



# Madurai Insurance Institute

(Affiliated with Insurance Institute of India, Mumbai)

C/o L.I.C. OF INDIA, CA Branch, Divisional office

Sellur, Madurai - 625002

Ref:

Date:

16.05.2019

We are glad to inform that Madurai Insurance Institute is going to organise Essay writing competition for its members on the occasion of its 58<sup>th</sup> AGB Meeting to be held on 21-06-2019. The members belonging to **Madurai Insurance Institute** are eligible to participate in this competition.

The topics and the areas to be covered by the competitors while writing the essay are given below.

**Title - Making Life Insurance reachable to the unreachablees.**

**Guidelines for the essay – Areas to be covered.**

**Marketing the Life Insurance product with novel ideas – Application of latest technologies to Spread Life Insurance – Methods to reach out the most needy people– Keeping the valuable customers intact by means of better service – Bringing Life Insurance to the uninsured and under insured.**

The members are requested to submit the essay through electronic form ie. in MS Word and the font size **should be 12** and font **should be Times new Roman**. The Write up should not exceed 4000 words in MS Word . The details such as name, address, Registration number of the Institute, Mobile No. etc. should appear in the top right corner of the essay write up.

The essay writing competition carries a cash prize of Rs. 3000 and 2000. The winners will be honoured in the Annual General Body meeting of the Madurai Insurance Institute to be held on 21.06.2019. Prizes will be announced subject to the minimum no. of participation in each topic.

The write up should reach the institute through email ([madurai@iii.org.in](mailto:madurai@iii.org.in)) **on or before 12<sup>th</sup> June 2019.**

Wishing all the best,

G.Seenivasan  
Secretary