

# **LIFE INSURANCE AGENT'S FEDERATION OF INDIA.**

Regd. No. 2924/2000.

**RANVIR SHARMA**  
National President.

**B. MARKANDEYULU.**  
Secretary General.

## **79<sup>TH</sup> E.C. MEETING AT BILASPUR.**

Secretary General Report presented at 79<sup>th</sup> Executive Committee meeting held at **INTERCITY INTERNATIONAL Hotel BILASPUR.** On 21<sup>st</sup> and 22<sup>nd</sup> May- 2026.

Respected National President, distinguish leaders on the Dais, Delegates and Special Invitees.

I express my heart felt gratitude to all of you. I sincerely believe that during the Financial-year 2025-2026, I think you have achieved excellent performance to procure new business and have successfully upgraded your Club Member Status. Similarly, I extend my heartfelt gratitude to all my esteemed Leaders and beloved agents, who made the effort to travel to Bilaspur and Participate in the all India LIAFI Executive Committee Meeting.

The State of CHATTISGARH, Bilaspur is famously known as the "Judicial Capital" of the State and is renowned for its HIGH- Quality Kosa Silk Sarees, Aromatic Doobraj Rice and as a major power producing hub. It is also recognized for the Scenic Kutoghat Dam, the Ancient Deorani- Jethani Temple and as the Head Quarters of the South East Central Railway Zone. I Welcome all of to this Bilaspur for 79<sup>th</sup> Executive Committee Meeting.

This is 3<sup>rd</sup> E.C. meeting after 17<sup>th</sup> General Council. I submit Secretary General Report, A few Enthusiastic movement, share with you, after our 78<sup>th</sup> E.C. meeting we met IRDAI Chairman at Vijayawada and discussed regarding Digital Platform like Bima Sugam. At that time, he has responded positively, and had a good interaction with us. I got the Opportunity to meet the CEO of LIC, when he visited Vijayawada for the foundation stone laying ceremony of LIC. In the Capital region of Amaravathi. This is not merely a Ceremony, it is defining moment that reflects LIC's commitment, power, and its pivotal role in shaping the future. After that in the month of November we met the Finance Minister Smt. Nirmala Seetharaman and honor her, and removal of GST on Life and Health Insurance products. Therefore, we convey our Gratitude to her for creating awareness among the public, to take Insurance Policies through Agents. It will be more strength for LIC Agents.

Wherever and Whenever an Opportunity arises, we should utilize for the progress of LIAFI.

## **ORGANIZATION MATTERS:**

*The Life Insurance Agents' Federation of India is not an organization. It is the collective strength, voice and backbone of lakhs of Insurance Agents across the Country. At the National Level, this strength must be asserted with clarity, courage, and uncompromising determination.*

### **A) Strong and United Organizational Power.**

*We must move as one United Force, not as fragmented groups any weakness in Co-Ordination from Central to Branch level is unacceptable. Internal differences must end; Unity is our biggest Weapon.*

### **B) Relentless Fight for Agents Rights.**

*We will not remain silent on issues like Commission structure, policy restrictions and unfair conditions. Our demands must be time- bond and result oriented. We assert our rights before LIC of India; it is not a request but as a Justified.*

**C) No conceding on welfare of Agents' livelihood, dignity and financial securities are non-negotiable any Policy affecting Agents negatively must be opposed firmly and collectively welfare measure should not be delayed. We demand for quick action.**

**D) Accountability at all levels every Office Bearer must be answerable to esteemed members. Inactive Leadership and negligence, will not be tolerated, Positions are for responsibility, not for Status.**

### **E) Expansion.**

*Expansion with purpose of membership growth, it is not optional it is a mission. Every Agent must be brought under LIAFI's umbrella. A stronger membership means stronger Bargaining power. To drive organizational skills, we can conduct training programs at the national level in the future.*

### **F) Powerful National Representation.**

*Our voice at the National level must be loud, clear and unavoidable. We will not accept lagging, vague assurance or partial solutions if needed, we must be prepared for strong Organizational actions.*

