Direct Incentive Disbursement Program

August 8, 2023 • vajiramandravi.com

About Direct Incentive Disbursement Program

- This programme will recognize the role of PLI's sales force which is the driving force behind the department's accomplishments.
- It will impact around two lakh sales force members across the nation, including Gramin Dak Sevaks, Direct Agents, Field Officers, and Departmental Employees.
- **Key benefits of pilot program:**
  - **Swift and Secure Transactions**: Sales force receives incentives directly in their Post Office Savings Bank accounts.
  - **Convenience and Motivation:** Sales force can conveniently manage their funds, and immediate rewards drive optimal performance.
  - **Simplified Administration:** Automated payouts reduce administrative costs, enabling a greater focus on delivering client service.

Key facts about Postal Life Insurance

- It is the **oldest life insurer in this country** which was introduced on 1st February 1884.
- It started as a welfare scheme for the benefit of postal employees and was later extended to the employees **of the Telegraph Department in 1888**.
- In 1894, PLI extended insurance cover to female employees of the erstwhile P & T Department at a time when no other insurance company covered female lives.

Q1) What is insurance?

Insurance is a financial arrangement in which an individual or entity, known as the policyholder, pays a premium to an insurance company in exchange for protection against certain risks or losses.

Source: Postal Life Insurance (PLI) Launches Direct Incentive Disbursement for Sales Force: A Transformational Step