

**ALL INDIA INSURANCE EMPLOYEES' ASSOCIATION**  
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14<sup>th</sup> March, 2024

To

All the Zonal /Divisional /State /Regional Units

Dear Comrades,

**Re: MY LIC MY PRIDE DAY ON 13<sup>TH</sup> MARCH 2024- A MAGNIFICENT SUCCESS**

AIIEA's call to observe 13<sup>th</sup> March 2024 as a mega business day by organising it on the theme of '**My LIC My Pride**' has been a stupendous success. We congratulate our members across the country for their spirited campaign to make sure that LIC continues to retain its pre-eminent position in the life insurance market. Our campaign could mobilise 2,32,395 policies and Rs.436.66 crore FYPI on a single day at the all India level. With 53,990 policies and a premium income of Rs. 94.98 crore, South Central Zone came on top of the table among the zones. Cuttack Division under East Central Zone was the top scorer among the divisions with 6565 policies. Balasore Branch under Cuttack division secured the first position among Branches by procuring 1085 policies. It has really been a soul uplifting experience all over the country, true to the glorious traditions of the AIIEA.

The basic objective behind AIIEA's call for a mega business day was to help the institution scale greater heights. The AIIEA sought to achieve this noble objective in two ways. The first was to rekindle a sense of pride and belongingness amongst the employees over the LIC as an institution. The second was to reinvigorate the whole ecosystem and create necessary groundwork for a path-breaking performance in this financial year and beyond. Our campaign has been eminently successful on both the counts going by the reports from across the country.

The members of the AIIEA worked day in and day out ever since the call was given. Each member worked in a manner as if he or she was the brand ambassador of the LIC. The units of AIIEA across the country took up such innovative campaign programmes that would defy the imagination of even the astute market strategists. The plethora of products on offer, the suitability of the plans for different age and gender groups, the relative benefits of the plans from the short and long term perspective were all discussed and debated at great length. The way innovative posters were designed to showcase LIC's financial prowess and its commitment to nation building by utilising people's money for people's welfare spoke volumes about the ingenuity of the employees. LIC offices across the country wore a festive look in the run up to the mega business day. The commitment, enthusiasm, zeal and enterprise shown by units throughout the length and breadth of the country were the defining features of the campaign. A large number of employees across the country took policies for them and their family members to show respect to the call of the organisation. The most distinguishing feature that one has to take note of is that the campaign was not motivated by any consideration of personal reward or aggrandisement. The running theme was the popularisation of LIC as the finest public sector financial

institution; the basic idea was to pave the way for smooth business operations of our hard-working field forces – Agents and Development officers.

We are extremely happy that the noble efforts of the AIIEA were greatly appreciated by almost all the stake holders. The LIC management across the country extended a helping hand. The response of our Agent friends was simply overwhelming. The Employee- Agents interaction programmes organised at various centres offered new insights and opened up new vistas of engagement with them. Development Officers at many centres accompanied our employees to the residences of the Agents and worked as an important link between the Agents and the employees. Policy holders were ecstatic about the efforts of the organisation in reaching out to them and commented at many places that this is an effort worthy of emulation by other public sector organisations also. It goes without saying that the entire exercise has created groundswell of goodwill for the LIC throughout the country. We profusely thank the Agents, Development Officers, Officers and Policy holders for the magnificent response to the campaign.

It is true that the AIIEA gave such an all India call for the first time. However, 13<sup>th</sup> March was not the be all and end all of our campaign; it was only symptomatic of our larger commitment to LIC which runs deep in our organisational ethos. The success of the campaign has added new responsibilities to our movement. We must live up to the promises we have made. The 2.32 lakh policies sold on 13<sup>th</sup> March are not mere business figures; these are not mere cold statistics. These are 2.32 lakh new commitments. We must redeem that pledge by discharging efficient servicing in the offices. More importantly, we must protect and strengthen LIC in the public sector by waging an uncompromising struggle against any move to weaken the LIC under the guise of neo-liberal reforms. The recent surge in LIC share prices and increase in LIC's market capitalisation has opened new debates and shrill cries for further dilution of government equity from the LIC. We must launch a political struggle to resist any attempt at further disinvestment of the LIC.

The AIIEA is confident about the commitment and capability of our members. Our members have proved again and again that they surpass the expectations of the organisation. They have proved it once again beyond any shade of doubt by displaying in no uncertain terms that they are indeed as proud of the LIC as they are of the AIIEA.

The AIIEA profusely thanks the members, Agents, Development Officers, Class I Officers, LIC management and our valued policy holders for the magnificent response to the call of **My LIC My Pride Day** and rededicates itself to the cause of public sector LIC.

With Greetings,

Comradely Yours



General Secretary