

EMPLOYMENT NOTICE



Eastern Zonal Office, Kolkata.

LIFE INSURANCE CORPORATION OF INDIA

RECRUITMENT OF APPRENTICE DEVELOPMENT OFFICERS

1. On-line Applications are invited from eligible candidates who must be Indian Citizens for selection and appointment as Apprentice Development Officers in the jurisdiction of the various Divisional Offices under Eastern Zonal Office, Kolkata.

| Sr. No. | Name of the Divisional Office | Likely Number of posts | | | | | | Total | |
|---------|-------------------------------|------------------------|-----------|-----------|-----------|-----------|------------|-----------|------------|
| | | Gen | SC | | ST | | OBC | | |
| | | | Current | Backlog | Current | Backlog | Current | | Backlog |
| 1 | ASANSOL | 9 | 5 | 1 | 0 | 0 | 4 | 1 | 20 |
| 2 | BONGAIGAON | 9 | 1 | 1 | 1 | 0 | 5 | 0 | 17 |
| 3 | BARDHAMAN | 12 | 0 | 0 | 1 | 4 | 4 | 0 | 21 |
| 4 | GUWAHATI | 27 | 0 | 0 | 17 | 1 | 7 | 1 | 53 |
| 5 | HOWRAH | 26 | 13 | 6 | 2 | 1 | 10 | 0 | 58 |
| 6 | JORHAT | 18 | 2 | 0 | 4 | 0 | 7 | 0 | 31 |
| 7 | JALPAIGURI | 32 | 14 | 0 | 6 | 1 | 12 | 0 | 65 |
| 8 | KMDO-I | 26 | 10 | 12 | 3 | 4 | 13 | 5 | 73 |
| 9 | KMDO-II | 26 | 8 | 0 | 4 | 3 | 13 | 1 | 55 |
| 10 | KSDO | 54 | 14 | 6 | 3 | 8 | 24 | 2 | 111 |
| 11 | KHARAGPUR | 28 | 10 | 0 | 3 | 0 | 7 | 0 | 48 |
| 12 | SILCHAR | 22 | 5 | 1 | 11 | 0 | 5 | 1 | 45 |
| | TOTAL | 289 | 82 | 27 | 55 | 22 | 111 | 11 | 597 |

2. The total number of vacancies including the vacancies for the reserved category may increase or decrease, depending upon the actual vacancies at the time of final selection and availability of successful candidates after the interview.
3. The recruitment as Apprentice Development Officers is for Urban and Rural Areas and the selected candidates will have to work in these areas.
4. It is, however, likely that some of the selected candidates may be posted in the jurisdiction of nearby Divisional Office/s within the jurisdiction of the Zone. **While selecting candidates for the North Eastern Region and Andaman, preference shall be given to local candidates having knowledge of local/native language. States (and Divisional Offices of the Corporation) covering jurisdiction of North Eastern Region and Andaman are Assam (Guwahati), Arunachal Pradesh (Jorhat),**

Meghalaya(Guwahati),Manipur(Silchar),Mizoram(Silchar),Nagaland(Jorhat),Sikkim (Jalpaiguri),Tripura(Silchar) and Andaman (Kolkata Suburban).

5. TENTATIVE SCHEDULE OF EVENTS:

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

| | |
|-----------------------------------------------------------------------------------------------------------------|---------------------------|
| Opening date of On-Line Registration of Application and On-line payment of Application Fees/Intimation Charges. | 01.06.2015 |
| Last date of On-Line Registration of Application and On-line payment of Application Fees/Intimation Charges. | 30.06.2015 |
| Download of Call letter for On-Line Examination | 13.07.2015 onwards |

6. An Apprentice Development Officer will have to undergo Theoretical & Field Sales Training and on successful completion of apprenticeship and if found suitable for appointment to the service of the Corporation in accordance with the rules may be appointed as a Development Officer on probation subject to conditions framed by the Corporation.

A Probationary Development Officer at a specified Headquarter in the area will be placed in the scale of **11535-700(2)-12935-825(2)-14585-840(17)-28865 (Under Revision)** plus allowances and other benefits as per rules in force.