### **G) Discipline and Determinations.**

*Discipline is our strength, but silence is not our policy we will act with responsibility, but also with firm resistance when required.*

*Friends this is the time to transform LIAFI into an unstoppable National Force. We are not adjusted, we are here asserted, achieve and lead. If we stand United, no authorities can ignore us. If we act decisively no demand will remain unfilled. A unity is our strength and struggle is our path to Justice.*

*Faith in yourselves will do everything. I have experienced it in my own life.*

**Women Empowerment:** *Women representation is essential for the growth and strength of LIAFI. An organization that empowers women ultimately strengthens its own foundation. In today's changing environment, inclusivity is not a choice, but a necessity. If we aspire to build a progressive, dynamic, and forward-looking LIAFI we must ensure that women are represented at all levels, right from grass roots to leadership positions. It will also reflect our commitment to equality and fairness as an organization.*

*Therefore, all respected members and leaders to actively support and implement measures that promote women's participation and leadership within LIAFI. Let LIAFI stand as a model organization where every voice is heard, every contribution is valued, and every individual, especially our women members- is given the opportunity to lead and excel.*

**IRDAI:** *With Insurance E. D's, Bankers and IRDAI Chairman Conference organized on 24-9-2025, with our Machilipatnam M.P. Sri. BALA SHOWRY Garu at Vijayawada. The Honorable M.P. extended a special Invitation to LIAFI, I along with my team, participated and interaction with IRDAI Chairman Sri. AJAY SETH. During the discussion the Honorable M.P. highlighted issues faced by Insurance Agents to the IRDAI Chairman, we were submitted our representation regarding the Agents issues and again, I sent a letter through e-mail on 8-10-2025, pertaining press statement given by Chairman, in the statement he as mentioned Commission Structure of Insurance Agents, akin Mutual Fund Commission. I strongly oppose the statement, made by the IRDAI. pertaining insurance Agents Commission.*

### **Government of India:**

*The "Sabka Bima Sabki Raksha" (Amendment of Insurance Law's) Bill, 2025.*

*Further to Amend the Insurance Act 1938, the Life Insurance Corporation Act 1956 and the Insurance Regulatory and Development Authority Act 1999. Be it enacted by Parliament the foreign Direct Investment limit was raised 74% to 100%. The slogan "Sabka Bima, Sab*

*ki Raksh" reflects*

*the Vision of Expanding Insurance Coverage to every Citizen. When such a bill is introduced, its focus is usually on Strengthening accessibility, affordability and protection some key points.*

- 1 To further accelerate the growth and development of the Insurance Sector.*
- 2. To ensure better protection of Policy holders.*
- 3. To improve ease of doing business for Insurance Companies.*
- 4. To bring transparency in Regulation making and to improve regulatory oversight over the sector.*

***Go on bravely. Do not expect success in a day or a year. Always hold on to the highest. Be steady avoid jealous and selfishness.***

### **Notes on Clause:**

*Clause-80: this clause seeks to amend section 22 of the Insurance Corporation Act so as to provide the manner of constitution of an Employees and Agents relation committee to be determined by the Corporation.*

*Clause-93: This clause seeks to insert new section 16A in the Insurance Authority act to allow for creation of a Policy Holders, Education and Protection Fund.*

### **In Insurance Bill Chapter V:**

*The Corporation shall constitute in the prescribed manner for each Zonal Office an Employees and Agents relation committee consisting of such manner of persons as it thinks fit and every such committee shall consist of representatives of the Corporation and its Employees and Agents. So, however that the number of representatives of the Employees and Agents on the committee to advise the Zonal Manager on matters which relate to the welfare of the Employees and Agents of the Corporation or which are likely to promote and secure amity and good relation between them and the Corporation.*

*The manner in which an Employees and Agents relations committee may be constituted for each Zonal Office.*

*On 27<sup>th</sup> November 2025, during the visit of the Honorable Finance Minister to Vijayawada, we given an important Opertunity to represent the following genuine concerns and long-pending demands of LIC Agents.*

