

**DEPARTMENT OF POSTS**  
**O/O THE CHIEF POSTMASTER GENERAL, WEST BENGAL CIRCLE**  
**YOGAYOG BHAWAN, KOLKATA - 700 012**

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To

- 1) The Postmasters General, Sikkim State, Gangtok /A&N Islands Dn., Port Blair.
- 2) The Director, Kolkata G.P.O., Kolkata-700 001
- 3) The ADPS (Staff), Circle Office, Kolkata - 700012
- 4) All SSPOs / SPOs/SSRMs/SRMs in West Bengal Circle.
- 5) The Supdt. PSD/CSD/Foreign Post/PSD Siliguri, Kolkata
- 6) The Sr. Manager, MMS, Kolkata
- 7) The Manger, RLO, Kolkata
- 8) The Officer-in-Charge, P&T Admin Cell, C/o Kamptee APO-440 001.
- 9) The Officer-in-Charge, P&T Admin Cell, Army Postal Services, Pin - 900746, C/o 56 APO
- 10) All the Group Officer, Circle Office, Kolkata - 700012

No: Rectt/R - 7/GL(PLI)/2019

Dated at Kolkata, the 26.02.2019

**Sub: Selection of Group Leader in WB Circle office on the basis of competitive examination to be held on 24.03.2019 for filling up of 5 (Five) Posts of Group Leader.**

A competitive written examination followed by interview for selection to the posts of Group Leader, PLI in WB Circle will be held on **24.03.2019** at Circle Level for all PA/SA in the Circle. The Group Leader will be selected through a two-part process, comprising firstly a written examination at Circle Level for all PA/SA in the Circle, to assess the knowledge of insurance in general and PLI/RPLI in particular. The Second part will be an interview process to assess the capacity of short listed candidates to market RPLI/PLI. The officials qualifying in the written test will have to qualify in an interview before the selection committee as prescribed for selection of Group Leader.

In this connection, the DG Posts letter No: 28-06/2014-LI dated 10.08.2016 may kindly be referred to.

There is no fixed tenure in the post of Group Leader. There will be no upper age limit for appointment as Group Leader.

Applications in the prescribed proforma enclosed may kindly be obtained from the intending candidates of your Division / Unit and forwarded to this office in one lump positively after proper verification of all the particulars furnished by the candidates in their application alongwith your recommendation or otherwise for each of the applications so as to reach this office latest **by 15.03.2019** through Special Messenger.

The incomplete applications will be rejected outright and the responsibility thereof will lie solely on the concerned Head of Divisions / Units. The candidates of Circle Office should submit their applications through their Group Officers.

The last date of receipt of the applications from the officials in Divisions / Units is fixed on **12.03.2019**.

The APAR's with the up to date entry should be sent to the Circle Office along with the applications only in cases of those candidates whose candidatures will not be recommended by you. In cases of non - recommendation, the relevant Rulings and Orders in the matter may kindly be gone through carefully. Any omission in the matter will be noticed severely by the Circle Office.



It is also specifically mentioned that the responsibility will lie on the Head of the Division / Unit in case of any discrepancy noticed after publication of the result of the examination in the applications of those who are not actually eligible for appearing in the examination but has been permitted as per the information furnished by the Head of the Division / Unit. The applications not properly filed in and received after the target date will not be entertained in any circumstance.

If there is no eligible / intending candidate in your Division / Unit, you are requested to submit a 'NIL' report within the target date without fail.

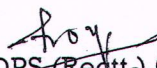
The no. of vacancies is **05 (Five)**. The written test is **2 (Two) hours** duration commencing from **10:00 AM**. The venue of the examination will be communicated in due course.

**Syllabus for the examination:**

1. Knowledge of insurance sector in India
2. Knowledge of PLI/RPLI
3. Marketing Skills
4. Salesmanship
5. Leadership quality
6. Knowledge of computer (MS office)

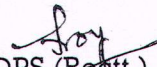
There will be 60% weightage marks in the written test conducted in accordance with the aforesaid syllabus and 40 % weightage will be given for the interview. The select list will be drawn by the Circle Office on the basis of aggregate marks obtained by the candidates who qualify both in the written test & in the interview and vacancies in the cadre of Group Leader will be filled from amongst officials on the basis of this select list in order of merit.

Enclo: A copy of the prescribed application form of the examination.

  
ADPS (Recd.) 25/10/2019  
O/o the CPMG  
Kolkata - 12

Copy to for information and taking necessary action:

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 ADPS (To), O/o the CPMG, Kolkata - 12 for uploading the notification in the circle website.
5. The Office Superintendent, O/o the CPMG, Kolkata - 12 for displaying the notification in the Notice Board.

