



INDIAN LIFE UNDERWRITER

इन्डियन लाइफ अन्डरराईटर

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अध्यक्ष

श्यामल चक्रवर्ती

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एस.बी. श्रीनिवासा चारि

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SURI SEETA RAM

CYBER TOWERS

(LIAFI 1964) HOUSE MAGAZINE

In pursuit of Education, Efficiency and Elevation of LIC Agents since 1964

ICC Meeting with the Management at Central Office Mumbai on 18th February, 2026



Delegates in Meeting with CO Officials



Delegates with Central Office Team



Delegates with Mr. Ratnakar Patnaik, MD, LIC of India



LIAFI Leaders Honouring Mr. R. Chander, MD, LIC of India



In Discussion with Management LIC of India



Sri Satinder Singh Kala with Sri Ratnakar Patnaik, MD



Sri Rahul Dhanani with Sri Ratnakar Patnaik, MD



Sri B Sriram, Treasurer with Sri Ratnakar Patnaik, MD



इन्डियन लाइफ अन्डरराइटर Indian Life Underwriter

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The views expressed in this publication are not necessarily those of the publishers' and the publisher do not accept any responsibility to the accuracy of effect of the published herein. Private circulation Only केवल सदस्यों के लिये

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AN APPEAL TO THE ILU MEMBERS

All of you are requested to give your Correspondence Address, Contact No. and Email ID for faster communication and quick delivery of ILUs. Please extend your whole hearted cooperation by sending the valuable Opinion, Suggestions, Photo/Write-up of any Organisational Events. Any query regarding this matter, please write to us at infoilu1964@gmail.com



Editorial

Choosing the Right Helm for the Organization

The Life Insurance Agents Federation of India 1964 stands at another crucial juncture. The 2026 Historic General Body Meet is slated to be held at the most happening City of Hyderabad. This is a platform where we review the past three years, welcome and encourage new leaders and set the direction for the next three years.

Under the outgoing team, we have crossed several milestones. Shri SB Sreenivasa Chary, the Secretary General's dedicated efforts, in particular, has strengthened the organization and taken member welfare programs to new heights. As for the President's post, Shri Shyamal Chakrabarty in his term did his best to ensure that the organisation is strengthened and stood up firm at times of need.

When a leader performs successfully, it is a matter of pride for the institution. At the same time, institutionalizing that success is equally important. True leadership lies in preparing the next generation during one's own tenure. Succession planning is the bridge that converts individual excellence into organizational strength. This is a thought we must make part of our future roadmap.

The presence of many aspirants is a sign of vibrancy in our association. In a democratic body, competition is natural and healthy too. Whoever assumes leadership, the agenda must concentrate on three aspects:

Agent Welfare, Professional Dignity and Meeting Market Challenges.

The spirit that organizational goals are greater than individuals must guide all of us. Conducting the Annual General Body Meet and running elections smoothly for a family as large as ours is truly a huge responsibility. This is not the job of a few individuals. It becomes possible only with the co-operation, restraint and commitment of every single member.

These elections are not about someone's victory or defeat. They are about choosing the right Leadership to steer our organization's ship more effectively.

Let us learn from the past. Let us handle the present with responsibility. Let us lay a strong foundation for the future.

Let us look forward to build a Powerful and Knowledgeable Organisation LIAFI 1964 standing up for the cause of its Member Agents of LIC of India.

SURI SEETA RAM

Chief Editor - ILU

From President's Desk



My Dear Beloved Comrades,

The 18th General Body Meeting of the Life Insurance Agents' Federation of India 1964 being held at Hyderabad is more than a routine gathering. It is a moment to honor our legacy, assess our present and shape our future.

LIAFI1964 is not merely a federation. It is the collective voice of self-respect, rights and aspirations of millions of life insurance agents across the country, a Legacy That Guides us.

There was a time when LIAFI stood as the single, unified platform for all LIC Agents in India. That unity gave us strength. Our collective efforts have ensured that the concerns of agents were heard with seriousness by both management and government. The ideals of struggle, discipline and service selflessly rendered by leaders like late Shri Ajay Purkayastha continue to light our path. Their vision reminds us that an organization lives through its people, not through positions or banners.

Strengthened through unity over the decades, the agent movement has seen several changes. New organizations have emerged. This reality only reinforces one truth: Our greatest power lies in working together. When we rise above differences and speak with one voice our purpose becomes clear and our influence enhances.

A cohesive future-ready LIAFI 1964 is the need of this hour. We have proven our resilience before. In 2002, the Central Committee faced financial challenges. With the support of members across all the zones, Patron and Life Membership drives were initiated to meet the emergency. The Eastern Zonal Council, South Central Zonal Councils led the crusade successfully. By 2006, all liabilities were cleared through collective effort. That was not just a financial recovery. It was a reaffirmation of trust in our shared mission. Today it is a matter of pride that LIAFI1964 stands financially sound, owing to the dedicated efforts of leaders at all levels and the coordinated support of our Central Secretariat.

However, the agency profession today faces new challenges. Regulatory Changes, Evolving Market Practices and Policy Reviews require us to respond with informed and organized strength and constructive engagement. Rights are secured when we engage with discipline and unity.

The way forward is clear: Build the next generation: Develop new organizers and welcome young leadership at every level.

Broaden participation: Ensure women agents take their rightful place in decision-making forums.

Strengthen the base: Activate and energize organizational units in every division and zone.

Stay movement-oriented: Keep organizational interest above all else and maintain a disciplined and dignified approach to every issue.

A federation's credibility rests on internal strength. Mutual respect, adherence to our constitution, and timely review of organizational processes will bring stability and efficiency. Every member is encouraged to study the constitution once a year. Understanding our framework makes our democracy stronger. A Call for Renewal: The General Body Meet is the platform where we set our direction. The decisions taken by the gathering will guide our collective action in the years to come.

Let us remember that Managements and Regulators respond to Clarity, Consistency and Unity. The pledge before us is simple yet powerful. A pledge of unity. A pledge of disciplined effort. A pledge to uphold the dignity of every agent that protects the future of the agency system. Together, with shared purpose and renewed energy, LIAFI1964 will continue to be the strongest voice for agents in India. Victory to LIAFI1964.

SHYAMAL CHAKRABORTY

President, LIAFI 1964



T.C. Susheel Kumar
Ex-MD, LIC of India

Importance of Insurance Agents

**A VITAL COG: The insurance agent is crucial for more inclusion.
His commissions should not be grudged. He can rope in younger people.**

- TC Susheel Kumar & R Sudhakar

(Reproduced with the permission of the Authors)



R. Sudhakar
Ex-ED, LIC of India

Life insurance in India rests on a distribution model that most economies have neither replicated nor fully understood. It is a supply-push architecture in a world of demand-pull products. An industry that does not wait for the customer to perceive a need, but sends someone personally to find him or her and highlight the need. That distinction is the structural answer to one of the oldest problems in insurance distribution.

The customer who most needs life cover at the moment is least likely to seek it. A 28-year-old in good health faces no immediate apprehension about his own mortality and puts off a decision on insurance. He is operating on present bias, weighing a certain premium today against a contingency that feels remote. No product redesign resolves this.

Digital channels respond efficiently to existing demand. They have no answer for the customer who does not yet perceive a need, who is healthy, who considers mortality a problem for another decade. The agent remains the only mechanism the market has found that overcomes this inertia at scale.

The commission attached to that discussion is risk-pool health engineering in insurance. It is an investment in the age and risk composition of an insured base that will pay claims across decades. The healthy 28-year-old who eventually signs is in the pool because someone was paid adequately to keep going back until he said yes. His premium is lower than it would be in a risk mix composed only of people who sought cover voluntarily, because a voluntary pool fills disproportionately with people who already have reason to worry.

The front-loading of that commission reflects labour-value alignment, accurately priced. The effort is concentrated at the start: prospecting, relationship building, objection handling, closing. A healthy young person with no felt urgency requires multiple visits, each ending in polite refusal, before the conversion occurs.

After the policy is issued, the work changes. Trail commissions support premium payment discipline in the lapse-prone early years and taper from the fourth year as the policy gains momentum.

Across insurers, persistency and long-term value are consistently higher in agency-sourced business than in passive channels. The commission paid in the first year is a hedge against the cost of a skewed risk pool in later years. An agent whose income also depends on renewals has every incentive to place durable business, not transient volume.