It is clarified that appointment as Apprentice Development Officer does not by itself confer any right on the candidates to be appointed as Probationary Development Officer.

7. JOB REQUIREMENT:

It is primarily a sales supervision job. The selected candidates will be required to recruit agents, train them properly, and help the recruited agents to sell life insurance to maximum number of persons. They will also be required to give prompt after sales service to policyholders. **For this purpose considerable movements including tours covering the entire area allotted to them are involved.**

8. REMUNERATION:

During the apprentice period, the candidate selected as Apprentice Development Officer will be paid a fixed amount as stipend per month as per rules of the Corporation. At present the amount of stipend is about Rs.**23836/-** per month, except in case of candidates selected from LIC Employees category.

On appointment as a Probationary Development Officer, basic pay of Rs.11535/- per month (except for Employee Category candidates) in the scale of **11535-700(2)-12935 - 825(2) -14585 -840(17)-28865 (Under Revision)** and other admissible allowances as per rules shall be payable. Total emoluments will be approximately **Rs.26736/-**. Other benefits include Gratuity, Defined Contributory Pension Scheme, LTC, Medical Benefit, Group Savings Linked Insurance (GSLI), Group Personal Accident Insurance, vehicle advance (2-wheeler/4-wheeler) as per rules and on confirmation in service, attractive **performance linked Incentives.**

9. ELIGIBILITY CONDITIONS AS ON 01.06.2015:

a) Qualifications:

- i) For Employees category and Agents category in both Urban and Rural area- Applicant shall possess the Bachelor's Degree of a University in India established under a statute or a foreign university approved for the purpose or the Fellowship of Insurance Institute of India, Mumbai.
- ii) An applicant from Others category for recruitment as an Apprentice Development Officer in both Urban and Rural area shall possess the Bachelor's Degree of a University in India established under a statute or a foreign university approved for the purpose or the Fellowship of Insurance Institute of India, Mumbai.

Preference may be given to those applicants who possess Masters Degree in Business Administration in Marketing or Post Graduate Diploma in Marketing from a University in India established under Statute or by an Institute approved by All India Council for Technical Education or a recognized Institution.

Note:

Recognized Institution means such Institution as may be recognized by any State Government or the Central Government.

b) Age:

- (i) The applicant shall have completed **21 years of age (in completed years)** and not more than **30 years of age (in completed years)** as on **01.06.2015** i.e **candidates must have been born not earlier than 02.06.1985 and not later than 01.06.1994 (both days inclusive) as on 01.06.2015.**
- ii) The upper age limit **(in completed years)** as on **01.06.2015** of an applicant belonging to a group given below, shall not exceed the age mentioned below:-

| Sr. No. | Category | Age limit in years |
|---------|------------------------------------------------------------------------------|--------------------|
| (1) | (2) | (3) |
| 1. | Member of a Scheduled Caste or a Scheduled Tribe. | 35 |
| 2. | Member of OBCs (other than those in creamy layer). | 33 |
| 3. | LIC Employee who is not a member of a SC or a ST or OBCs. | 42 |
| 4. | LIC Employee who is a member of OBCs (other than those in the creamy layer). | 45 |
| 5. | LIC Employee who is a member of a SC or ST. | 47 |
| 6. | LIC Agent who is not a member of SC or ST or OBCs. | 37 |
| 7. | LIC Agent who is a member of OBCs (Other than those in the creamy layer). | 40 |
| 8. | LIC Agent who is a member of a SC or a ST. | 42 |

| | | |
|-----|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9. | Ex-serviceman. | 30, 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. |
| 10. | All Others. | 30 |

c) Experience:

The applicant should have the requisite experience as on **01.06.2015** as indicated below:-

| Category of Applicant | For Recruitment in Urban Area | For Recruitment in Rural Area |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| i) LIC Employees | Not less than 3 years of service after confirmation in Class III post | |
| ii) LIC agents | Not less than 5 years as an agent and has brought a net First Year Premium Income of not less than Rs. 5,00,000/- during the immediately preceding 5 agency years and a net First Year Premium Income of not less than Rs. 1,00,000/- on 50 lives in each of any 3 of these agency years. | Not less than 4 years as an agent and has brought a net First Year Premium Income of not less than Rs. 1,00,000/- on 50 lives per year in any 3 of the immediately preceding 4 agency years. |
| iii) Other | Preference would be given to candidates who have at least 2 years experience in life insurance industry. | |

