



ALL INDIA INSURANCE EMPLOYEES' ASSOCIATION
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GENERAL SECRETARY:
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To,

Date: 08.02.2024

General Secretaries of Zonal Units in Life Sector

Dear Comrade,

Re: "My LIC My Pride" Big Bisuness Day on 13th March 2024

As you are aware, the Secretariat of AIIEA that met at Hyderabad on 21-22 January 2024 has taken up an ambitious programme of observing 13th March 2024 as **My LIC My Pride Day**. Our effort is to observe that day as a **Big Business Day** by involving all the stake holders of LIC. We have been receiving very encouraging reports from across the country about earnest preparations being made by our units to organise the programme successfully.

Even so, we have to make sincere efforts and plan things much in advance. Our units are already doing such campaigns, but this is for the first time that AIIEA has given a call for the entire country. We should not therefore leave anything to chances.

We enclose a small note giving broad guidelines as to how our units can prepare for the success of the Big Business Day. The list is only indicative, not exhaustive. We would request our zonal units to guide the divisional units suitably and keep monitoring the developments so that 13th March 2024 programme is successfully carried out.

With Greetings,

Comradely Yours

General Secretary