

**NOTICE**

**LIFE INSURANCE CORPORATION OF INDIA  
East Central Zone**

**Engagement of Direct Sales Executives**

Approximately **1310** 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 **East Central Zonal Office**. The number of engagements may be changed during the selection process depending on the requirements of the office.

Division	DMKT Unit	NO. OF DSEs TO BE ENGAGED							TOTAL
		General	S.C.		S.T.		O.B.C.		
			Current	Backlog	Current	Backlog	Current	Backlog	
Begusarai	Begusarai	65	---	18	---	01	---	28	112
Berhampur	Berhampur	69	---	22	---	32	---	12	135
Bhagalpur	Bhagalpur	37	---	13	---	---	---	17	67
Bhubaneswar	Bhubaneswar	46	---	17	---	31	---	08	102
Cuttack	Cuttack	53	---	18	---	31	---	10	112
Hazaribagh	Dhanbad	63	---	13	---	37	---	09	122
Jamshedpur	Jamshedpur	56	---	12	---	35	---	15	118
Muzaffarpur	Muzaffarpur	56	---	23	---	01	---	33	113
Patna-I	Patna-I	55	---	18	---	---	---	27	100
Patna-II	Patna-II	56	---	19	---	---	---	27	102
Jamshedpur	Ranchi	38	---	14	---	30	---	17	99
Sambalpur	Sambalpur	65	---	20	---	30	---	13	128
ECZO TOTAL		659		207		228		216	1310

**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 established in India under a statute. Preference may be given to those applicants who possess a 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 **01.06.2013** (cut-off date).  
(ii) The upper age limit as on **01.06.2013** 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) Those applicants will be given preference who have prior marketing experience.

### 3. **REMUNERATION:**

Direct Sales Executives, on engagement will be paid monthly remuneration, which will be entirely performance based. The quantum is dependent on DSE's achievement of specific business benchmarks and performance of assigned tasks to the satisfaction of Corporation.

#### **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 through email 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 3500/- (Rs. Three thousand five hundred only) as per 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. 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 cash only** at the cash counter during cash hours only of any Branch office of Life Insurance Corporation of India under Account Code 114034.

## 6. HOW TO APPLY:

Candidates are necessarily required to apply On-line through LIC's website under the heading "Careers" <http://www.licindia.in/careers.htm> or [CLICK HERE](#). No other means/mode of applications will be accepted.

The application process will be in two stages:

- I. Applicants are first required to go to the LIC's website [www.licindia.in](http://www.licindia.in) and click on the "Careers" to open the link **"ENGAGEMENT OF DIRECT SALES EXECUTIVES"**. Thereafter, open the Recruitment Notification and take a print out of the entire Recruitment Notification including the "Application challan". The candidate shall visit the nearest LIC Branch Office with the "Application challan" completed in a clear and legible handwriting for payment of application fee in cash. The application fee (non-refundable) payable for all the candidates (Other than SC/ST) is **Rs. 100/- (Rupees One Hundred only) in cash only**. No other mode of payment shall be accepted. "Miscellaneous receipt" issued by the LIC of India in token of the fees collected will have to be submitted with the call letter at the time of the written test / interview. Without the Miscellaneous Receipt, the candidate will not be allowed to appear in the written test / interview.

Candidates are required to keep a photocopy of the miscellaneous receipt for future use. Candidates have to register on-line only after obtaining the miscellaneous receipt for payment of application fee (not applicable for SC/ST) at the cash collection centre of LIC. If not, application shall be invalid.

- II. Candidates satisfying the conditions of eligibility as on **01.06.2013** are required to log in to LIC's website under the heading "Careers" <http://www.licindia.in/careers.htm> for submission of applications on-line. Once the candidate clicks open the link **"ENGAGEMENT OF DIRECT SALES EXECUTIVES"**, another link titled **"ON-LINE APPLICATION FOR ENGAGEMENT OF DIRECT SALES EXECUTIVES - 2013"** is to be opened. It redirects the candidates to the on-line registration page. The candidate is required to keep the details about bio-data ready to enable him/her to fill up the application form correctly. The name of the candidate or his/her father/husband etc. should be spelt correctly in the application as it appears in the certificates/mark sheets. The candidate is provided the option to recheck the data or submit the form after completing the details. While filling the 'Fee Details' in the online application form, candidates are required to enter and check the following:

- a) LIC Branch Code (Upper Left Hand Corner of the Miscellaneous Receipt) - Maximum 4 characters (Alpha Numeric).

- b) Miscellaneous Collection Number - Maximum 6 Digits (appearing in the shaded portion of the Box).
- c) Transaction Number (Tr. No.) - Maximum 8 Digits (appearing on the Left Hand Corner of the Receipt).
- d) Transaction Date (appearing on the Upper Left Hand Corner of the Receipt). A specimen of the Miscellaneous Receipt showing the above fields is shown below for reference.

<p style="text-align: center;"><b>LIFE INSURANCE CORPORATION OF INDIA</b></p> <p>*Branch:</p> <p>*Date:</p> <p>*Tr. No.:</p> <p>Miscellaneous Receipt</p> <p>Received with thanks Rs.100/- in cash from Smt/Ms/Sri</p> <p>_____ towards the following:</p> <p>*Miscellaneous Collection No.: _____</p> <p>Account Code No.: -----</p> <p>Rupees One hundred only</p> <p>Signature</p>
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Fields marked \* are mandatory & are required to be filled in the on-line application. Branch Code and Date of deposit of application fees should be filled in by the candidate correctly. On successful acceptance of appropriate validations in the online application form, a unique Registration number and Password is generated and displayed to the candidate. At the same time the Registration Number and Password are also emailed to the candidate. The candidate is given the option to print the application form after completing the application to keep for his/her reference. The candidate can also reprint the application subsequently till the last date for application by providing (i) Registration Number and (ii) Password.

Candidates can log on for Registration of Applications on the dates given below:

**Programme Dates:**

Opening date for Collection of fees at Branches of LIC: **17.06.2013**

Opening Date of On-Line Registration : **17.06.2013**

Last Date for acceptance of Application Fees : **06.07.2013**

Closing Date for On-line Registration : **07.07.2013**

Candidates shall be solely responsible for filling up the online applications correctly.

In case of invalid applications due to errors committed by the applicant no claims for refund of application fees so collected shall be entertained by the Corporation.

To avoid last minute rush, candidates are advised to pay the application fees

(wherever applicable) and register on-line at the earliest.

**7. 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) 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.
- (c) 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 on-line record 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. Therefore, applicants in their own interest are advised to register only single application.
- (d) At the time of Interview the candidate will bring the hard copy of Application Form along with the original copy of the Misc. receipt issued by LIC and Original & attested photo copies of:
  - 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 &
  - e) Evidence of Marketing Experience.

**(e) CANVASSING IN ANY FORM WILL BE A DISQUALIFICATION.**

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**Date: 17.06.2013**

**Place: Patna**

**Zonal Manager**

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