NOTE:

“Net First Year Premium” means the amount of Premium brought in by an agent either in cash or by cheque, in latter case which has not been dishonored subsequently, towards New Business including First Years Renewal Premium during the relevant number of immediately preceding agency years as reduced by the amount of Premium that has lapsed out of such First Year Premium reckoned with reference to the date of the application for recruitment as an Apprentice Development Officer.

- (i) “Rural Area” means an area with an ascertained population of 30,000 or less and the operational area has an ascertained population of not more than one lakh.
- (ii) “Urban Area” means an area which is not a rural area.

10. SELECTION PROCEDURE:

Selection will be made on the basis of on-line test followed by an Interview of candidates who qualify in the on-line test.

On-line Test:

1. On-line test will be of objective type, multiple choice of two hours duration comprising of the following three papers: :

| Test | Name of the Test | No. of Questions | Marks | Time |
|------------------|-----------------------------------------------------------------------------------------------------------------------|------------------|-------|--------------------------------------|
| PAPER I | | | | Composite Time of 120 minutes |
| I | Reasoning Ability | 25 | 25 | |
| II | Numerical Ability | 25 | 25 | |
| PAPER II | | | | |
| III | General Knowledge and Current Affairs | 25 | 25 | |
| IV | English Language with special emphasis on Grammar and Vocabulary | 25 | 25 | |
| PAPER III | | | | |
| V | Insurance and Financial Marketing Awareness with special emphasis on knowledge of Life Insurance and Financial Sector | 50 | 50 | |
| | TOTAL ::::::::::: | 150 | 150 | |

Candidate **MUST** pass in each paper separately and should also obtain minimum marks in the aggregate of the three papers to qualify for the interview. The minimum marks to be obtained in each paper and in the aggregate shall be decided by LIC of India. The marks obtained by the candidate in each paper and in the aggregate shall be arrived at after deduction of the marks for wrong answers. The Corporation reserves the right to fix the minimum eligibility standard in order to restrict the number of candidates to be called for the On-line Test and/or Interview, commensurate with number of vacancies. Decision of the Corporation in this regard shall be final and binding on the candidates. No correspondence will be entertained in this regard.

Interview:

Successful candidate will be eligible to be called for an Interview.

The Candidates shall be ranked in the order of the aggregate of their marks in the on-line test and the interview and selection shall be made from among them in the order of

their merit having regard to the number of Apprentice Development Officers proposed to be recruited.

Medical Examination:

Selected candidate will be appointed as Apprentice Development Officer subject to him/her being found medically fit by the Medical Examiner authorized by LIC for the purpose.

11. Pre-exam training for SC/ST candidates:

There is a provision for pre-exam training for SC/ST candidates. SC/ST candidates who wish to avail the benefit of pre-exam training should exercise the option while registering on-line application.

Those SC/ST candidates who have opted for pre-exam training while registering on-line application may contact Sr. Divisional Manager of Life Insurance Corporation of India of that Divisional Office to which the candidate has applied, in the 1st week of July 2015.

12. Date of On-line test:

On-line test will be held at the following centres, tentatively on **Sunday, 19th July, 2015 & Saturday, 25th July, 2015 and/or any other date.**

13. Choice of Examination Centre:

- The examination will be conducted online at the venues given in the respective call letters.
- No request for change of centre/venue/date/session for Examination shall be entertained.
- The Corporation, however, reserves the right to cancel any of the Examination Centres and/ or add some other Centres, at its discretion, depending upon the response, administrative feasibility, etc.
- The Corporation also reserves the right to allot the candidate to any centre other than the one he/she has opted for.
- Candidate will appear for the examination at an Examination Centre at his/her own risks and expenses and the Corporation will not be responsible for any injury or losses etc. of any nature.
- Candidate should select only one centre and indicate the name of the centre in application form. Choice of centre once exercised by the candidate will be final.
- If sufficient number of candidates do not opt for a particular centre for "Online" examination, the Corporation reserves the right to allot any other adjacent centre to those candidates OR if the number of candidates is more than the capacity available for online exam for a centre, the Corporation reserves the right to allot any other centre to the candidate. Candidates will be informed accordingly in case of any change in the date/centre/venue of examination by e-mail and SMS.

