

F.No.14017/104/2011 -Ins.II  
Government of India  
Ministry of Finance  
Department of Financial Services  
(Insurance Division)  
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3<sup>rd</sup> floor, Jeevan Vihar Building,  
Parliament Street, New Delhi.  
Dated: 17th November, 2011

To,

1. Shri D.K Mehrotra, Current Incharge, LIC of India, Mumbai.
2. Shri G. Srinivasan, CMD, New India Assurance Co. Ltd., Mumbai
3. Shri N.S.R. Chandraprasad, CMD, National Insurance Co. Ltd., Kolkata.
4. Shri R. K. Kaul, CMD, Oriental Insurance Co. Ltd., New Delhi.
5. Shri G. Srinivasan, CMD United India Insurance Co. Ltd., Chennai.
6. Shri M.Parshad, CMD, Agriculture insurance Company of India Ltd, New Delhi .

**Subject: Customer Contact Week in Public Sector Insurance Companies.**

Sir,

I am directed to refer to the subject cited above and to say that it has been decided by this department that each public sector insurance company should organize a customer contact week. The actions to be taken during the week are as follows:

1) Visit by ZOs/ROs to branches at least two days in a week. The branch should be outside the location of the office.

2) During visit, the purpose would be to understand about the customers' (big and small) impression about the bank/insurance co. in terms of the service it provides and identify areas for improvement.

3) Visit should be used to motivate staff and understand their grievances, if they have any.

4) During the week, all branches, ROs and ZOs must be made clean and aesthetically attractive without any major expenditure.

5) On the days when ROs and Supervisory officers are not visiting, they would be having video conference with customers by fixing the time during which they will be online with any other particular district. Head of the organization can decide their itinerary keeping the above objectives in mind.

You are requested to take necessary action in the matter and a report may be sent to this department immediately.

This has approval of Secretary (FS).

Yours faithfully

( Jitendar Kumar Mehan )  
Under Secretary to the Govt. of India  
Tel.No.23748789

- Copy to : 1) PS to Secretary (FS)  
2) PS to AS (FS)  
3) JS (P& I) / Director (Insurance).  
4) CE, GIPSA for coordination.