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Women Empowerment Initiatives at RNL



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Gender diversity has become increasingly important to Corporate India over the last few years. We at Reliance Nippon Life Insurance "RNLIC" have made earnest efforts to have an impactful contribution to this cause of promoting women employees in management, and in the field force of the company.

There is significant potential to tap - a significant pro-

portion of the country's population belongs to the middle class segment where usually there is a single bread earner in the family. The trend has changed reasonably in the metros, but not so much in the India beyond the top 50 cities. Most women end up being only home makers, though they possess an education that can be leveraged given the right environment and inputs. With the increasing desire for prosperity and increasing cost of education for children, it is becoming compulsive for more of the Indian middle class to consider double income family

structures.

RNLIC has developed an exclusive all women frontline channel "Face to Face" which comprises of nearly 3000 women Life Planning officers "LPOs" operating from 135 exclusive branches across 100 cities. Modeled after the Nippon Life practice in Japan, the LPOs are full time employees of the company earning a fixed pay plus success based incentives. The job of an LPO is to service existing Life Insurance customers of the company, and provide need based new insurance policies to customers.