  
ADPS (Recd.) 25/10/2019  
O/o the CPMG  
Kolkata - 12

APPLICATION FOR EXAMINATION FOR APPOINTMENT TO THE POST OF GROUP LEADER,  
PLI, WB CIRCLE

(To be filled in by the **Candidate** himself)

PHOTOGRAPH

1. Name (IN FULL) :
2. Whether SC/ST :  
(If yes, mention your caste/Tribe  
And the state in which family ordinarily resides)
3. Present appointment held
4. Office :
5. Date of Confirmation :
6. Date from which continuous working in PA/SA Cadre :
7. Date of Birth (as recorded in the Service Book) :
8. Age as on 1<sup>st</sup> July preceding the date fixed for examination :
9. Date of retirement on superannuation :
10. In case the candidate has worked as FO/DO(PLI) previously, :  
The duration and the date ending his services as DO (PLI)
11. Whether willing to work anywhere in the Circle :
12. Whether two copies of Passport Sized photograph enclosed :

I \_\_\_\_\_ hereby declare that the particulars furnished by  
me in this form are correct.

\_\_\_\_\_ Signature of the Candidate

(To be filled in by the Head of the Office)

- a) Has the candidate a good record?
- b) Have you verified the correctness of the entries against items 2,3 & 5 to 10?
- c) Is he physically fit and likely to be able to carry out the ordinary outdoor duties of the Group Leader.

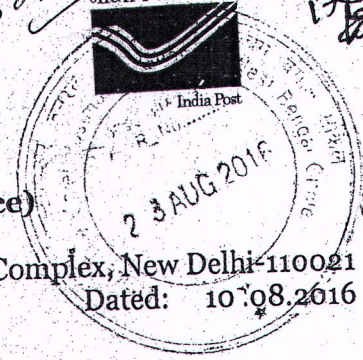
Head of the Dn/Unit/Section Officer, CO/RO



(Extra)

F.No: 28 - 06 / 2014 - LI  
Government of India  
Ministry of Communications  
Department of Posts  
(Directorate of Postal Life Insurance)

Chanakyapuri P.O. Complex, New Delhi-110021  
Dated: 10.08.2016



To,

1. All Heads of Circles
2. Addl DG APS
3. Director, RAKPNA
4. All Regional PMsG
5. All Directors PTCs

Office Memorandum

**Subject: Revamping Marketing (Sales) structure of PLI/RPLI**

The matter regarding putting in place an appropriate marketing / sales structure for PLI and RPLI has been receiving attention in the Department for quite some time. In light of the need for professionalism in selling policies and ensuring after sales service, the matter has been discussed during Heads of Circles Conference held from 20<sup>th</sup> May 2016 to 22<sup>nd</sup> May 2016 at Hyderabad and thereafter examined by the Postal Services Board in detail. In light of the decisions taken by the Postal Services Board in its 6<sup>th</sup> meeting for 2016 held on 06.07.2016, the following orders are issued:

1. Marketing / Sales Structure

1.1 The sales force for PLI and RPLI shall comprise Gramin Dak Sevaks, Field Officers and Direct Agents. Sales force shall procure new business and service existing policies in terms of ensuring that renewal premium is paid in time and ensuring resolution of other issues relating to after sales service. Sales force other than GDS shall report to a Group Leader; Group Leader will in turn report to the DDM at the Circle Headquarters. DDM will report to Chief PMG through JAG/SAG level officer to be decided upon by the Head of Circle.

