

**GOVERNMENT OF INDIA  
FINANCE  
LOK SABHA**

UNSTARRED QUESTION NO:5059  
ANSWERED ON:26.04.2002  
LIC SCHEMES  
GIRDHARI LAL BHARGAV

**Will the Minister of FINANCE be pleased to state:**

- (a) the details of the ongoing schemes of the Life Insurance Corporation of India as on date; and
- (b) the measures taken to improve the workings of the Corporation in the States particularly in Rajasthan ?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI BALASAHEB VIKHE PATIL)

- (a) The details of the ongoing schemes of the Life Insurance Corporation of India (LIC) for Individual life Assurance are given in the enclosed Statement.
- (b) The LIC has informed that they have taken the following measures to improve the working of the Corporation:
  - (i) Initiatives for improvement of its Customer Services. The major initiatives relate to Customer Relationship Management (CRM).
  - (ii) Expansion of its training infrastructure to provide comprehensive training to agents to enable them to operate in a professional manner and to do need based selling and provide good service to their clients/ customers.
  - (iii) Enhancing its existing service through the latest use of Information Technology (IT) initiatives in the area of IT. These include Interactive Voice Response System (IVRS) for providing the status of the policy to the policyholders on telephone in 59 cities; Computerisation of all the branches and out of them more than 50% are Networked through Metro Area Network/Wide Area Network; the facility/option for the policy holder to pay the premium through ISPs by registering at LIC's website on the Net and installation of 30 Touch Screen Information Kiosks (TSIKs), in various cities all over the country, placed at the strategic points providing information about LIC's products and also status of individual policies to customers.

The LIC has informed that the position in respect of all the measures as mentioned above in the State of Rajasthan is as under:

- (i) The Customer Relationship Management The Corporation has 5 Divisions in Rajasthan viz., Ajmer, Bikaner, Jaipur, Jodhpur and Udaipur. These Divisions control the operations of 110 Branch Offices. There are 5 Customer Relationship Managers posted at the 5 Divisions and 110 Customer Relationship Executives at Branch Offices ;
- (ii) Training: There are 5 Divisional Training Centres and 19 Agents Training Centres spread over the whole State.
- (iii) IT initiatives: IVRS is in operation in Ajmer, Jaipur and Jodhpur. There are 6 TSIKs, one each in Ajmer, Bikaner, Jodhpur, Udaipur and two in Jaipur. Out of a total of 110 branches, 40 branches are already networked through Metro Area and Wide Area Networks.