- 1. Expansion of Insurance Coverage for all Agents.*
- 2. Provide provident fund.*
- 3. Create of a welfare fund.*
- 4. Enhancement of Gratuity and Mediclaim.*
- 5. Provide regular Pension for LIC Agents.*
- 6. Professional Recognition for Agents.*
- 7. Implementation Graded Punishment.*
- 8. Conducting Tripartite meetings with the Govt. of India.*
- 9. Formation of an Insurance Agents Council.*
- 10. Addressing issues related IRDAI.*

*On 12<sup>th</sup> January 2025, a formal and detailed representation was submitted to the Honorable Union Finance Minister Smt. Nirmala Seetharaman, through E-mail. concerning the changes being contemplated by the IRDAI in the Agents commission structure, the representation earnestly appealed that these proposed changes be examined with utmost sensitivity and responsibility, with particular emphasis on safeguarding the profession and livelihood of Insurance Agents. Across the Nation, Lakhs of families are dependents on this profession for their survival and economic security.*

### **Importance of LIAFI E.C. Members:**

*The importance of LIAFI E.C. Members are very significant in strengthening the Organization, protecting Agent' interest and guiding Policy Direction, E.C. members play a key role in shaping LIAFI.*

*E.C. Members act as a strong link between field level Agents and National Leadership, ensuring that real problems are addressed effectively. He plays strategies to strong the Organization and improve working conditions. E.C Members inspire Agents, guide them and lead to achieve professional Excellence. They ensure unity, discipline and expansion of LIAFI across the Division.*

*Strong E.C. Member build a strong LIAFI and a strong LIAFI secures the future of every Agent.*

### **LIAFI Approach Towards the Management:**

*We are not an organization that believes in unnecessary confrontation, at the same time we are not an organization that remains silent when the interests of Agents are at stake. We respect the Management, we co-operate for the growth of the Organization, and we contribute wholeheartedly to strengthening LIC of Indi. But let me make it very clear, our co-operation should never be mistaken for weakness. Whenever Policies decisions, or actions affect the livelihood, dignity, and future of Agents LIAFI will stand United, raise its voice and fight with full strength. Our approach is simple and principled. We believe in mutual respect.*

*If management respects the role and contribution of Agents, LIAFI will always extend full support. But if Agents interests are ignored, we will not hesitate to take a firm decision. Let us remember, agents are the backbone of LIC, without Agents, there is no growth no reach and no success. Therefore, LIAFI will continue to work together. But always self-respect unity and determination. We believe in Co-operation, but not Compromise. We believe in Dialogue, but not Silence. We believe in Strength, unity and Justice.*

### **Conduct LIAFI E.C. Meetings Periodically at all Levels:**

*Periodic Executive Committee Meetings are not just routine gathering; they are the driving force behind organizational strength and success. These meetings provide a platform to discuss critical issues, frame policies, and take timely decisions. That safeguard the interests of LIC Agents at all levels, E.C. meetings bring real field problems to the forefront and enable effective solutions through discussion and experience sharing, consistency in meetings reflects discipline, commitment and seriousness towards the organization goals.*

*A strong organization is built not by words, but by regular interaction, collective thinking and decisive action.*

*Each work has to pass through these stages Ridicule, Opposition and then Acceptance.*

### **I.C.C. Meeting:**

*The LIAFI I.C.C. Meeting with Management stands as a decisive platform to voice Agents, concerns, demand rightful solutions and reinform the strength and unity of our organization, from branch to higher level should hold the meetings.*

*I am pleased to inform you that the I.C.C. meeting held with management on 16-2-2026 was highly significant and outcome is oriented. Our agenda was discussed comprehensively and in depth. The management responded positively and constructively to the issues raised. The key points and subjects of the I.C.C. meeting were promptly circulated on the same day through What's- App and E-mails.*