| Sr. No. | Examination Centre |
|---------|--------------------------------------------------|
| 1. | ASANSOL |
| 2. | BARDHAMAN |
| 3. | GUWAHATI |
| 4. | HOWRAH |
| 5. | JORHAT |
| 6. | KOKRAJHAR |
| 7. | KOLKATA (METRO) - I (including GREATER KOLKATA) |
| 8. | KOLKATA (METRO) - II (including GREATER KOLKATA) |
| 9. | KOLKATA (SUBURBAN) (including GREATER KOLKATA) |
| 10. | SILCHAR |
| 11. | GANGTOK |
| 12. | HALDIA |
| 13. | SHILONG |
| 14. | DISPUR |
| 15. | ITANAGAR |
| 16. | KOHIMA |
| 17. | IMPHAL |
| 18. | AIZWAL |
| 19. | AGARTALA |
| 20. | SILLIGURI |
| 21. | NAHARLAGUN |
| 22. | DIBRUGARH |
| 23. | TEZPUR |
| 24. | RIBHOT |
| 25. | BERHAMPORE |
| 26. | DURGAPUR |
| 27. | HOOGLY |
| 28. | KALYANI |
| 29. | PORT BLAIR |

14. Choice of Division:

Recruitment Notifications are being issued by all Zonal Offices. **The candidate shall apply to one Division only.**

| Sr. No. | Division |
|---------|------------|
| 1. | ASANSOL |
| 2. | BARDHAMAN |
| 3. | BONGAIGAON |
| 4. | GUWAHATI |

| | |
|-----|----------------------|
| 5. | HOWRAH |
| 6. | JALPAIGURI |
| 7. | JORHAT |
| 8. | KHARAGPUR |
| 9. | KOLKATA (METRO) - I |
| 10. | KOLKATA (METRO) - II |
| 11. | KOLKATA (SUBURBAN) |
| 12. | SILCHAR |

15. Guarantee Bond:

Before joining as Apprentice Development Officer, candidates will be required to give an undertaking to serve the Corporation for a minimum period of four years from the date of joining (including apprenticeship period) failing which he/she or his/her heirs, executors, administrators will be liable to pay liquidated damages of Rs. 25,000 (Rupees Twenty Five Thousand only) to the Corporation. The candidate will have to submit an Indemnity Bond of Rs. 25,000/- (Rupees Twenty Five Thousand only) duly stamped and executed by a Surety of sound financial standing and not related to the candidate. The stamp value of the Bond will be as applicable to the State in which the bond is executed.

16. ACTION AGAINST CANDIDATES FOUND GUILTY OF MISCONDUCT/ USE OF UNFAIR MEANS:

- Candidates are advised in their own interest that they should not furnish any particulars that are false, tampered with or fabricated and should not suppress any material information while submitting online application.
- At the time of examination, interview or in a subsequent selection procedure, if a candidate is (or has been) found guilty of –
 - (i) using unfair means or
 - (ii) impersonating or procuring impersonation by any person or
 - (iii) misbehaving in the examination/ interview hall or disclosing, publishing, reproducing, transmitting, storing or facilitating transmission and storage of contents of the test(s) or any information therein in whole or part thereof in any form or by any means, verbal or written, electronically or mechanically for any purpose or
 - (iv) resorting to any irregular or improper means in connection with his/ her candidature or
 - (v) obtaining support for his/ her candidature by unfair means, or
 - (vi) carrying mobile phones or similar electronic devices of communication in the examination/ interview hall, such a candidate may, in addition to rendering himself/ herself liable to criminal prosecution, be liable :
 - (a) to be disqualified from the examination for which he/ she is a candidate;
 - (b) to be debarred either permanently or for a specified period from any examination conducted by the Corporation;
 - (c) for termination of service, if he/ she has already joined the Corporation.