ROLE OF AGENTS

Critics of front-loaded commissions raise a concern that deserves acknowledgement: that high first-year payouts pressure agents to sell aggressively, generating policies that lapse early and leaving policyholders worse off. The concern is legitimate if any commission system is poorly designed. But it misreads this one. An agent paid only in year one has reason to sell regardless of fit. An agent whose

income flows across renewal years has the opposite incentive: a policy that lapses is a commission stream that ends. The structure punishes early exits and rewards durable placement.

The young, healthy customer the agent is specifically incentivised to seek is also the best risk the pool can carry.

Front-loading and sound risk selection point in exactly the same direction. Properly structured, the front load is not the cause of mis-selling. It is the mechanism of good selection.

Insurance does not fail because risk is high. It fails when the distribution of that risk becomes skewed. Backloading commissions, a restructuring actively discussed in regulatory forums, sets off a less visible but equally damaging spiral. Income uncertainty does not just reduce agent numbers. It changes agent behaviour. Agents leave for adjacent **financial** services or exit the field.

Those who remain concentrate on wealthier clients whose policies will not lapse and on customers already anxious about their health, because anxiety predicts renewal. The field force begins to behave like a demand-pull system. The young, healthy, unconvinced life is no longer being sought. The pool ages, claims rise, and the insurer under pressure looks again at commissions. The spiral tightens.

Examples of such outcomes can be found in adjacent insurance domains. Health insurance, which has operated on demand-pull from the beginning, shows where these leads. Industry data suggest senior adoption has grown sharply since the pandemic.

Nearly a quarter of hospital claims now originate from the 60-plus cohort, and IRDAI was compelled in January 2025 to cap renewal premium increases at 10 per cent. The regulator treated the symptom. The underlying problem remains. When the US introduced individual health insurance marketplaces under the Affordable Care Act, healthy young adults stayed out, premiums rose, and Washington introduced an individual mandate to compel enrolment. Once incentives fail, compulsion becomes structurally unavoidable.

Instead of tinkering with a well-established mechanism that has evolved over decades, a better approach would be to consider an age-band-based, calibrated top-up commission for intermediaries for insuring younger lives so the risk pool remains healthy and young. Bridging the protection gap begins with the youth. Their integration into the insurance safety net moves us toward the goal of Insurance for All by 2047. The same logic applies to health insurance. Higher commission rates for younger entry-age groups would create the incentive to acquire the lives the pool most needs, converting a demand-pull market into a supply-push one.

PROCEED CAUTIOUSLY

Any proposal to restructure commissions must model what happens to pool composition in India before it reaches the Gazette. In Tier 2 and Tier 3 India, where the agent is often the only financial intermediary a family ever meets, the stakes are higher still. Dismantling the income structure of the field force in these geographies is not a regulatory adjustment. It is a withdrawal of financial access for the part of the country that can least afford it.

India's life insurance commission structure has been shaped by six decades of operational learning across geography and income levels that this country contains. That correction, when it is forced, will come either through incentives that widen the pool or through mandates that compel participation.

India's insurance story will be written not just in boardrooms or spreadsheets, but also in the living rooms where an agent sits down, asks the uncomfortable question, and waits for a "maybe" to become a "yes".

Break the incentive, and we break the primary bridge that takes risk to the young before risk comes to them. Preserve it, refine it, and aim it at the lives the pool needs most, and we do more than protect commissions. We protect the promise of insurance itself: affordable, broad and there when it matters. That is how we reach Insurance for All by 2047. ▀



T.C. Susheel Kumar
Ex-MD, LIC of India

The Hidden Cost of Insurance Distribution

- T.C. Susheel Kumar & R. Sudhakar

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R. Sudhakar
Ex-ED, LIC of India

India's life insurance industry paid ₹60,799 crore in commissions in FY2025. By itself, the figure is not extraordinary for a sector of this scale. What should alarm regulators and policymakers is the trend. In a single year, commission payouts surged 18% while premium growth managed only 6.7%. Distribution costs are now rising nearly three times faster than the business they are meant to support. The Reserve Bank of India (RBI) has expressed concern about this divergence in its Financial Stability Report (December 2025).

Public insurers show better cost discipline, while several private insurers — especially after 2022-23 — exhibit steeper commission escalation. For policyholders, this divergence is not theoretical. Over the life of a typical policy, it translates into tens of thousands of rupees of foregone value — not because of fraud or misconduct, but because of how bargaining power is concentrated across certain distribution channels.

Public and private insurance divergence

FY2025 data reveal something more fundamental than headline cost inflation — an exposure of a structural bifurcation. The Life Insurance Corporation of India (LIC), which sources nearly 95% of its business through its agency force, saw its commission ratio decline from 5.45% to 5.17% despite modest premium growth of 2.8%. In contrast, insurers heavily dependent on alternate channels — bancassurance, brokers, insurance marketing firms — saw commission ratios rise sharply from 7.21% to 8.95%, a 174-basis-point jump in a single year. Commission expenditure by private insurers surged 38.8%, from ₹25,564 crore to ₹35,491 crore.

The LIC and a few listed private insurers exhibit better cost control, while others show steep increases, pulling up private-sector averages. This divergence — between public and private life insurers operating under identical regulations, selling similar products, and competing for the same customers — can largely be explained by two variables: channel composition and the share of single-premium versus non-single-premium business.

Insurers with an agency-dominated model display cost discipline; those reliant on alternate channels show cost escalation. This is not correlation — it is structural causation.

The explanation lies in bargaining power. Twenty-six life insurers compete for partnerships with banks controlling over 4,00,000 branches. Banks can reallocate business, switch insurer partners, or adjust shelf space with relative ease. Insurers face high switching costs: building alternate distribution at scale requires years and substantial capital. The outcome is predictable — pricing power concentrates with distribution intermediaries, and commission inflation follows.

Markets respond to incentives, not intent. Historically, the Insurance Regulatory and Development Authority of India (IRDAI) imposed product-wise commission caps, limiting payouts regardless of channel. When hard caps existed, competitive pressure surfaced through marketing arrangements, technology fees, training programmes and infrastructure support. Many of these are legitimate. Concern arises when scale and timing mirror sales volumes rather than services delivered. This is not a compliance failure, it is the natural outcome of competition interacting with concentrated distribution power.

Unchanged Economics

The shift in 2023-24 to the Expenses of Management (EOM) framework was well-intentioned. It aimed to encourage managerial autonomy, efficiency and accountability. However, expenses earlier embedded elsewhere have now surfaced transparently as commissions. Institutions with bargaining power have become more assertive in demanding higher payouts. Visibility has improved, but underlying economics remain unchanged.

Therefore, blaming individual agents misses the point entirely. After sourcing costs, taxes, overrides and institutional deductions, agents retain perhaps 35%-40% of headline commissions. The bulk — nearly ₹26,000 crore in FY2025 — accrues to corporate intermediaries, particularly banks and insurance marketing firms, which command customer access at scale. This is a market-structure issue, not an agent-conduct issue.

Several popular remedies fail to address this reality. Clawbacks make intermediary cash flows uncertain, encouraging risk aversion and exit from insurance distribution, ultimately harming penetration. Commission disclosure offers limited benefit to most buyers while incentivising informal rebates that push transactions outside regulatory visibility. Open architecture, often positioned as pro-competition, risks worsening outcomes by eroding insurers incentives to invest in agent capability and service.

Distribution economics cannot be corrected through disclosure or accounting reclassification alone. The issue runs deeper in incentive design and bargaining power.

A way out

What would help is rebalancing commissions away from extreme front-loading toward meaningful renewal income, so that servicing and persistency matter as much as sales. Bancassurance requires explicit joint oversight by the RBI and IRDAI, focusing on persistency, complaints, servicing quality and commissions — not just headline expense ratios. EOM limits must recognise channel economics while ensuring acquisition costs remain within reasonable bounds. Above all, regulation should pivot toward outcomes — retention, service satisfaction and claims experience — rather than process compliance.

Insurance penetration has already softened, declining from 4% to 3.7% of GDP in FY2024. If distribution costs continue to rise faster than value delivered, insurance will steadily lose relevance for middle-income households.