### **Achievements:**

1. *After Mega Agitation the union Government has taken a decision to remove GST on life and Health Insurance. Proudly said this is an unprecedented achievement by LIAFI. .*
2. *We have been in continuous discussions with management, which held C.M. club Conventions in Indore and Chennai.*
3. *Our LIAFI demanding since a long time after in lieu of Convention tour allowance was Increased from 20,000 to 25,000 and pocket expenses 8,000 to 10,000 it is our LIAFI achievement.*

### **For Policy Holders:**

- a) *Unclaimed Amount of policy holders should not transfer to social schemes*
- b) *Reduce rate of interest on various financial transactions.*
- c) *Increase Bonus rates to policy holders.*

### **For Agents:**

- *Increase Gratuity 10 Lakhs.*
- *Introduce Medclaim, for non-club members.*
- *Provide Provident Fund.*
- *The tied group Insurance coverage should be Increased up to 25 Lakhs, and similarly, it should be extended up to 85 years of age.*
- *Create welfare fund from agents forfeited commission.*
- *Provide benefits to Direct Agents.*

- *Club members rules should be changed according to the new plans structure.*
- *If one policy is in force, after financial year that Group Insurance Coverage shall be extended 10 Lakhs with natural coverage.*

### **Our Web Site:**

*Our Web Site is revived and Web Site is [www.liafi.co.in](http://www.liafi.co.in). Sri. Natarajan will co-ordination Web Site activity. I appeal to visit the Web Site and give the feedback.*

### **Functions of Central Secretariat:**

*The Central Secretariat is the core executive and administrative authority of LIAFI at the National level. It ensures policy direction, Co- ordination, and effective functioning of the entire organization.*

1. **Policy making & Execution:**
  - a) *Formulates national policies, strategies and action plans.*
  - b) *Executes resolutions passed by the All- India Executive Committee.*
  - c) *Maintain uniform policy implementation across all zones.*
  
2. **National Presentation:**
  - a) *Represents Agents issues at the higher level.*
  - b) *IRDAI, Govt. of India and LIC of India.*
  - c) *Protect and promotes the Interests of Agents and Policy Holders.*
  
3. **Organizational Co-ordination:**
  - a) *Acts as link between Central Zonal Divisional and Branch unity.*
  - b) *Ensure Discipline, unity and organizational strength.*
  - c) *Issues guide lines and directions to all Affiliated Branches.*
  
4. **Administration & Governance:**
  - a) *Manages, day-to-day administration of the organization.*
  - b) *Maintain official records, proceedings and documentation.*
  - c) *Issues circulars, notifications and policy communications.*
  
5. **Conduct of Conferences:**
  - a) *Organizes All India conferences, executive committee meetings and special sessions.*
  - b) *Prepare Agenda, Minutes and follow up actions.*
  - c) *Ensures implementations of decisions taken in meetings.*

*My faith is in the younger generation, the modern generation, out of them will come my leaders. They will work out the whole problem like lions.*

**6. Financial Management:**

- a) Maintain Accounts, budgets and financial discipline.
- b) Supervises collection of memberships and subscriptions.
- c) Ensures, transparency, auditing and proper utilization of Funds.

**7. Member Welfare & Protection:**

- a) Safeguard the rights dignity and livelihood of LIC Agents.
- b) Addresses grievances and supports members in disputes.
- c) Work for social security, benefits and professional recognition.

**8. Strategic Planning & Growth:**

- a) Develops long-term vision and expansion strategies.
- b) Strengthen organizational structure and membership base.
- c) Responds to changes in the Insurance sector and regulations.

**9. Legal & Regulatory:**

- a) Monitors regulatory developments affecting Agents.
- b) Provides guidance on compliance with IRDAI rules.
- c) Supports legal matters related Agents Interests.

