

**GOVERNMENT OF INDIA
FINANCE
LOK SABHA**

UNSTARRED QUESTION NO:208
ANSWERED ON:18.02.2009
AGENTS IN LIC
Bhargav Shri Girdhari Lal

Will the Minister of FINANCE be pleased to state:

- (a) whether the Life Insurance Corporation of India (LIC) proposes to recruit a large number of new agents in the near future;
- (b) if so, the details thereof;
- (c) whether the attrition rate in LIC has gone up because of the switching over by senior/high profile insurance agents to the private insurance sector; and
- (d) if so, the details thereof and the remedial measures taken by the Government in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF FINANCE (SHRI PAWAN KUMAR BANSAL)

- (a) & (b): Yes, Sir. The Life Insurance Corporation of India (LIC) has reported that it is projecting to double its Agency force in a span of 3 to 4 years. To achieve this objective LIC has increased the recruitment of Development Officers and has inducted a new channel in the form of Chief Life Insurance Advisors (CLIA). LIC has reported that as on 31.01.2009, the total number of Agents on its rolls is 13,09,711. In the current year, up to 31.01.2009, LIC has reported a net increase of 1,15,967 Agents.
- (c): No, Sir.
- (d): Does not arise.