



All Zonal Managers, Regional Managers (Mktg.), Sr. Divisional Managers and Branch In-charges , Audit/ Inspection Centres, MDC

Re: Modification in provisions of Senior Business Associate Scheme

It has been decided by the Competent Authority to modify the following provisions of SBA Scheme as stipulated in the circular ref: Mktg./ZD/6/2009 dated 27/04/2009, amended from time to time.

Eligibility Criteria:

A Development Officer will be considered eligible to apply as Senior Business Associate if he/she-

- (i) Has completed 3 years service.
 - (ii) Has worked at a cost ratio of 5% or less in the last completed appraisal year.
Or
Has worked at a cost ratio of 8% or less with 2 Cr TEPI or 1500 policies or 50

Has worked at a cost ratio of 8% or less with 2 Cr TFPI or 1500 policies or 50 Agents in his/her organization in the last completed appraisal year.

(Zonal Manager in-charge can waive the cost ratio up to 1% in both criteria of entry condition for deserving candidates)

(The cost ratio should be reckoned and rounded off to the nearest first decimal place: for example, if the cost ratio works to 5.04%, it should be taken as 5% and if it works to 5.05%, it should be taken as 5.1%).

- (iii) Is having his/her own office and
 - (iv) Is willing to work as Senior Business Associate

Exit from the Scheme:

A Development Officer will exit the SBA Scheme on any of the following grounds:

- (i) SBAs not maintaining Life Plus office will be exited from the scheme for all purposes. No transaction in their Life Plus office for a continuous period of 90 days will be taken as Life Plus office being non-functional. Existing SBAs who are not maintaining Life Plus Office are given time up to 31/03/2018 to make their office functional, otherwise they will exit from the SBA Scheme.
 - (ii) On retirement/promotion/death or any other exit from Corporations Service.
 - (iii) At the end of appraisal year in which the SBA ceases to be treated as Incentive Bonus earner. (Incentive Bonus earner as defined in GOIB Scheme-2017).
 - (iv) The Sr. Divisional Manager (I/C) will have the right to withdraw the facility of the Senior Business Associate in case of disciplinary action, working against the interest of the Corporation, utilizing premises for other work etc.

Impact on non-regular SBA scheme

- (i) Non-Regular SBA scheme is withdrawn with immediate effect. No new permission for Non-Regular SBA Scheme can be given by SDM (I/C).
- (ii) Existing Non-regular SBAs who fulfil the revised entry conditions will be given time up to 28/02/2018 to apply and join as SBAs. On joining the scheme they will be governed by the revised scheme and will get OMA accordingly. If they don't apply and join as SBAs, they will be continued to be governed by previous Non-Regular SBA scheme till they complete the stipulated two years period.
- (iii) Existing Non-Regular SBAs, who don't fulfil revised entry conditions and have already been granted permission by SDMs will continue to be governed by the previous Non-Regular SBA scheme till they complete the stipulated two years period.

Office Maintenance Allowance:

The basic office maintenance allowance (OMA) rates are as follows:

1. For places in Category I -- ₹. 36000/-
2. For places in Category II -- ₹. 28800/-
3. For places in Category III -- ₹. 21600/-

The categories of places shall remain as prescribed in SBA department circular ref: CO/Mktg/SBA/2014-15/5 dated 17.01.2015.

SBAs will be eligible to receive OMA based on their cost ratio in the last completed appraisal year. The graded rates for OMA are as follows:

Cost ratio of SBA	Eligible OMA
Up to 1% Cost ratio	150% of basic OMA
More than 1% to 2% Cost ratio	140% of basic OMA
More than 2% to 3% Cost ratio	130% of basic OMA
More than 3% to 4% Cost ratio	120% of basic OMA
More than 4% to 6% Cost ratio	110% of basic OMA
More than 6% to 8% Cost ratio	100% of basic OMA
More than 8% to 9% Cost ratio	90% of basic OMA
More than 9% to 10% Cost ratio	80% of basic OMA
More than 10% to 11% Cost ratio	70% of basic OMA
More than 11% to 12% Cost ratio	60% of basic OMA
More than 12% to 15% Cost ratio	40% of basic OMA
More than 15% Cost ratio	Nil

Revised eligible OMA rates will come in to effect from 01/01/2018, which will be applicable to all existing SBAs and new SBAs who will be joining the scheme as per the revised entry condition. OMA will be paid subject to fulfilment of existing transaction norms.

In addition to the above, additional one time lump sum OMA in a financial year, as per circular no CO/Mktg./SBA/2016-17/6 dated 31/05/2016, will be paid to high-performing SBAs as per the following:

Performance Level during F.Y.	Additional OMA to High-Performing SBAs
3000 Policies or ₹ 3 Crore FPI AND Recruitment and Activization of 5 New Agents with 3 Policies or ₹ 10,000/- FPI by each new agent	One-Time Lump Sum Payment of Additional OMA equal to 10% of Total OMA paid to the SBA during Financial Year.
5000 Policies or ₹ 5 Crore FPI AND Recruitment and Activization of 8 New Agents with 3 Policies or ₹ 10,000/- FPI by each new agent	One-Time Lump Sum Payment of Additional OMA equal to 15% of Total OMA paid to the SBA during Financial Year.
10,000 Policies or ₹ 10 Crore FPI AND Recruitment and Activization of 10 New Agents with 3 Policies or ₹ 10,000/- FPI by each new agent	One-Time Lump Sum Payment of Additional OMA equal to 30% of Total OMA paid to the SBA during Financial Year.
15,000 Policies or ₹ 15 Crore FPI AND Recruitment and Activization of 15 New Agents with 3 Policies or ₹ 10,000/- FPI by each new agent	One-Time Lump Sum Payment of Additional OMA equal to 40% of Total OMA paid to the SBA during Financial Year.

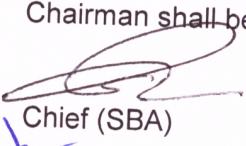
Other Benefit and Allowances:

All other benefits like one time interest free advance, entertainment expense, transaction fee for collection of renewal premium/ proposal deposits, for collection of proposal deposits, submission and registration of E-Proposals, transaction norms to get OMA etc. will remain unchanged.

Instructions and interpretation:

All other provisions of the scheme remain unchanged.

Where a doubt arises as to the interpretation of any of the provisions of this scheme, the matter shall be referred to the Central Office for its consideration and the decision of the Chairman shall be final and binding on the Development Officers.



Chief (SBA)