*The Central Secretariat of LIAFI functions as the nerve center of the organization. Responsible for policy leadership, National representation, co-ordination, administration and protection of Agents interests ensuring the organization remains Strong, United and Progressive.*

**Mourning:**

*I pay homage to demise all the leaders and agents during the 78<sup>th</sup> E.C meeting to 79<sup>th</sup> E.C. meeting, I specially mentioned, I am deeply shocked and saddened by the demise of our revered Sarvasri Sri **Stalin Babu Garu**. He was the one who gave me first lessons in LIAFI, I was learned many strategical things from him, his guidance shaped my LIAFI journey, and I will always remain grateful to him.*

*On behalf of LIAFI I offer my **heart felt tributes** to this **grate soul**.*

**CLIA:**

- A) CLIA channel is costless, demanding more benefits, stronger protection, higher recognition.
- B) If a CLIA loses its club membership, the supervisor agents appointed by them should be allowed to continue. The experience and service of that CLIA should also be taken into consideration.

**LPM's and above Status:**

After All India E.C. meeting, during the period, we have received LPM's-44 and also Silver to Platinum life Patrons. I congratulate each of patrons to make financial strengthening of LIAFI.

**Platinum:** 1). Sri. G. PRABHAKARA RAO, 2). Sri. A. RAVINDRA REDDY, 3). Sri. I.SATYANNARAYANA- from Machilipatnam Division-SCZC, (4). Sri. J.K. PALANI (Zonal Secretary)-Vellore Division- SZC. (5). Sri. ASHOK B VASTRAD- Belgaum Division-SCZC.

**Gold:** (1). Sri. LAKSHMAN SINGH BHAGEL-Gwalior Division-CZC. (2). Sri. P. SUDHAKARA RAO-Machilipatnam Division--SCZC.

**Divisional Council Status:**

During the period from April 2025 to March 2026 the Central Secretariat reviewed Branch Affiliations; based on the review, to distributed the Branch Affiliation Certificates. And to Distribute **Name Plates**, who were paid the **Silver** patron, **Gold** patron, **Daimond** patron and **Platinum** patron membership of LIAFI.

For the year 2025-2026 highest patrons are paid by these Divisions- **Salem** and **Coimbatore** (SZC); **Aligarh** (NCZC); **Machilipatnam** (SCZC); **Sambalpur** (ECZC); **Silchar** (EZC). I congratulate Divisional and Zonal Leaders.

We received 537 Branch Affiliation fee from their respective Divisions for the year 2025-2026. As per norms we declare the following Divisions are Acquired Status:

NZC: Karnel.

NCZC: Agra; Aligarh; Meerut.

CZC: Bhopal; Indore; Bilaspur, Raipur.

ECZC: Sambalpur; Cuttack.

EZC: Bardhaman; Guwahati; Jalpaiguri; KSDO; Silchar.

SCZC: Machilipatnam.

SZC: Chennai-DO-1 Chennai-DO-2; Salem, Coimbatore.

**LIAFI's News:**

We entrusted editing of LIAFI's News to Sri. Ranvir Sharma ji. National President, I hope the current issue will be handover at All India E.C. meeting, I request all of you to send hard copies and events in your domine. So that our LIAFI News Book can be made attraction and informative, I request all of you to co-operate.

**Character has to be established through a thousand stumbles.**

**LIAFI Celebrations:**

*I request to all the leaders from gross root to apex level, Celebrate our LIAFI Festivals.*

- *To celebrate the **October 2<sup>nd</sup> Formation Day.***
- *To celebrate the **Agents' profession protection day 24<sup>th</sup> January.***
- *To Celebrate our Legend, Visionary and Educated leader **Sarva Sri. H.M. Jain Birth Day on 20<sup>th</sup> October.** And I sincerely request you, Sri. H.M. JAIN Ji photo shall be displayed in all Branches.*

**Vision and Commitment of LIAFI:**

*The Life Insurance Agents Federation of India, it's a moment of a force, and the United voice of Lakhs of Insurance Agents across India.*

**Our Vision:** *Our vision is bold and uncompromising promising to establish an Agency force that is powerful, respected and indispensable to the growth of the Insurance Industry and the protection of every LIAFI family.*

**Our Commitment:** *Our commitment is absolute non- negotiable. We will fight relentless to protect the rights, dignity and livelihood of every Agent. We will challenge every policy and system, that threatens the future of our fraternity. We will demand recognition, respect, and rightful benefits, not as a favor, but as our right. We will stand united, stronger than ever, against any force that tries to weaken our community. We will believe in one truth. If we work with unity, discipline, and determination, no power can compete with us, and system can ignore us.*