Containing acquisition costs within rational limits is not optional. It is essential for sustainable penetration — a concern rightly flagged by the RBI. ►



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To
The Chairman
Insurance Regulatory Development Authority of India
Financial District, Gachibowli
Hyderabad.

Date 8th March 2026

Respected Sir,

Subject: Strong Opposition to the Proposal of reducing Upfront Commissions for Life Insurance Agents.

The recent reports published in various print and electronic media regarding the proposed changes in the existing commission structure of life insurance agents and indicating that the Insurance Regulatory and Development Authority of India (IRDAI) is considering a move to phase out upfront commissions for life insurance agents and shift towards a trail-based commission structure have become a matter of serious concern for the entire agency force across the country.

Life insurance agents have been the backbone of the insurance industry in India for more than seven decades. Their relentless efforts in spreading insurance awareness, mobilising savings, and extending financial protection to millions of families have significantly contributed to the growth and development of the life insurance sector.

Life insurance business in India is fundamentally different from the mutual fund industry. Insurance Agents do not merely distribute financial products; they play a vital role in educating, convincing and servicing policyholders over long periods. The process of selling life insurance requires extensive field work, repeated personal meetings, financial counselling and long-term relationship building with customers. The initial effort, time and cost involved in acquiring a policyholder are significantly higher compared to other financial products.

The current commission structure recognizes this reality by providing a first-year commission, which compensates agents for the substantial acquisition cost, travel expenses, prospecting efforts and policy servicing at the early stage. Removing or drastically reducing upfront commissions will severely impact the livelihood of lakhs of full-time and part-time agents, many of whom depend entirely on this profession for their income.

Website: www.liafi.org

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It is also important to note that the life insurance sector in India still has low penetration compared to global standards. At a time when the Government and the regulator are promoting the vision of "Insurance for All by 2047", any policy that weakens the motivation of the agency force may adversely affect insurance expansion, particularly in rural and semi-urban areas where agents are the primary and biggest channel of distribution.

The comparison with the mutual fund industry is also not appropriate. Mutual fund investments are often initiated by financially aware customers with shorter commitment periods, whereas life insurance policies involve long-term contractual obligations and protection benefits. The role of an insurance agent extends beyond sale to continuous policy servicing, claims assistance and financial guidance to families, which requires sustained engagement.

Furthermore, a drastic change in commission structure may lead to declining recruitment of new agents, weakening of the agency channel and ultimately reducing insurance outreach. The agency force has been the backbone of the life insurance sector for decades and has significantly contributed to building public trust in insurance.

While improving policy persistency and protecting policyholders' interests are important objectives, these goals can be achieved through better training, improved customer awareness and stronger servicing mechanisms, rather than by reducing the legitimate earnings of agents.

Therefore, we strongly urge the IRDAI to reconsider any proposal that eliminates or substantially reduces upfront commissions. Instead, the regulator should engage in wider consultation with agent associations and industry stakeholders before introducing any major structural changes.

Yours sincerely

S B SREENIVASA CHARY
Secretary General- LIAFI-1964

Copy to

The CEO& MD, LIC of India for kind information and necessary recommendations to be made to IRDAI to safeguard the interest of LIC Agents.

Website: www.liafi.org

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LIFE INSURANCE AGENTS' FEDERATION OF INDIA (LIAFI-1964)

18TH GENERAL BODY MEETING

on 17TH & 18TH JUNE 2026

at Shubham Convention Centre, Nagole, Hyderabad

AGENDA

1ST Day Session 17th JUNE 2026

- 8.00 AM to 10.00 AM : **BREAK FAST AND REGISTRATION**
- 10.00 AM : Meeting call to order
- 10.05 AM : To Welcome Dignitaries on the Dias
- 10.25 AM : Inaugural Ceremony - Lighting the lamp
- 10.35 AM : Prayer & Welcome dance
- 10.45 AM : LIAFI Oath
- 10.50 AM : Condolence Resolution
- 10.55 AM : Welcome Address by Host Divisions & Zonal President
- 11.10 AM : Welcome Address by Chairman Reception Committee, S Srinivas
- 11.15 AM : Welcome Adress by Sri Shyamal Chakraborty, President
- : **Messages from the Chief Guests :**
- 11.20 AM : 1. **Sri G Kishan Reddy, Honourable Union Minister for Coal & Mines, Government of India**
- 11.40 AM : 2. **Honourable Justice Sri M Laxman, High Court Rajasthan, Jodhpur**

—: Messages from LIC Officials:—

- 11.55 AM : 1 Mrs K Sandhya Rani SDM, Hyderabad
- 12.10 PM : 2 Mr Prabhat Kumar Sahu, SDM, Secunderabad
- 12.20 PM : 3 Mr Saravana Ramesh, Zonal Manager, South Central Zone

BUSINESS SESSION

- 12.35 PM : Address by President, Sri Shyamal Chakraborty
- 1.05 PM : Review of Minutes of 17th General Body Meeting
- 1.15 PM : Address by Vice Presidents:
- 1 Sri M S Murthy 2 Sri Satinder Singh Kala
- 3 Sri Rahul Dhanani 4 Sri Ratan Chanda
- 1.45 PM : **L U N C H B R E A K**

2.30 PM	:	Election Process will be explained by the Election Officers
2.45 PM	:	Secretary General Report by Sri S B Sreenivasa Chary
3.15 PM	:	Treasurer Report and Presentation of Annual Accounts by Mr. B Sriram for the FY 2022-23, 2023-24 and 2024-25
3.35 PM	:	Discussion on reports of Secretary General, Treasurer and Approval of the House.
3.50 PM	:	Reports from All Zonal Councils
4.30 PM	:	TEA BREAK
4.40 PM	:	Reports from All Divisional Councils
6.40 PM	:	Reports from Chairmans of Various Committees & Office Bearers.
8.00 PM	:	Meeting adjourned for the day
8.30 PM	:	DINNER

2nd Day Session 18th June 2026

8.00 AM	:	BREAK FAST
9.15 AM	:	Re assemble of Delegates and OPEN SESSION
		1. Discussion on latest developments in IRDAI, Insurance Laws Amendment Act and LIC of India 2. Discussion on Agents and CLIA Matters 3. Review of Organisational Matters-LIAFI-1964
10.15 AM		Elections to be conducted
11.00 AM	:	TEA BREAK
11.15 AM	:	Sponsors Presentation
11.30 AM	:	Messages from the Trust Chairman, Secretary & Treasurer
12.00 PM	:	Suggestions from the leaders to strengthen the LIAFI-1964
1.15 PM	:	LUNCH BREAK
2.00 PM	:	Resolutions to be Passed
2.30 PM	:	Declaration of Elections results
3.00 PM	:	Newly Elected President & Secretary General Message
3.30 PM	:	Felicitations of Volunteers
4.00 PM	:	Vote of thanks & National Anthem

Agents Annual Celebrations at Jammu & Kashmir



Mr. Ravinder Sharma Addressing the Meeting



Leaders on the Dais



Delegates



Honouring Mr. Satya Prakash, Zonal Vice President



Mr. Achyut Sharma Honouring the Officials



Women Agents taking Oath

Chandigarh Division Council Meeting



Mr. K.K. Marwa Addressing the gathering



View of Delegates Raipura BO Meeting

Jalandhar Division Meeting



Division and Branch Leaders at BO2 Jalandhar



Division Leaders on Dias



Honouring Division Leaders at The Meet



Mr. Ravindra Mehra & Mr. Prabh Jyot Singh at EC Meeting

Eastern Zone



Sri Shyamal Chakraborty LIAFI President Welcoming new Zonal Manager EZ



LIAFI National with New ZM East Zone



Sri Shyamal Chakraborty and National Leaders at the Meet



Canning Town Branch Meeting EZ



Delegates of Canning Town Branch



Mr. Nethai Ghosh, Asansol Divn President With MD



Mr. Dibhakar Chatopadhyay, Ex. Secretary EZ Honouring MD



Asansol Team With Zonal Manager EZ



Lighting of the Lamp



Mr. Manoj Agarwal, Mr. Sukalyan, Mr. Sunil Bora, Mr. Alok Pal and other Leaders on the Dias



Lighting of the Lamp

Zonal ICC meeting at Zonal Office Patna (ECZ)