17. HOW TO APPLY:

Candidates are necessarily required to apply On-line through LIC's website <http://www.licindia.in/careers.htm> under the heading "Careers". No other means/mode of applications will be accepted. Applicants are first required to go to the LIC's website www.licindia.in and click on the "Careers" to open the link "**ON-LINE APPLICATION FOR LIC ADO's RECRUITMENT EXAM 2015-16**". Thereafter, open the Recruitment Notification and take a print out of the entire Recruitment Notification.

1. Candidates satisfying the conditions of eligibility as on **01.06.2015** are required to log in to the LIC's website <http://www.licindia.in/careers.htm> under the heading "Careers" for submission of applications on-line. The candidate is required to keep the details about bio-data ready to enable him/her to fill up the application form correctly.
2. **Before applying online a candidate will be required to have a scanned (digital) image of his/her photograph and signature as per the specifications given in Annexure-I .**
3. Once the candidate clicks the relevant on-line application link titled "**ON-LINE APPLICATION FOR LIC ADO's RECRUITMENT EXAM 2015-16**", it redirects the candidates to the on-line registration page.
4. To register application, choose the tab "**Click here for New Registration**" and enter Name, Contact details and Email-ID. A provisional Registration Number and Password will be generated by the system and displayed on the screen. Candidate should note down the Provisional Registration Number and Password. An email and SMS indicating the Provisional Registration Number and Password will also be sent.
5. In the event of the candidate not able to fill the data in one go, candidate can save the data already entered by choosing "SAVE AND NEXT" tab. Prior to submission of the online application candidates are advised to use the "SAVE AND NEXT" facility to verify the details in the online application form and modify the same if required.
6. Candidates are advised to fill and verify the details filled in the online application carefully as no change will be possible / entertained after clicking the FINAL SUBMIT BUTTON.
7. 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. Any change/ alteration found may disqualify the candidature.
8. Once the application is filled completely, candidate should validate the details and Save application by clicking the "VALIDATE YOUR DETAILS" and "SAVE AND NEXT" BUTTON.
9. Candidates can proceed to upload Photo and Signature as per the specifications given in **Annexure-I**
10. Candidates can proceed to fill other details of the Application Form.
11. Click on the Preview Tab to preview and verify the entire application form before FINAL SUBMIT.

12. Modify details, if required, and click on “FINAL SUBMIT” ONLY after verifying and ensuring that the photograph, signature uploaded and other details filled in are correct.
13. Click on “Payment” Tab and proceed for payment of Application Fees/Intimation Charges.
14. Click on “SUBMIT” button.

18. **PAYMENT OF FEES**

Candidate will have to make the payment of Application Fees/Intimation Charges (Non-refundable) through On-line mode only as under:

| | |
|------------------------------------|-------------------------------------------------------------------------------|
| For SC/ST Candidates | Intimation Charges of Rs.50/- plus Transaction Charges |
| Other than SC/ST Candidates | Application Fees-cum-Intimation Charges of Rs.500/- plus Transaction Charges. |

1. The application form is integrated with the payment gateway and the payment process can be completed by following the instructions.
2. The payment can be made by using Debit Cards (RuPay/Visa/Master Card/Maestro), Credit Cards, Internet Banking, IMPS, Cash Cards/Mobile Wallets.
3. After submitting payment information in the On-line Application form, PLEASE WAIT FOR THE INTIMATION FROM THE SERVER. DO NOT PRESS BACK OR REFRESH BUTTON IN ORDER TO AVOID DOUBLE CHARGE.
4. On successful completion of the transaction, an **e-Receipt** will be generated.
5. Non-generation of ‘E-receipt’ indicates PAYMENT FAILURE. On failure of payment, candidates are advised to **login again** using their Provisional Registration Number and Password and repeat the process of payment.
6. Candidates are required to take a **printout of the e-Receipt and On-line Application Form. Please note that if the same cannot be generated, online transaction may not have been successful.**
7. For Credit Card users: All charges are listed in Indian Rupee. If you use a non-Indian Credit Card, your bank will convert to your local currency based on prevailing exchange rates.
8. To ensure the security of your data, please close the browser window once your transaction is completed.
9. **There is a facility to print application form containing fee details after payment of fees.**

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 money so collected shall be entertained by the Corporation.