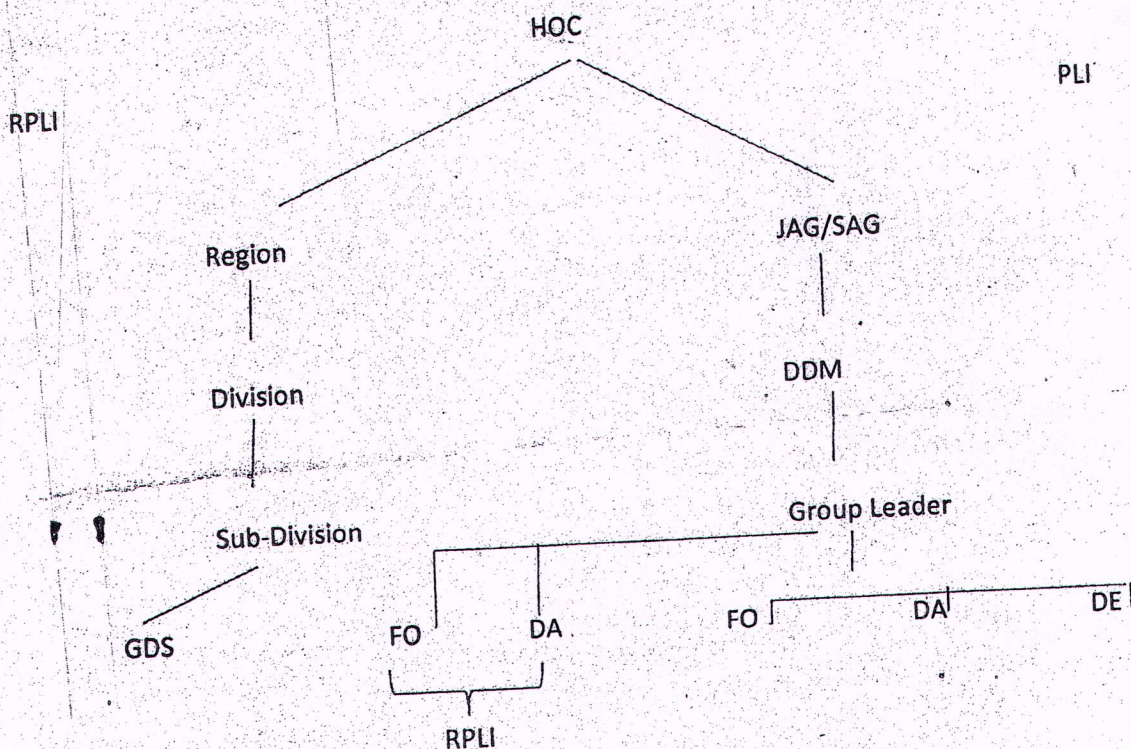
→ 1.2 Existing posts of Development Officers will be re-designated as Group Leader. No additional posts will be created for the purpose. Direct Agents and FOs (PLI) will report to Group leader. GDS staff will continue to report to the Sub-Divisional Head as at present. Group Leader shall not procure business directly but will be responsible for procurement of business by member of the Group assigned to him/her.





Resultantly, the revised sales structure of PLI and RPLI will be as depicted

1.3 below:



The jurisdiction of Group Leader in terms of sales force, geographical area and establishments to be covered will be decided by the Head of Circle. Targets will be apportioned by Head of Circle to the different teams.

- 1.4 The present system of procuring PLI business outside office hours by Departmental Employees will continue, in addition to garnering business through dedicated sales force, for one year or till the new system is fully functional, whichever is later. Once the new system is in place, however, Departmental employees procuring PLI / RPLI business will also be linked to a Group Leader, and Inspectors / ASPOs will cease to be a part of the Departmental Employees approved for procuring business after office hours.

## 2. Location of Group Leader and Direct Agents

The Direct Agents and Group Leaders will be located as per requirement based on business potential of the Circle by Head of Circle, ensuring that the entire circle is catered to.

## 3. Selection and training

3.1 **Direct Agents and Field Officers** will be engaged at Circle level, in the same manner as at present. Circle Heads shall prescribe minimum performance standards in terms of new business and retention of existing business keeping in mind potential of the area of operation. Performance should be reviewed half yearly and non-performers disengaged. Agency may be renewed after three years on renewal of IRDA license and meeting performance standards.



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**3.2 Group Leaders** will be selected through a two-part process. The first part will be a written examination at Circle level for all PA/SA in the Circle, to assess the knowledge of insurance in general and PLI/RPLI in particular. The second part will be an interview process to assess the capacity of the short listed candidates to market PLI/RPLI. The second part may be through a Committee consisting of Head of the Circle with another officer of the Department and a marketing expert from outside the Department.

**3.3 Training of marketing staff:** The marketing staff will be trained through professional institutes of the insurance sector on subjects like insurance industry in general, PLI/RPLI products and departmental procedures etc. They will also be imparted training in soft skills. In addition, Group Leaders will be imparted leadership and basic management training.

**4. Incentive Structure:**

The incentive system has also been revised in keeping with the new marketing (sales) structure making it into a group incentive system computed on premium income basis. Instructions in this regard will be issued separately once necessary technological provisions are made.

5. The new marketing (sales) system should be put in place by 15.09.2016. Report in this regard should be sent in the enclosed proforma by 30.09.2016 to this Directorate.
6. Processing of all claims etc. relating to Direct Agents and FOs will be done at CPCs.
7. It is also for information of Circles that the bonus will not be uniform henceforth, but will be variable based on premium paying term.
8. Circles are hereby directed to initiate action to put the above-mentioned revised marketing (sales) structure in place by the date noted above. Instructions regarding revised incentive system will follow.

  
(Vishvapavan Pati)  
Chief General Manager