

NOTICE

LIFE INSURANCE CORPORATION OF INDIA
Northern Zone

Engagement of Direct Sales Executives

Approximately **2257** 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 **Northern Zonal Office**. The number of engagements may be changed during the selection process depending on the requirements of the office.

Division	Direct Marketing Unit	NO. OF DSEs TO BE ENGAGED							TOTAL
		General	S.C		S.T.		O.B.C.		
			Current	Backlog	Current	Backlog	Current	Backlog	
Delhi-I	Delhi-I	47	13	5	5	2	8	20	100
Delhi-II	Delhi-II	39	3	13	0	10	6	23	94
Delhi-II	Faridabad	78	6	15	0	0	3	34	136
Delhi-III	Delhi-III	61	14	0	8	3	14	21	121
Delhi-III	Gurgaon	65	1	24	0	0	0	37	127
Chandigarh	Chandigarh	72	13	0	0	0	0	37	122
Chandigarh	Patiala	44	18	16	0	0	5	23	106
Jaipur-I	Jaipur-I	50	14	6	7	1	11	9	98
Ludhiana	Ludhiana	57	7	33	0	0	2	29	128
Jalandhar	Jalandhar	45	9	18	0	0	1	28	101
Jodhpur	Jodhpur	50	7	9	6	10	6	9	97
Ajmer	Ajmer	45	6	14	5	12	3	22	107
Karnal	Ambala	61	5	18	0	0	3	34	121
Udaipur	Udaipur	52	7	16	14	1	5	23	118
Srinagar	Jammu	67	1	0	1	14	0	38	121
Amritsar	Amritsar	48	3	21	0	0	4	22	98
Shimla	Shimla	10	31	4	3	0	3	20	71
Rohtak	Rohtak	70	5	16	0	0	4	35	130
Jaipur-II	Jaipur-II	63	4	17	4	14	7	20	129
Bikaner	Bikaner	59	1	23	0	19	0	30	132
Total		1083	168	268	53	86	85	514	2257

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** 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.

LIFE INSURANCE CORPORATION OF INDIA

*Branch:

*Date:

*Tr. No.:

Miscellaneous Receipt

Received with thanks Rs.100/- in cash from Smt/Ms/Sri

_____ towards the following:

*Miscellaneous Collection No.: _____

Account Code No.: -----

Rupees One hundred only

Signature

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.

6. 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: New Delhi

Zonal Manager

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CONTACT DETAILS OF DIRECT MARKETING UNITS OF NORTHERN ZONE

Ajmer Division
LIC of India
Jeevan Prakash,
Ranade Marg
Ajmer, Rajasthan- 305029
Sri Rajeev Atray
Branch Manager
Mob- 9414669702
Tel- 0145-2660217

Amritsar Division
LIC of India
City Centre Near Bus Stand
Amritsar (Punjab)
Sri Rajesh Kumar
Branch Manager
Mob- 9914303020
Tel- 0183-2557392

Karnal Division
LIC of India
Kailash Complex
Near Police Station, Mahesh Nagar
Jagadhari Road, Ambala Cantt
Sri Satvinder Ahuja
Asstt. Branch Manager
Mob- 9896444836
Tel- 0171-2660960

Chandigarh Division
LIC of India
Jeevan Prakash
Sector-17B
Chandigarh- 160017
Sh. Vineet Gupta
Branch Manager
Mob- 9888844750
Tel- 0172-2720083

Delhi-I Division
LIC of India
Jeevan Prakash
25, K G Marg
New Delhi- 110001
Sri Vipin Anand
Branch Manager
Mob- 9582695971
Tel- 011- 28844114

Delhi-II Division
LIC of India
Jeevan Pragati, 2nd Floor
Laxmi Nagar
Delhi-110092
Sri Harish Kumar
Branch Manager
Mob-9717987815
Tel- 011-22523050

Delhi-III Division
LIC of India
Jeevan Pravah
District Centre
Janak Puri
Delhi-110058
Mr. Ashok Kumar Jha
Branch Manager
Mob- 8010692113
Tel- 011- 25623054

Faridabad Unit
LIC of India
SCF-59 & 60
HUDA Market
Sector-9
Faridabad-121006
Sri Harish Kumar
Branch Manager
Mob- 9717987815
Tel- 0129- 2220245

Gurgaon Unit
LIC of India
SCO- 60, 2nd Floor
District Centre
Sector-56
Gurgaon-122001
Mr. A K Dutta
Branch Manager
Mob-9818554481
Tel- 0124-2386060

CONTACT DETAILS OF DIRECT MARKETING UNITS OF NORTHERN ZONE

Patiala Unit
LIC of India
SCF-17, Ist Floor
Urban Estate
Patiala (Punjab)
Sri Gaurav Arora
SME
Mob- 8146500430
Tel- 0175- 2280245

Jaipur-I Division
LIC of India
Jeevan Prakash
Bhawani Singh Road
Jaipur-302005
Sri N.K. Gupta
Branch Manager
Mob- 9929196608
Tel- 0141- 2745858

Jodhpur Unit
LIC of India
Ist Floor, Sanichar Ji Ka Than
Ummed Hospital Road
Jodhpur
Md. Aslam
Branch Manager
Mob-9413587001
Tel- 0291-2657885

Udaipur Division
LIC of India
2nd Floor, 204-206
Samridhi Complex
Opposite Krishi Upaj Mandi
Udaipur (Rajasthan)-313001
Sri N L Vijay
Branch Manager
Mob- 9602562726
Tel- 0294- 2481303

Jalandhar Division
LIC of India
Model Town Road
Jalandhar-140001

Sri Sunil Kaila
Branch Manager
Mob- 9876003436
Tel- 0181- 2227889

Ludhiana Division
LIC of India
Jeevan Prakash
Phase-1, Dugri
Ludhiana-141002

Sri Nafe Singh
Branch Manager
Mob-7589304401
Tel- 0161-2501014

Jammu Unit-Srinagar Division
LIC of India
Jeevan Jyoti Building, 18A
Rail Head Complex
Jammu-180012
Sri S M Reshi
Sr. Branch Manager
Mob- 9419209827

Shimla Division
LIC of India
Jeevan Jyoti Building
The Mall
Shimla- 171001
Sh. Sanjeev Karol
Branch Manager
Mob- 9418005265
Tel- 0177- 2801213

Bikaner Division
LIC of India
Divisional Office
Sagar Road
Bikaner-334001
Mr. Anil Kr. Sharma
Branch Manager
Mob. No. 9414136404
Tel- 0151-2230078

Rohtak Division
LIC of India
S.C.O. 3,4,5
Sector 1
Rohtak

Sri Devender Singh
Sr.Branch Manager
Mob- 7404161900
Tel-01262-228338

Jaipur-II Division
LIC of India
Direct Marketing Department
Orbit Mall, Ajmer Road,
NEAR 4 No. Dispensary
Jaipur-302016
Mr. J K Samariya
Branch Manager
Mob- 9414440177
Tel-0141-2223143