view of the recent expansion of Clientele base of PLI, which requires a bigger sales team.

(iii) Action may also be taken to fill up the vacant posts of Group Leader. The problem of inadequate Group Leader can be overcome by identifying an official at each Division to assist the Divisional Head in monitoring the business and technology operation of PLI/RPLI, who may function on the same line as a Group Leader. Refer to para 3(ii) in this context.

(iv) The core functions of Group Leader have been defined in PLI Directorate Memorandum No 28-06/2014-LI dated 10.08.2016. However, Head of Circle/Division may assign PLI/RPLI sales promotion and specific claim Investigation/settlement at their own level to IP/ASP or Group Leader. The underlying principle has to be promptness and diligence at servicing the insurant claims.

3. Clarification on Incentive System and Continuation of Sales team:

(i) For continuation of Field Officer, the minimum yearly effective business procurement of a Field Officer is Rs. One Crore (sum assured) as per PLI Directorate letter no. 26-64/89-LI(Part) dated 27.03.2012. The minimum yearly effective business procurement limit of a Direct Agent is Rs. 25 lakhs, Rs. 35 lakhs & Rs. 50 lakhs (sum assured) in first year, second year & third year respectively as per PLI Directorate letter no. 26-02/2003-LI dated 15.07.2003.

(ii) Some Circle/s have taken the step to promote PLI/RPLI business by identifying an official as Promoter at Divisional level, who has sufficient marketing skills pertaining to PLI/RPLI. Since these employees are replicating the tasks of Group Leader, they may be entitled for the incentives for the business.

(iii) In ECS policies, since premium amount is automatically debited from the bank account of the policy holders and there is no manual intervention of PLI sales force, therefore renewal incentive will not be admissible in this case.

(iv) A Group Leader may be paid proportionate incentive over proportionate incentive free business procured by him, till the date he/she worked as DO(PLI). The incentive structure of PLI have been circulated vide PLI Directorate OM no. 28-06/2014-LI dated 03.05.2017.

(v) Incentive payable to individual FO/DA/DE and Group Leader is illustrated below: -

Incentive to individual FO/DA/DE = $(93/100) * (\text{Total Incentive payable to individual FO/DA/DE})$

Incentive to Group Leader = $(7/100) * (\text{Total Incentive payable to all FO/DA/DE reporting to that Group Leader})$

Circles are requested to implement the revised marketing(sales) structure of PLI/RPLI and intimate PLI Directorate about the present status of the same.

This issues with the approval of the competent authority.


(U.S. Kanyal)

Deputy Divisional Manager-II


Government of India
Ministry of Communications
Department of Posts
Directorate of Postal Life Insurance
Chanakyapuri, New Delhi-110021

TO BE PUBLISHED IN THE GAZETTE OF INDIA
IN PART-I, SECTION I
EXTRAORDINARY NOTIFICATION
NEW DELHI, THE 27th November, 2017

File No. 05-02/2017-LI - In exercise of powers conferred vide Rule 3 of Post Office Life Insurance Rules (2011) and on the basis of Actuarial Valuation of the assets and liabilities of Rural Post Office Life Insurance Fund (RPOLIF) as on 31.03.2016, the Director General (Posts) is pleased to declare a simple Reversionary Bonus on the Rural Postal Life Insurance Policies on their becoming claims, due to death or maturity at the following rates :-

	<u>Type of Insurance Policy</u>	<u>Rate of Bonus</u>
i.	Whole Life Assurance (WLA)	Rs. 65/- per thousand of sum assured
ii.	Endowment Assurance(EA) (including children policy)	Rs. 50/- per thousand of sum assured
iii.	Anticipated Endowment Assurance (AEA) (including GY policies)	Rs. 47/- per thousand of sum assured
iv.	Convertible Whole Life Policies	Whole Life Bonus rate would be applicable but on conversion endowment Bonus rate will be applicable.

2. The rates of Bonus for the year 2015-2016 will be applicable from the date of receipt of this Notification by the Circles and this will also be applicable to claim cases received but not settled till the date of receipt of this Notification.
3. Interim Bonus at the rates mentioned above will also be payable for all claims arising due to maturity or death until future valuation is completed.
4. The amount of Bonus involving a fraction of 50 paise or more shall be rounded off to the next higher Rupee and fraction below 50 paise shall be ignored.


(VISHVAPAVAN PATI)
CHIEF GENERAL MANAGER (PLI)
(Equivalent to the Rank of Additional Secretary,
Government of India)

No. 05-02/2017-LI dated 27. November, 2017

To

The Manager,
Government of India Press,
Mayapuri,
New Delhi-110064.