Mr. Shivajee, Mr. Suvendu Pattnaik & other leaders in ICC Meeting



Mr. Deepak, Mr. Kumar Ranganath, Mr. Jhajee, Mr. Satyajit, Meeting with Zonal Manager



Zonal Delegates with Zonal Manager

Secunderabad Division



General Body Meeting, Devarakonda Branch



Nalgonda-1 New PSTs



Secunderabad Division EC Meeting at Shameerpet

All India 76th E.C. Meeting Held at Lucknow



Delegates Mourning the Departed Souls of Deceased Agents



Welcoming Zonal Manager and RM NCZ



Welcoming the Hon. Jal Shakti Minister, Sri Swatantra Dev Singh of UP



Lighting of the Lamp



Mr. Manoj Agarwal EZ President Welcomed



Honouring Mrs. Hemalatha, Mrs. Veena Alwa, Mrs. A. Vijaya Lakshmi, Mrs. Lakshmi Kantamma and Mrs. Rani Padmaja



Hyderabad Division Members with Secretary General



Jal Shakti Minister of UP Addressing the Delegates



92 Year Old Agent Honoured by LIAFI Leaders



Mr. CG Lokendra, CS Member Addressing the Delegates



Mr. D Ramchandra, CS Member Addressing the Delegates



Delegates taking oath



Leaders with VP and Secretary General



ECZ Team at the EC Meeting



Guwahati Team at EC



Honoring Faizabad Divn. President Mr. Virendra Mishra



Honouring of Central Secretariat Members



Honouring Mr. D K Verma President Lucknow



Mr. S.K. Dwivedi, Lucknow Treasurer Honoured



Mr. Manoj Awasthi Honoured by LIAFI Leaders



Sri J Krishna Reddy SCZ President Welcomed



Sec-Gen Sri SBS Chary Addressing the Delegates



Sri CB Pandey Host Zone President Addressing the Delegates



Sri Manoj Awasthi Addressing the Delegates



Sri Kamelesh Sondiya WZ President Welcomed



Leaders on Dias



Dehradun Leaders with National Leaders



Lighting of Lamp by Mr. M.S. Murthy



Lighting of Lamp by Mr. Satinder Singh Kala, VP



Sri M S Murthy, Vice President, HQ Welcomed



Welcoming Sri B Sriram, Treasurer



Sri Satinder Singh Kala, Vice President Welcomed



Nari Shakthi at Lighting of Lamp



NCZ President With Divisional Leaders



Mr. P.S. Negi, Zonal Manager, NCZ addressed the gathering



Mr. Ram Naresh Tiwari with Lucknow President Mr. D.K. Varma and Chandigarh President Mr. Paramjit Singh



Sri SBS Chary Welcomed by Lucknow Team



Sri Suri Seetaram addressing the Delegates



Sri Vanamali Srinivasan Welcomed by NCZ Team



View of Delegates

GB Meeting of Karimnagar Div. Council held on 4th January 2026



Newly Elected Leaders With Agents



Welcoming Sri SBS Chary



Sri SBS Chary Administering Oath
by Newly Elected PSTs
Mr. B. Prabhakar Rao, President
Mr. G. Venkateswarlu, Gen. Secretary
Mr. Venkat Goud, Treasurer

Educational Seminar Organized by Kadapa Divisional Council at Manthralayam on 9th January, 2026 (SCZ)



National and Zonal Leaders on Dias



Lighting of the Lamp



View of Agents



Female Agents at the Meeting

Bangalore Div. Council 1 Excutive Committee Meeting held on 20th January, 2026 at Dubai (International)



Bangalore DO1 EC Meeting in Dubai



EC Members With Female Delegates And National Leaders



Sri SBS Chary Addressing the Meet



Mr. SBS Chary, Secretary General and Zonal President
Mr. J. Krishna Reddy with Group of Delegates



Zonal President Sri J. Krishna Reddy Addressing the Meeting



Female Delegates

CB 11 Benevolent Fund Meeting (Hyderabad)



Sri Shaik Shajahan Chairman of the Benevolent Fund
Trust addressing the Board Meeting

Berhampur Division East Central Zone



Mr Suvendu Pattnaik & Berhampur Team Honouring
MD Mr. Ratnakar Pattnaik and Zonal Manager

Bangalore Div.Council 1 Mahila Sammelana 2026



Sri SBS Chary & Sri J Krishna Reddy with Sri Ratnakar Patnaik MD LIC



Sri SBS Chary Sec-General Addressing the Meet



Welcoming Sri SBS Chary and Sri J Krishna Reddy



Honouring Zonal President Sri J Krishna Reddy



Nari Shakthi of Bangalore Do1



LIC MD With Leaders on Dias



Division Leaders



View of Delegates

Narsampet GB Meeting under Warangal Division on 11th January, 2026



Sri B Sriram, Treasurer Addressing The Meeting



Sri G Rajesh CS Member Addressing The Meeting



Mr. Puli Sudhakar, Division President
Addressing the Meeting



Mr. Y.V. Krishna Rao National EC Member
Addressing the Meeting

Central Secretariat Meeting



Central Secretariat Members at The Meeting



Honouring The President Sri Shyamal Chakraborty



President Sri Shyamal Chakraborty Honouring Sri Puri Venkatesham for sponsoring the CS Meeting

Republic Day Celebrations at LIAFI Bhavan, Hyderabad



Honouring the Lady Agents



Honouring the Republic Day Competition Winners



Leaders at Flag Hosting Celebration at LIAFI Bhavan, Hyderabad



Sri B.N. Chary With Sri S.B.S. Chary & Sri Puri Venkatesham and other leaders at Flag Hosting



GOA Meeting Western Zone



Mr. Suraj Naik, Mr. Kharekar, Mr. Lotliker, Mr. Vinod G Bonkar, Mr. Hemanth & others, Goa Divn Educational and EC Meeting

Hyderabad Division Council General Body



Chief Guest Mr. J.D. Lakshminarayana, Former Director, CBI Addressing The Delegates



HDC GB Lighting of Lamp by Mr. R.K. Jha, CEO, LIC Mutual Fund and LIAFI Leaders



Honouring Smt. K. Sandhya Rani, SDM, Hyderabad



View of Delegates Hyd Divn Council GB



Leaders on the Dias



Sri R K Jha, CEO, LIC Mutual Fund Giving Presentation



Newly Elected PSTs Sri K. Sudershanam, President; Sri G. Sreenaiah, Secretary and Sri P. Devender, Treasurer

Cuttack Div. 6 New Branches Joined With LIAFI-1964



Sri Bidyut Ghosh Welcoming the New Branch Leaders



Welcoming The Leaders

CM Club Pre-Convention at Chennai



Mrs. Subha Vanamali addressing CM Club Members at Pre-Convention



LIAFI 1964 Stall at Convention



Honouring top Agents



Lighting of Lamp at CM Club Pre-Convention Chennai

G B Meeting Balasore Branch Cuttack Division



Zonal Secretary Sri Subendu Pattanaik and Sri Bidyuth Ghosh and others on the Dias



View of Gathering

From Secretary General's Desk



*Respected President, Vice Presidents, Treasurer,
Members of the Presidium, Distinguished Delegates, and Dear Colleagues,*

I consider it a great honour and responsibility to place before this august General Council the Secretary General's Report on the occasion of the **18th General Council Meeting of LIAFI-1964 being held at Hyderabad on 17th and 18th June 2026.**

At the outset, on behalf of the Central Secretariat, I extend my heartfelt greetings and a cordial welcome to all National Council Office Bearers, Zonal Council Leaders, Divisional Council Representatives, Branch Association Functionaries and fellow Life Insurance Agents who have assembled here from different parts of the country.

This General Council Meeting provides an important platform to review our activities, assess the challenges before us, and chart the future course of action for the Federation. During these two days, we shall deliberate on several issues concerning LIAFI-1964, the Life Insurance Corporation of India, IRDAI, the interests of insurance agents and the welfare of policyholders.

The period under review has witnessed significant changes and developments in the insurance sector, alongside new opportunities, several challenges have emerged that demanded our constant vigilance, united action and determined leadership. Through collective efforts and the unwavering commitment of our members across the country, LIAFI-1964 has continued to safeguard and advance the interests of agents and policyholders while upholding the values and objectives of our Federation.

I now present the report of the Central Secretariat covering the activities, achievements and developments during the period under review for the consideration of this esteemed General Council.