To avoid last minute rush, candidates are advised to register on-line and pay the Application Fees/Intimation (wherever applicable) at the earliest.

19. **ISSUE OF CALL LETTERS FOR ON-LINE EXAMINATION:**

Candidates will have to visit the website <http://www.licindia.in/careers.htm> under the heading “Careers” for downloading call letters for on-line test **from 13.07.2015 onwards** from the given link hosted on LIC’s website. Intimation for downloading call letter will also be sent through e-mail/SMS. Once the candidate clicks the relevant link, he/she can access the application form. The candidate is required to use (i) Registration

Number, (ii) Password (iii) Date of Birth for downloading the call letter. Candidate needs to affix recent recognizable photograph on the call letter preferably the same as provided during registration and appear at the exam centre with (i) Call Letter (ii) Original Photo Identity Proof as stipulated in the Call Letter and Photocopy of the same.

20. IDENTITY VERIFICATION FOR ON-LINE EXAMINATION:

In the examination hall, the call letter along with original and a photocopy of the candidate's currently valid photo identity such as PAN Card/ Passport/ Driving License/ Voter's Card/ Bank Passbook with photograph/ Photo identity proof issued by a Gazetted Officer on official letterhead/ Photo identity proof issued by a People's Representative on official letterhead/ valid recent Identity Card issued by a recognized College/ University/ Aadhar card with a photograph/ Employee ID/ Bar Council Identity Card with photograph should be submitted to the invigilator for verification. The candidate's identity will be verified with respect to his/her details on the call letter, in the Attendance List and requisite documents submitted. If identity of the candidate is in doubt the candidate may not be allowed to appear for the Examination.

E-Aadhar Card and Ration Card are **not** valid id proofs for this project.

Note: Candidates have to produce the photo identity proof in original and submit photocopy of the same along with Examination call letter as well as the Interview Call Letter while attending the examination/ interview respectively, without which they will not be allowed to take up the examination/ interview. Candidates must note that the name as appearing on the call letter (provided during the process of registration) should exactly match the name as appearing on the photo identity proof. Female candidates who have changed first/last/middle name post-marriage must take special note of this. If there is any mismatch between the name indicated in the Call Letter and Photo Identity Proof, the candidate will not be allowed to appear for the examination.

- 21. CANDIDATES REPORTING LATE** i.e. after the reporting time specified on the call letter for Examination will not be permitted to appear for the examination. The reporting time mentioned on the call letter is prior to the Start time of the test. Though the duration of the examination is 2 (two) hours, candidates may be required to be at the venue for about 4 hours including the time required for completion of various formalities such as verification and collection of various requisite documents, logging in, giving of instructions.
- 22.** The possibility for occurrences of some problem in administration of the examination cannot be ruled out completely which may impact test delivery and/or result from being generated. In that event, every effort will be made to rectify the problem, which may include shifting the candidates to the other centers or conduct another examination, if considered necessary. Decision of the Corporation in this regard shall be final. Candidates not willing to accept such change shall lose his/her candidature for this exam.
- 23.** If the examination is held in more than one session, the scores across various sessions will be equated to adjust for slight differences in difficulty level of different test batteries

used across sessions. More than one session are required if the nodes capacity is less or some technical disruption takes place at any center or for any candidate.

24. The Corporation would be analyzing the responses (answers) of individual candidates with those of other candidates to detect patterns of similarity of right and wrong answers. If in the analytical procedure adopted by the Corporation in this regard, it is inferred/ concluded that the responses have been shared and scores obtained are not genuine/ valid, the Corporation reserves right to cancel the candidature of the concerned candidates and the result of such candidates (disqualified) will be withheld.

25. Candidates are advised to keep ready with them the originals of the following (as applicable) and a set of attested photocopies of each for verification **at the time of Interview** if they qualify in the on-line test.