*LIAFI is built on strength, driven by commitment, and destined to lead.*

*"We don't wait for change- We create it."*

*We will not follow- we will lead.*

*This is our time; this is our responsibility and is our moment to raise. Let us move forward together with confidence with courage, and with a clear purpose. Ultimately victory for us. Our commitment to get 1000 Branches Affiliation. All are should work together for the LIAFI assignments.*

*I sincerely thanks to our National President Sri. Ranvir Sharma Ji, for continuous guidance and strong leadership. his direction is a constant source of strength and inspiration. Your guidance is not just support, it is driving force that pushes me to perform better and serve the organization with full dedication, thank you for leading and design my path. Whoever has given me support, co-operation and guiding me properly. I am expressing my heartfelt gratitude to all the leaders and esteemed Office Bearers.*

*If knowingly or unknowingly, commit any mistake please ignore. I thank you all, for patiently hearing, and invite suggestions for making the "Strong LIAFI".*

***Make yourself a Dynamo, if you are pure, if you are strong, one man is equal to the whole World.***

## **BIMA SUGAM:**

*Bima Sugam platform pushed by IRDAI, it will act as a comprehensive digital market place. Where customers can buy, manage and claim Insurance policy nominees seamlessly Bima Sugam fully digital platform. And customer centric echo system. it will serve as a one -step platform customers can buy, renew compare and service all types Insurance Policies- life, health, motor and general- in simple transport manner.*

*Through Bima Sugam, policy holders will get a unique-e-Insurance account (EIA) where all their policies are stored Digitally, enabling paperless transactions and easy access at any time. The portal will also standardize claim settlement, making the process Fastly more transparent and hassle-free.*

### **Merits and Demerits of Bima Sugam for Agents' Remittance-**

#### **Merits of Bima Sugam:**

*Single Digital Platform. Bima Sugam provides a unified platform for Insurance- related services, making premium remittance and policy servicing easier and faster for Agents, Transparency in transactions.*

*All remittances and transactions are digitally recorded, reducing disputes and improving accountability faster premium processing premium collections and remittances can be processed quickly, helping policies remain in force without delay.*

*Reduced paperwork: Digital remittance minimizes manual documentation and administrative burden on Agents.*

***Customer Convenience:** Policyholders can make payments online through a centralized system, improving customer satisfaction. Easy tracking and monitoring Agents can monitor premium status, commissions, and remittance records efficiently.*

*Improved Operational efficiency Automation may reduce errors and save time for both agents and insurance companies.*

*Nationwide Accessibility: Agents and customers can access services from anywhere, improving reach and service quality.*

#### **De-merits of Bima Sugam:**

*Possible reduction in Agent's Role Direct digital access may reduce personal interaction between agents and Policyholders, affecting agents' importance.*

***Risk to Renewal Remuneration:** If customers directly transact through the platform, renewal premium linkage with agents may weaken.*

***Competition Among Intermediaries:** Multiple Insurers and Intermediaries on one platform may increase competition and pressure on agents. Digital Literacy Challenges.*

*Senior or rural agents may face difficulties adapting to advanced digital systems. Dependence on technology technical failures, server issues, or cyber risk may affect remittance processes.*

*Data privacy concerns centralized customer data may raise concerns regarding confidentiality and misuse of information*

*Possible decline in Relationship- Based Business*

*Insurance Business traditionally depends on trust and personal service, which digital Systems may weaken.*

*Training Requirement Agents may require continuous training to effectively use the platform and comply with new procedures.*

**Conclusion:**

*Bima Sugam can modernize Insurance remittance systems with transparency, speed, and Convenience. However, adequate safeguards are necessary to protect agents' interests, renewal remuneration, and their vital role in policy servicing and Insurance penetration. A balanced Implementation with proper agent protection measures is essential for the long-term success of the platform.*