CENTRAL SECRETARIAT INITIATIVES:

Communication & Database Update:

The database of all Branch Associations, Divisional, Zonal and National Council office bearers has been comprehensively updated with names, addresses, mobile numbers and email IDs. Still some more work is pending. Similarly, details of nearly 2000 Life Members, arranged Division and Zone-wise, have been updated.

What's App Groups for Life Members:

Zone-wise exclusive groups have been formed, where important circulars and the ILU Magazine (digital format) are regularly circulated. Further strengthening and participation in these groups remains a priority.

Correspondence & Representation:

The Central Secretariat has been in continuous touch with LIC of India and made several representations to IRDAI, the Government of India and the Life Insurance Council on issues concerning to Agents' welfare and benefits regulatory reforms, Expenses of Management, policyholders rights and interests, GST and restructuring of commissions.

Central Secretariat Meetings:

Between July 2023 and June 2026, 21 meetings were conducted (including virtual sessions). Special appreciation is extended to Sri Suri Seeta Ram, Sri P Koti Reddy, Sri M S Murthy, Sri N Ganga Raju and Puri Venkatesham who generously sponsored five CS meetings. A Joint Meeting with South-Central Zonal Council was also organized on 27th June 2025 at Hyderabad to review critical developments.

ICC Meetings with Management:

Key meetings were held at LIC Central Office, Mumbai, where agenda items concerning agents and policyholders were discussed. These were attended by leaders including Sri Shyamal Chakraborty, Sri S B Sreenivasa Chary, M S Murthy, Singarapu Srinivas, Sri Satinder Singh Kala, Sri B Sriram, Sri Ratan Kumar Chanda, Sri Rahul Dhanani, Naresh Kumar Khandelwal, Gopal Banick, Subendu Patnaik, S Udayabhanu and Basudev Bhattacharya. The last ICC Meeting with the Management was held on 18th February 2026 at Central Office Mumbai and department wise Agenda points were discussed in details.

Commission & Product Changes:

Following modifications in commission structures and product designs, LIAFI representatives engaged in high-level discussions on 28th October 2025 with LIC Management. The delegation from the LIAFI-1964 Mr Shyamla Chakraborty, S B Sreenivasa Chary Rahul Dhanani, Satinder Singh Kala, Singarapu Srinivas, participated.

Meetings with Top Officials:

On 29th July 2025, we had the opportunity to meet Sri Doraiswamy (MD & CEO), Sri Ratnakar Patnaik (MD), and Sri Dinesh Panth (MD, LIC of India), Sri R Chander (MD) to highlight pressing concerns of agents and policyholders. We have also met the officials of IRDAI and had a discussion on various matters related to Agents, Policyholders and Insurance industry.

Protests & Representations:

The IRDAI Master Circular and subsequent LIC changes to commission and surrender structures compelled us to launch a strong protest movement. Representations were sent by email to 542 Members of Lok Sabha and 238 Members of Rajya Sabha on the concerns of Agents, Policy holders and Life Insurance industry. Also met personally the MP's and represented on the latest changes brought by LIC and IRDAI. Good number of Members of Parliament raised these concerns in Parliament.

Co-ordination meetings with multiple organizations were also held at Vijayawada and New Delhi to strengthen the united front. A Maha Dharna was organized on 19th March 2025 at Ram Lila Maidan, New Delhi in collaboration with other Agent organizations. The peaceful demonstration held on 19th March 2025 at Ram Leela Maidan, New Delhi, under the banner of United Forum of Life Insurance Agents Federations, was a remarkable success. The event was jointly organised by four leading Agents Federations and witnessed the participation of thousands of Agents from across the country, showcasing their unity and strength.

We extend our heartfelt gratitude to Mr Satinder Singh Kala, Mr Ram Naresh Tiwari, Mr Naresh Khandelwal, and the entire team of New Delhi for their dedicated efforts in making the historic event a grand Success.

Indian Underwriter – House Magazine

The Central Secretariat has successfully brought out five issues of the Indian Life Underwriter, our official House Magazine, during the period under review. To ensure wider reach among members, 2,000

copies each were printed for the first three issues, while 3,000 copies each were printed for the last two issues, reflecting the growing demand and popularity of the publication.

In addition to the printed editions, the magazine was circulated extensively in PDF format, enabling us to reach a much larger number of agents across the country in a cost-effective and timely manner. This digital initiative has significantly enhanced accessibility and readership among our members.

The Central Secretariat has also taken proactive steps to generate revenue for the magazine by securing advertisements from LIC of India and LIC Mutual Fund. These contributions have helped strengthen the financial viability of the publication and support its continued growth.

We place on record our sincere gratitude to the Trustees of the Life Insurance Agents Welfare Trust for their valuable financial assistance extended to the Indian Life Underwriter as well as to various organizational programmes and activities.

We also express our heartfelt appreciation to Sri Suri Seeta Ram, Chief Editor, and Sri S. Udayabhanu, Associate Editor, for their dedication, commitment and tireless efforts in bringing out the Indian Life Underwriter regularly and maintaining its quality and relevance. Their contribution has played a significant role in making the magazine an effective medium of communication, information and organizational awareness for our members. LIAFI-1964 Website – A Comprehensive Information Portal.

LIAFI WEBSITE:

The official website of LIAFI-1964 has been completely redesigned and upgraded to serve as a comprehensive information and communication platform for members across the country. To ensure wider accessibility, the website is available in nine languages: English, Hindi, Marathi, Bengali, Gujarati, Punjabi, Kannada, Tamil, and Telugu.

The website provides detailed information on:

National, Zonal and Divisional Council office bearers, History and evolution of LIAFI-1964 Organizational activities, events, photo galleries, Newsletters, circulars and important communications, Downloadable forms and documents, Life Membership details, Affiliation and Primary Membership information, Various updates and resources relevant to LIC agents.

The revamped website has been designed to provide easy access to information, enhance transparency, strengthen organizational connectivity and keep members informed about the activities and developments of LIAFI-1964 at all levels.

Branch Affiliations:

During the tenure 2023–2026, a total of 1,383 Branch Associations from various parts of the country were affiliated with LIAFI-1964. This remarkable achievement reflects the growing strength, unity and organizational reach of our Federation, as well as the confidence reposed in LIAFI-1964 by LIC Agents across India.

While this achievement is encouraging, there is still considerable scope for expanding our organizational network. Strengthening and increasing branch affiliations must remain a priority for all levels of leadership. A wider network of affiliated Branch Associations will further enhance the Federation's representational strength, improve coordination at the grassroots level and enable us to effectively address the issues and concerns of LIC Agents across the country.

I therefore urge all National, Zonal, Divisional and Branch leaders to make sustained efforts to increase branch affiliations during the coming term so that LIAFI-1964 emerges even stronger, more vibrant and truly representative of the aspirations of LIC Agents throughout India.

Life Membership:

During the tenure 2023–2026, a total of 409 members enrolled under the Life Membership Scheme of LIAFI-1964. The encouraging response to the scheme demonstrates the commitment of our members towards the Federation and their willingness to contribute to its long-term growth and stability. These achievements are a testimony to the dedicated efforts of our National, Zonal, Divisional and Branch-level leadership in strengthening the organizational structure of LIAFI-1964.

Primary Membership:

During the tenure 2023–2026, a total of 32,600 LIC Agents were enrolled as Primary Members of LIAFI-1964. This significant growth in membership reflects the increasing trust and confidence of LIC Agents in the Federation and its relentless efforts to safeguard and promote their interests.

The impressive enrolment of Primary Members has further strengthened the organizational base of LIAFI-1964, enhanced its representative character and reinforced its position as the premier National organization of LIC Agents in India. This achievement has been made possible through the dedicated efforts of our National, Zonal, Divisional and Branch-level leadership, who worked tirelessly to expand the reach of the Federation and mobilize agents across the country.

Latest Developments in Insurance Industry:

The latest developments in the insurance industry have been incorporated in the agenda under the Open Session scheduled on the second day of the General Council Meeting. Detailed deliberations will be held on this important subject, enabling delegates to discuss emerging trends, challenges and opportunities affecting the insurance sector.”