(1) Bachelor's degree certificate issued by the University and/or Certificate of Fellowship of the Insurance Institute of India, Mumbai, in case of applicants belonging to Employees and Agents category, (2) Bachelor's degree certificate issued by the University and/or Certificate of Fellowship of the Insurance Institute of India, Mumbai and/or Masters Degree Certificate in Business Administration in Marketing or Post Graduate Diploma Certificate in Marketing from a University or by an Institute approved by All India Council of Technical Education in case of applicants belonging to others category, (3) SSC/HSC Certificate issued by the Board showing the date of birth, (4) Caste certificate issued by the Competent Authority in case of SC/ST/OBC candidates, (5) Certificate of at least 2 years sales/administrative experience in Life Insurance Industry (6) Discharge certificate in case of Ex-serviceman.

26. Important Instructions:

a. Before applying, candidates are advised to satisfy themselves that they fulfill all the eligibility conditions as stipulated in the notification especially age, qualification, caste (for Scheduled Caste/Scheduled Tribe/other Backward Class candidates only). Candidate who do not satisfy the eligibility conditions are liable to be disqualified at any stage of recruitment/selection. The fees paid by ineligible candidates shall be forfeited. Decision of the Corporation in all matters regarding eligibility of the candidate, selection and any other matters relating to recruitment will be final and binding on the candidate. No correspondence or personal enquiries shall be entertained by the Corporation in this regard.

b. Candidates are required to have a valid personal e-mail ID. It should be kept active during the currency of this recruitment project. The recruiting agency may send intimation about call letters for on-line test, interview etc. through the registered e-mail ID. Under no circumstances, he/she should share/mention e-mail ID to/of any other person. In case a candidate does not have a personal e-mail ID, he/she should create his/her new e-mail ID before applying On-line. Candidates are required to keep the particulars of date of birth, educational qualifications, caste, payment details, other personal details etc. ready as these are required to be entered in the on-line application.

c. After applying on-line, the candidates should obtain a system generated print-out of the application on A-4 Size Paper and retain it after signing the same. **Please do not send this print-out to Life Insurance Corporation of India.**

d. Candidates who are called for interview will have to submit the duly signed System Generated Print-Out of the On-line application form and also produce original and

attested Photostat copies of all relevant certificates failing which their candidature shall be liable to be cancelled.

- e. Withdrawal of candidature on account of non-furnishing of any information will not confer any right to carry forward or retain the candidature for future recruitment.
- f. Application once submitted will not be allowed to be withdrawn and the Application fee once paid will not be refunded under any circumstances nor will it be held in reserve for future recruitment. The eligible candidates will be intimated separately about the exact date & venue of the test.
- g. Caste Certificate in respect of SC/ST/OBC must be obtained in the prescribed format from any one of the following authorities and submitted at the time of interview.

| | |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A. | District Magistrate/Additional District Magistrate/ Collector/ Deputy Commissioner/Additional Deputy Commissioner/Deputy Collector/1 st Class Stipendary Magistrate/City Magistrate/Sub-Divisional Magistrate/Taluka Magistrate/ Executive Magistrate/Extra Assistant Commissioner not below the rank of 1 st Class Stipendary Magistrate). |
| B. | Chief Presidency Magistrate/Additional Chief Presidency magistrate /Presidency Magistrate. |
| C. | Revenue Officer not below the rank of Tehsildar. |
| D. | Sub-Divisional Officer of the area where the candidates and / or his family resides. |
| E. | As far as the candidates belonging to ST caste from Tamil Nadu are concerned, the certificate issued by Competent Revenue Authority only is acceptable. |

