



PLI Mobile Training App



#InsuranceHoToPostalHo

Background

Postal Life Insurance (PLI) is the oldest Life insurance scheme in India. It came into existence on 1st February 1884 and has evolved over the years. Rural Postal Life Insurance (RPLI) came into existence on 24.03.1995 and has empowered the rural populace with its easy availability, low premium and high returns. The business of PLI and RPLI has been growing at the rate of 10% and behind this growth is the skilled sales force team of PLI and RPLI.

During the challenging period of COVID-19 pandemic, the importance of life insurance coverage to common people became all the more evident. PLI and RPLI provided critical financial support to the families of the policy holders struggling to recover from the shock of loss of their near and dear ones. This pandemic changed the way businesses were conducted and brought in the importance of digitization and remote access to processes like training and examination.

Need for App

PLI Directorate has adapted to the changing demands of the industry and training needs of the sales force. In collaboration with Insurance Institute of India, Mumbai. PLI Directorate has brought out a '**PLI Mobile Training App**'.

This App not only provides online training but also facilitates conducting of online licentiate examination. This App contains training material in audio/video mode and also a book which is a handy compilation of training material.

How does the App Work ?

Online training is open for a duration of 30 days from the date of activation by the candidate. It has 15 hours of mandatory training. After training, the candidate (sales force) can appear in online licentiate examination with unlimited attempts within 30 days of activation. This App has also reduced the cost of training and examination. Each Candidate (sales force) has to pay a fee of **Rs. 339/- + Taxes for online training and licentiate Exam both.**

This App is a handy tool for the training and licentiate examination for PLI/RPLI sales force. It is a green initiative, aiming to reduce carbon footprint, besides being convenient and economical tool, in sync with the Government's vision.



REVENUE GROWTH



DIGITAL TRAINING



GAIN COMPETITIVE
ADVANTAGE

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