Important Achievements:

- 1 Restoration of ICC Meetings:** We have made all our efforts to restore the ICC meetings with representatives of LIAFI-1964.
- 2 Big Business Day:** LIAFI-1964 gave a call for big business day on 28th and 29th December, 2023 and all the Agents responded with huge enthusiasm and A premium of Rs 670/- crores and 3,30,000 policies were contributed on both the days. This is the first time in the history of LIAFI-1964 such a business call was given. The corporation also was happy and appreciated the gesture.
- 3 Education Advance for children of Club Member Agents.** This is a long pending demand which has been achieved due to continuous persuasion and efforts of the LIAFI. The necessary circular has been issued in the month of June 2023 and allowed club members to enjoy the maximum loan amount of Rs 10,00,000/- and will be limited to 2 children.
- 4 Group Insurance:** Group Insurance for tied Agent’s coverage has been extended up to maximum of Rs 15,00,000/- This circular has been issued in the month of May 2024, with effect from 01.09.2024.
- 5 Gratuity, Term Insurance and Reappointment of Agents:** The Gratuity has been enhanced from Rs 3,00,000/- to Rs,5,00,000/-. Term Insurance has been enhanced from Rs 10,000/- to Rs 1,50,000/-. The reappointment of agency commission has been rectified and will be payable with retrospective effect. The Circular was issued on 13.12.2023.

- 6 **Agents Advances:** The rate of interest is decreased to 9% on all Agents advances. Enhanced the quantum of Advance on vehicle, Medical Treatment, Thread Ceremony, Repairs and Training.
- 7 **Group Personal Accident:** The personal Accident and the coverage of permanent and partial disability due to Accident is extended to all in force active agents for 2 lakhs SA.
- 8 **Abhikartha Bima Suraksha** has been introduced and group insurance coverage will be extended to the Agents those who have contributed one policy during the financial year. This premium will be borne by the Corporation.
- 9 **Relaxation for Club Members:** One time relaxation has been given by the Corporation in eligibility condition for continuation of Club Members for the Membership Year 2025-26.
- 10 **Club Conventions:** Restoration of Chairman's Club Member conventions and these conventions held at Indore and Chennai in the month of November 2025.
- 11 **Claw back:** We have strongly opposed the commission structure in the name of Master Circular issued by the IRDAI. The management has assured through print and electronic media that the Claw Back commission clause will not be implemented. But some of the Private Life Insurance companies have started to implement the same.
- 12 **G S T:** It is a great relief for the policyholders to abolish the GST for the Life Insurance and medical insurance Premiums. The delegates of the LIAFI-1964 have met the Honourable Finance Ministers, Personal correspondence made to the Prime Minister, representations made to all the Parliament Members and met personally Ruling Government and opposition leaders of Lok Sabha and Rajya Sabha.
- 13 **Restoration of 2% commission and Micro Bachat policies credit:** The restriction of Minimum SA clause has been removed and 2% commission in 6th year will be payable to all Agents for S A less than Rs 5 lakhs The Micro Bachat policies credit also will be given to all Club Members.
- 14 **Office Allowance to Club Members:** The Management has agreed and issued Circular to make the payment of office Allowance to all Cub Members on the basis of Declaration without insisting any kind of bills.
- 15 **Computer Advance:** Computer advance will be granted to all Agents eligible for Renewal Commission subject to completion of 10 policies through Ananda.
- 16 **Pocket Expenses and Visiting Choice of Place:** The out-of-pocket expenses for the CM Club Member those who attend the Convention increased up to ₹ 10000 and visiting choice of place option amount also increased up to ₹ 25000/-
- 17 **Chief Life Insurance Advisor (CLIA):**The Chief Life Insurance Advisor (CLIA) Scheme was revised in August 2025, resulting in significant improvements in various allowances. The Activation Allowance, Productivity Allowance, Training & Mentorship Allowance and Brigade Mentorship Allowance were all enhanced. LIAFI-1964 actively pursued the issues concerning CLIAs by incorporating them into its agenda and engaging in discussions with the LIC Management. As a result of these sustained efforts, several benefits and improvements were secured for CLIA members, further strengthening the scheme and providing greater support to agents undertaking leadership and mentoring responsibilities.

ZONAL & DIVISIONAL COUNCIL ACTIVITIES:

1. Central Zone

Under President Mr. Nepal Chakraborty and Secretary Mr. C. B. Kushwaha, Raipur Division has shown good activity. Unfortunately, our Zonal President Sri Nepal Chakraborty has passed away on 19th August 2025. It is an irreparable loss to the LIAFI-1964. However, the Zone is yet to form a full-fledged EC and overall activity remains below expectations.

2. Eastern Zone

Mr. Manoj Agarwal (President) and Mr. Somanath Chowdhury (Secretary) and Mr. Swaroop Chand Baral have actively visited Divisions and conducted regular EC meetings. Mr Sukalyan Deo has been appointed as new in charge secretary of the Eastern Zonal council.

Divisions like Jorhat, Asansol, KMDC-1, KMDC-2, KSDO, Burdwan, Howrah, Guwahati and Kharagpur are conducting regular Executive Committee Meetings, Pre conventions for ZM Club Members and ICC meetings with the LIC Management.

It is the Great achievement for the Eastern Zone that the Guwahati New Division has joined in our LIAFI-1964 fold along with 7 Branch Associations. We really appreciate Mr Manoj Agarwal Zonal President and our beloved President Mr Shyamal Chakraborty and other team of EZ who have motivated and inspired the Guwahati team to join with LIAFI-1964.

The Eastern Zone has always been one of the most active and vibrant zones of our Federation, making significant contributions to organizational growth and various agitations. Going forward, there is an opportunity to further strengthen the Zone by fostering an atmosphere of greater mutual understanding, teamwork and inclusiveness. Encouraging wider participation, open communication and collective decision-making will help more leaders and members actively involve themselves in organizational activities with enthusiasm and confidence. A positive and harmonious environment will not only enhance unity within the Zone but also contribute significantly to the overall growth and effectiveness of LIAFI-1964.

This approach will help channel the energy and commitment of the Eastern Zone towards even greater organizational achievements.

3. East Central Zone

Under the able leadership of Mr. Shivaji (President) and Mr. Subendu Pattnaik (Secretary) and Mr. L Sudarshan Patro Treasurer of the Zone is vibrant and lot of activities have been taken up in the zone.

Divisions such as Cuttack, Bhubaneswar, Berhampur, Bhagalpur, Patna-1 and Patna-2 are holding GB and EC meetings, ICC sessions, and educational seminars. The National leaders Mr S K Deo, Mr Gyan Ranjan Mohanthy and Manoj Mohanthy, Mr A N Srivastav and Ahson Mazhari and Mr Bidyuth Ghosh are extending their valuable advises in making the organisation strong.

Under Cuttack divisional council 6 new Branches were joined in our LIAFI-1964 folder under the present leadership of Divisional Council. We really appreciate Mr Bidyuth Gosh, Mr. Subendu Pattnaik and other leader for their dedicated efforts in strengthening and spreading the LIAFI-1964 penetration.

Bhubaneshwar Divisional council also doing wonderful job in arranging regular educational seminars and their General Body meetings. Zonal ICC meeting with ZM and RM at Patna was a notable success.

We have observed, Some of the Divisional Councils are having very few branches were affiliated and need to include some more branches in their respective Divisions and Zonal Council also should take appropriate measures in adding few divisions in our folder.

4. Northern Zone

The Northern Zonal Council Led by Sri Naresh Chand Khandelwal (President) and Sri Harbhajan Singh (Secretary) and Mr. Vinod Kumar Goel. Under the able guidance of Mr Satinder Singh Kala, Mr. Ram Naresh Tiwari, Mr. C S Gujral, Mr. Jitender Wadhwa and others, the zonal council is moving forward to further strengthen the LIAFI-1964.

Divisions including Delhi-1, 2 & 3, Srinagar, Jalandhar, Chandigarh are active, organizing seminars, GB meetings, and ICC sessions. Chandigarh Division also regularly conducting their activities in strengthening the organisation.

It has come to our notice that two more new branches were joined in our Jalandhar Divisional council under the present leadership of Sri, Ravinder Mehra, Prabhjot Singh, Arun Malhotra respective President, Gen Secretary and Treasurer of Divisional Council.