- h. For claiming reservation under OBC category, candidates should belong to such caste or community which are common to both the lists in respect of Mandal Commission and the State Governments List from the State of their origin (as per the list published by the Central Government). The benefit of reservation shall not apply to persons/ sections belonging to "Creamy layer" as specified vide column 3 of the Schedule to the Dept. of Personnel & Training OM No.36012/22/93-Estt. (SCT) dated 8.9.93. OBC candidates should produce certificate as per the proforma prescribed by the Ministry of Personnel, Public Grievances and Pensions, Govt. of India which should include that they do not belong to Creamy layer. (Non submission of certificate in the prescribed proforma may render the application to be invalid.) OBC certificate should not be more than one year old as on the date of application.
- i. Formats of Caste Certificate for Scheduled Castes/tribes/Other Backward Classes shall be available on our website.
- j. Caste Name mentioned in certificate should tally letter by letter with Central Government list/notification.
- k. Candidates serving in Government/Public Sector Undertakings should produce "No Objection Certificate" from their employer at the time of interview, failing which, their candidature may not be considered.
- l. Admission to on-line test is only provisional without verification of age/qualification/category of candidate with reference to documents. Candidates should not furnish any particulars that are false, tampered, fabricated and/or suppress any material information while filling up the online application form.

- m. Call letters will not be dispatched by post or by any other mode. Candidates will be required to download the call letters from LIC's Website.
- n. In case of any dispute on account of interpretation of this advertisement in version other than English, the English version shall prevail.

CANVASSING IN ANY FORM WILL LEAD TO DISQUALIFICATION OF CANDIDATURE.

ZONAL MANAGER

Place:Kolkata
Date:01.06.2015

ANNEXURE- I : GUIDELINES FOR THE PHOTOGRAPH AND SIGNATURE SCAN AND UPLOAD.

- 1. In case the face in the photograph or signature is unclear the candidate's application may be rejected.**
- 2. In case the photograph or signature is unclear, the candidate may edit his application and re-upload his photograph or signature.**

Photograph Image:

- Photograph must be a recent passport size colour picture.
- The picture should be in colour, against a light-coloured, preferably white background.
- Look should be straight at the camera with a relaxed face.
- If the picture is taken on a sunny day, have the sun behind you or place yourself in the shade, so that you are not squinting and there are no harsh shadows.
- If flash is to be used, ensure there is no "red-eye"
- If candidate wear glasses make sure that there are no reflections and eyes can be clearly seen.
- Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover face.
- Dimensions 200x230 pixels(preferred)
- Size of file should be between 20kb-50kb
- Ensure that the size of the scanned image is not more than 50KB. If the size of the file is more than 50KB then adjust the settings of the scanner such as the DPI resolution, number of colours etc., during the process of scanning.

Signature Image:

- The applicant has to sign on white paper with Black Ink pen.
- The signature must be signed only by the applicant and not by any other person.
- The signature will be uploaded to put on the Call letter and wherever necessary.
- The applicant's signature obtained on the call letter and attendance sheet at the time of the examination should match the uploaded signature. In case of mismatch, the candidate may be disqualified.
- Dimensions 140x60 pixels (preferred).
- Size of file should be between 10kb-20kb
- Ensure that the size of the scanned image is not more than 20KB.

Scanning the Photograph and Signature:

- Set the scanner resolution to a minimum of 200dpi(Dots per inch).
- Set color to True Color.
- File size as specified above.
- Crop the image in the scanner to the edge of the photograph/signature then use upload editor to crop the image to the final size(as specified above)
- The image file should be JPG or JPEG format. An example file name is: image01 .jpg or image01 .jpeg. Image dimensions can be checked by listing the folder files or moving the mouse over the file image icon. Candidates using MS Windows/MS Office can easily obtain photo and signature in .jpeg format not exceeding 50KB & 20KB respectively by using MS Paint or MS Office Picture Manager. Scanned

photograph and signature in any format can be saved in .jpg format by using 'Save As' option in the File menu and size can be reduced below 50KB (photograph) & 20KB (signature) by using crop and then resize option [Please see point (i) & (ii) above for the pixel size] in the 'Image' menu. Similar options are available in other photo editor also.

If the file size and format are not as prescribed, an error message will be displayed.

While filling in the Online Application Form the candidate will be provided with a link to upload his photograph and signature.

Procedure for Uploading the Photograph and Signature:

- **There will be two separate links for uploading Photograph and Signature.**
- **Click on the respective link “Upload Photograph/Signature”.**
- **Browse and select the location where the Scanned Photo/Signature file has been saved.**
- **Select the file by clicking on it.**
- **Click the ‘Upload’ button.**