

"MY LIC, MY PRIDE" - BIG BUSINESS DAY ON 13th MARCH 2024

Guidelines for our Units to ensure all-round success of the Programme

- Branch GB meetings should be conducted to discuss and plan about the Mega Business Day with our members.
- Units should have discussion with Divisional Management and Branch Management and request their co-operation and involvement in our initiative.
- We should Contact the Office bearers of NFIFWI, and various Agents' Organizations and seek their cooperation.
- An appeal from the Divisional Union should be prepared in vernacular and given to all the stakeholders by the Branch Units.
- Units should also prepare a banner to be placed at prominent places in all branches.
- Video appeal may also be prepared and circulated widely in the Social Media.
- Digital posters may be designed and sent through Whatsapp to individual agents.
- Agent's Meetings may be planned. Each and every agent to be made aware of our campaign by calling them over phone or by visiting their homes. This job may be divided among our membership.
- We may request EACH AGENT to give ONE POLICY on 13th. We can fix the target for Branch according to their Agents strength.
- Specific Care should be taken to approach all Club Member Agents
- Care should be taken to contact all INACTIVE Agents and ask all of them to be Active on Mar 13th

- All Women Agents may be approached by Women Comrades.
- Our SALES and NB department comrades to approach every Agent.
- Instead of merely asking every agent to give new business in usual pattern, we can focus the Benefits available to Agents. To make them eligible for those benefits, we have to sensitise them about the requirements for it and ask them to fulfill it on March 13th. eg: Gratuity Payment and to make them eligible using this occasion.
- We should also take initiatives for Claim Recycling by contacting the beneficiaries and explaining the benefits of our products and guiding them suitably. Care should also be taken to push for Revival of lapsed policies.
- We should also choose Prospective New Club member among in-force Agents.
- We can identify Agents who are capable of procuring minimum 10 policies and above, and ensure that all of them give more policies on that day.
- All employees may be asked to take a suitable Policy on their OWN LIFE and their FAMILY MEMBERS.
- To make all the above possible, let's ensure suitable DATA is available with our Branch Units (Active/Inactive agents list, Club/Non-Club list, Benefits to Agents/Its Eligibility condition, Prospective and Possible Agents to reach the benefits, etc.). It can be taken from Divisional IT Department. Then we have to ensure TEAM WORK to make use of this Data effectively.
- All the Agents who give policies on 13.03.2024 may be given a memento and top agents in both the categories of Premium Income and Number of Policies at the Branch and divisional level may be honoured.
- Office-bearers at Zonal/ Divisional level are to monitor regularly.