Delhi 1,2,3 Jointly organised educational seminars. The DO-3 also convened one Educational Seminar at New Delhi. The team of Delhi1,2 and 3 Divisional Councils have played a vital role in making arrangements and making a grand success of our Peaceful Demonstration held on 19th March 2025 at Ram Leela Maidan, New Delhi.

The Central Secretariat extend sincere thanks to Mr. Satinder Singh Kala, Mr. Ram Naresh Tiwari, Mr. Naresh Chand Khandelwal and Mr. Jawahar Mishra for their exemplary support to save the life of Mr. Ranga Swamy who has been admitted in Hospital in New Delhi due to severe heart attack.

However, further expansion into other Divisions is needed. The National and Zonal council leaders of this Zone give more attention in improving our strength,

5. North Central Zone

Under the vibrant leadership of Sri C. B. Pandey (President), Sri Sudhakar Chaturvedi (Secretary) and Sri Ram Vinay Pandey the North Central Zone is doing good activities.

Divisions Lucknow, Faizabad, Gorakhpur, Kanpur, and Dehradun are consistently active and Division Councils are conducting regular Executive Committee Meetings & ICC meetings with the Management at their respective areas. There is a need for other Divisions such as Varanasi, Bareilly, Allahabad and Haldwani have to intensify their activities.

A new Divisional Council Dehradun has joined in our LIAFI-1964 Folder under the dynamic leadership of Mr Subhash Sangham and special compliments to Mr C B Pandey and Mr. Sudhakar Chaturvedi who have actively involved in this mission. Mr Subhash Sangam is the instrumental leader who has taken lot of pains in this successful mission.

Special thanks to North Zonal Council (Mr. C B Pandey, Mr. Sudhakar Chaturvedi and Mr. Ram Vinay Pandey) and Lucknow Division (President Mr. D. K. Verma, Secretary Mr. Manoj Kumar Awasthy, Treasurer Mr. S. K. Dwivedi) for hosting this National EC Meeting and making the event a grand Success

6. South Zone

Mr. Vanamali Srinivasan (President), Mr. Sajeevan (Secretary) and Mr. N V Xavier (Treasurer) have affiliated new branches in Chennai, Kerala and enrolled Life/Patron Members.

Activities are being revived, with focus on member education and professionalism. **Appreciation to Mr. Vanamali Srinivasan who has taken special interest in contributing good number of life Membership and enrolling 8 new branches affiliation in his Zone.**

7. South Central Zone

Under Sri J. Krishna Reddy (President), Sri Dilip Patil (Secretary), Sri B. Venkataiah (Treasurer) and Sri Ch Ashok Kumar (Resident Secretary).

Divisions like Kadapa, Karim Nagar, Hyderabad, Secunderabad, Bangalore-1, Bangalore-2, Mysore, Machilipatnam, Warangal are highly active, conducting EC, ICC, and GB meetings. Regular ICC Meetings held with LIC management of South-Central Zone.

Notable events:

Women's Day programs held in Hyderabad, Secunderabad, Bangalore and Mysore with record participation of lady agents.

On the occasion of **International Women's Day, the Hyderabad and Secunderabad Divisional Councils** jointly organized a Women's Day Meeting, which witnessed the participation of more than 150 Lady Agents from both divisions. All the agents were honoured during the program. We sincerely appreciate and applaud the initiative and efforts behind this successful meeting, which was ably led by Smt. E. Hemalatha, Vice-Chairman, Women's Empowerment Committee (All India); Smt. A. Vijayalakshmi, Chairman, Women's Empowerment Committee, SCZ; Smt. Rani Padmaja, Vice-Chairman, Women's Empowerment Committee, SCZ; Mrs. Sarojini, Chairman, IT SCZ; Smt. Koteswaramma, EC Member; and Smt. Shyamala Sunita.

The Bangalore-I Divisional Council organized a Mahila Sammelan on 9th July 2025 under the leadership of Smt. R. Rukini, Smt. Savitha, Smt. Harshalatha, Smt. Veena P. Alva, and Smt. Lakshmi kanthamma. The event, attended by 100 Lady Agents, was a resounding success, and the dedicated efforts of the leaders are highly appreciated.

One more historical Mahila Sammelan programme was organised by Bangalore DO1 on 1st March 2026. More than 600 female and male agents enthusiastically participated. We are deeply honoured by the gracious presence and inspiring address of:

Sri Ratan Kumar Patnaik, Managing Director, LIC of India, Sri Puneet Kumar, Zonal Manager SCZ and other officials from LIC of India.

Special appreciation to **Mrs. Rukmini, Mrs. Savitha, Mrs. Harshalatha, Mrs. Veena P Alva, Mrs. Lakshmi Kanthamma** and the entire Mahila team for their outstanding efforts in making this event a Grand Success.

Similarly, the **Mysore Division conducted a grand Mahila Sammelan on 14th August 2025 at Mysore, with the participation of around 250 Lady Agents.** The Senior Divisional Manager and Marketing Manager of Mysore Division graced the occasion, acknowledged the event, and appreciated the commendable work carried out by LIAFI-1964. This event provided an excellent opportunity for recognition and encouragement of our Lady Agents.

The **Hyderabad Divisional Council** has launched a unique welfare initiative, providing **Rs 25,000 immediate financial support** to families of primary members in case of untimely demise. Till date, families of 16 members have benefited under the able leadership **Mr. Sudarshanam, Mr. G Sreenaiah, Mr. C Venkat Reddy and Mr. Devender.**

Secunderabad also initiated the Group insurance scheme for the Agents who are enrolling as primary membership and paid primary membership.

One more land mark in Hyderabad Division is having Agents Benevolent Fund Trusts in more than 8 Branches having sufficient Funds in Lakhs of Rupees. City Branch XI is having more than Rs 89,51,603 lakhs and extending Rs 3,00,000/- financial support to each deceased Agent family. This branch has paid 25 Claims with an amount of Rs 48,60,000/-

Construction of multiple LIAFI Bhavans in Karimnagar, Hyderabad and Secunderabad Divisions. Some of the Branch Associations also having their own LIAFI Bhavans at their respective branch areas in Hyderabad, Secunderabad and Karimnagar Divisional Councils.

8. Western Zone

Under Sri Kamlesh Sondhia (President), Sri Hajarimal Purohit (Secretary), and Sri Sanjay Prajapathi (Treasurer). **Expansion efforts succeeded in bringing Aurangabad (Shambajinagar) and Thane into LIAFI fold. The Zonal Council putting its efforts to bring some more Divisions in to LIAFI-1964 Fold. Mr. Kamlesh Sondhia, Mr. Hajarimal Purohit and Mr. Sanjay Prajapathi are instrumental leaders for this success and they are very much derived for the great appreciations.**

APP Day programs at Nagpur and Udgir (Shambajinagar) and Annual Convention of Goa Divisions were notable highlights.

Past leaders Sri Subhash R Mishra and Sri Gopinath Terkar were honoured in their WZ EC Meeting with Lifetime Achievement Awards.

The Goa and Nagpur Divisional council are regularly conducting their educational seminars, Executive Committee Meetings inviting renowned speakers for their seminars. The Nagpur Divisional Council has arranged the Educational Seminars and APP day programmes with huge gathering of thousands of Agents under the dynamic leadership of Mr. Mohan Boyar and his team

The Divisional Councils such as Surat, Allahabad and Thane have to improve their activities measures to be taken up to spread liafi-1964 penetration in more divisions to further Strengthening of LIAFI-1964 in Western Zone.

In conclusion, I place on record my heartfelt appreciation to all National, Zonal and Divisional Councils, office bearers, and members of LIAFI-1964 for their dedication, sacrifices and relentless efforts in protecting the interests of our fraternity and policyholders.

Let us move forward with renewed unity, vision, and determination to build a stronger, more professional, and more respected LIAFI-1964.

FUTURE ACTION PLAN:

To strengthen LIAFI-1964 further and to ensure our organization continues to be the strongest voice of the Agent fraternity and Policyholders, the following action points are proposed:

1. Strengthening Organizational Structure

Ensure full-fledged ECs are formed in Zones and Divisions where activity is weak (Central Zone and South Zone and some of the divisions of other Zones). Revive inactive Divisions through special Primary membership drives and direct visits from Divisional Council leaders along with Zonal/ National leaders of the respective Divisions. Strengthening the membership expansion and achieve maximum agent enrolment. Develop second line leadership by empowering young Agents

Encourage construction of LIAFI Bhavans across more Divisions on the model of Karimnagar, Hyderabad and Secunderabad.

