LIST OF ABBREVIATIONS

LIC - Life Insurance Corporation
IRDA - Insurance Regulatory and Development Authority
ULPP - Unit Link Pension Plan
MFI’s - Micro Finance Institutions
SHG’s - Self Help Groups
GDP - Gross Domestic Products
ECS - Electronic clearing service
GCC - Gulf Cooperation Council
ABMS - Assistant Branch Manager Sales
FPR - First Premium Receipt
QFD - Quality function deployment
NGOs - Non Government Organizations
IVRS - Interactive Voice Response system
CSR - Customer Service Representative
SWOT - Strength, Weakness, Opportunities, Threats