2. Enhancing Communication & Digital Connectivity

Strengthen Zone-wise WhatsApp groups to ensure every Life Member receives updates instantly. Accelerate Digital transformation in organisational functioning Introduce a centralized digital bulletin (quarterly's e-newsletter) covering activities, industry news, and training content. Explore use of video conferencing platforms for Zonal/Divisional EC meetings to ensure wider participation. Build a strong communication ecosystem through social media, Webinars and Digital platforms

3. Policy Advocacy & Industry Engagement

Continue strong representation with LIC Management, IRDAI and Government of India.

4. Professional Development of Agents

Conduct regular training workshops, educational seminars and digital literacy programs to help agents upgrade skills.

Encourage Divisions to host Mahila Sammelans and Youth Agents Forums, promoting gender balance and leadership grooming. Publish knowledge resources through the ILU Magazine and webinars.

5. Welfare & Social Security for Members

Replicate Hyderabad Division's ₹25,000 Immediate Welfare Scheme across all Divisions. Explore creation of a National-level Benevolent Fund to provide emergency support to members in distress. Promote Health Camps, Family Counselling and Insurance Awareness Drives under the banner of LIAFI-1964.

6. Strengthening Unity & Discipline

Promote coordination and harmony among National, Zonal and Divisional leadership by strictly following organizational protocol. Establish a Disciplinary & Grievance Redressal Mechanism at Zonal and Divisional levels.

Encourage leaders to resolve issues internally rather than through public platforms, to safeguard the image and reputation of LIAFI-1964.

7. Celebrating Milestones & Inspiring Members

Observe APP Day (24th January) and LIAFI Formation Day (2nd October) with uniform programs across all Divisions and Zones.

Recognize outstanding leaders and Divisions with “Best Performance Awards” at every Executive Committee Meetings.

FINAL REMARKS

The success of the organization depends on the team work. The Central Secretariat could not have succeeded without involvement & support of its members. I am so fortunate to work with a good team who are having vast experience, knowledge and commitment towards organization.

I would like to thank President Sri Shyamal Chakraborty who is in support of my all activities. The Vice-President, Head quarter Sri M S Murthy’s experience and his maturity helped me a lot in administering the Central Secretariat office. My special compliments to Treasurer Sri B Sriram who is very strict, having discipline and maintain transparency in financial matters. Mr S Udaya Bhanu is also a dedicated leader and he is an asset for the organization. My sincere thanks to all the members of the Central Secretariat who are guiding me and supporting in discharging my duties properly.

On behalf of the Central Secretariat, I extend our sincere gratitude to the Board of Trustees of the **Life Insurance Agents Welfare Trust** for their generous support and sponsorship of the Indian Life Underwriter (ILU) Magazine as well as various other programmes organized by LIAFI-1964. Their continued cooperation and encouragement have significantly contributed to the successful implementation of our activities and initiatives.”

Let me extend my sincere thanks to all Vice President, Chairmans, National, Zonal, Divisional, Branch leaders and Agents directly or indirectly who have extended their support in the efficient functioning of Central Secretariat.

The past year has proven that LIAFI-1964 remains strong, resilient and determined. We have faced challenges, but through unity and dedication, we have turned them into opportunities for growth.

This Future Action Plan is not merely a roadmap but a collective call to action—a pledge that together, with discipline and commitment, we will build a stronger, more professional and more respected LIAFI-1964.

With Warm Regards,

S B SREENIVASA CHARY

Secretary General, LIAFI-1964

LIAFI-1964 General Council Meeting Committees

- | | | | |
|-----------|---|--|--|
| 1. | RECEPTION COMMITTEE
SINGARAPU SRINIVAS
PURI VENKATESHAM
JAMPALA KRISHNA REDDY
D. BALA CHANDAR | CHAIRMAN
CO CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN | 9985422277
8008984455
9440353711
9885456388 |
| 2 | ADVISORY COMMITTEE
B.N. CHARY
K.VITTAL
P.KOTI REDDY
GAJULA RAJESH | CHAIRMAN
CO CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN | 9396500040
9849023530
9849174634
9848431725 |
| 3 | STAGE COMMITTEE
SMT E HEMALATHA
KOTESHWARAMMA
A VIJAYA LAKSHMI
A.RANI PADMAJA
SHYAMALA SUNITHA
B.MAHESH (IT SUPPORT)
S. SURESH (IT SUPPORT) | CHAIRMAN
CO-CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN | 9989331267
9348466644
9849698985
9849789321
9553123999
9395152625
9391141215 |
| 4 | CO-ORDINATION COMMITTEE
L. KISHORE CHAND
P.RAMASWAMY
BUDIGA VENKATAIAH
TIRUPATI RAO | CHAIRMAN
CO CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN | 9848056923
8639663359
9440965328
9849834507 |
| 5 | FOOD COMMITTEE
N. GANGARAJU
KATTA VENKAT REDDY
G. ANJI REDDY
VEERA REDDY | CHAIRMAN
CO CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN | 9849013771
9848574732
6301022535
9440901182 |
| 6 | REGISTRATION COMMITTEE
CH ASHOK
P. SUDARSHANAM
D. SUNIL KUMAR
PULI SUDHAKAR | CHAIRMAN
CO CHAIRMAN
CO CHAIRMAN
VICE CHAIRMAN | 9848019724
9490150026
9391307389
9440146485 |
| 7. | PRESS & PUBLICITY
SHAIK SHAJAHAN
B. SURESH BABU
J. SRINIVAS REDDY
K PAPAIAH
BEJADI BHASKAR | CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN | 9490150040
9394892922
9440575052
9440134609
9246374880 |
| 8. | PURCHASE COMMITTEE
SREENAIAH GUDE
AMARENDER | CHAIRMAN
CO CHAIRMAN | 9849488532
9440862201 |
| 9 | MATERIAL DISTRIBUTION COMMITTEE
C VENKAT REDDY
AMARENDER
K. SUBBA RAO | CHAIRMAN
VICE CHAIRMAN
VICE CHAIRMAN | 9440203504
9440862201
9246574544 |
| 10 | HOTEL ACCOMMODATION
S. UDAYABHANU
D. SUDHAKAR REDDY | CHAIRMAN
VICE CHAIRMAN | 9440794044
9441237466 |

NEW LIAFI-1964 LIFE MEMBERS



K. NIRMALA



T. SARASWATHI



D. SIRISRAVANI



D. KOTESWARAMMA



K. SANKAJATHA



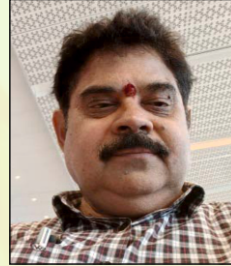
K. JANARDHAN NAIR



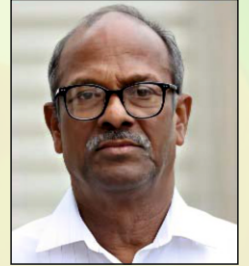
S. HARI SINGH



C. CHANDRA SHEKAR



B. SUNDARESWARA MURTHY



S. JANARDHAN REDDY



V. RAVI



C.K. NAGARAJA



B. VEERANNA



P. KRISHNA RAO



S. RAVICHANDRA



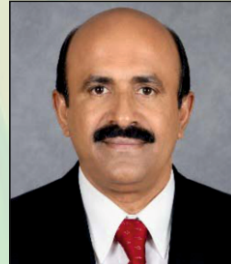
A. VENKATA SUBRAMANIAN



M. ANTONY RAJ



O. OMPRAKASH



T. SHANKARAPPA



N. VENKATA SUBBAIAH



D. SHESHA PAVAN KUMAR



M. GNANASEKHAR



NARESH KUMAR



C.SUDHAKARA REDDY



K. SURESH BABU



K. DAMODARA PILLAI



SUDHAKAR CHATURVEDI



TIPPANI RAJU



M. PURUSHOTHAM REDDY



A. RAVI KUMAR



LIAFI Bhavan Hyderabad Division Council



LIAFI Bhavan Karimnagar Division Council



Life Insurance Agents' Federation of India 1964

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