CHAPTER 4
PROFILE AND CSR INITIATIVES OF LIC AND ICICI PRUDENTIAL LIFE INSURANCE COMPANY

PART A

4.1 Life Insurance Corporation of India: An Introduction 178
4.2 Organizational Structure of LIC in India 179
4.3 Objectives of Life Insurance Corporation of India 179
4.4 CSR initiatives by LIC of India’s Golden Jubilee Foundation 180
4.5 Advancement of Education 183
4.6 CSR Initiatives for General Public from 2007 to 2014 204
4.7 CSR initiatives for Medical Relief from 2007 to 2015 208
4.8 LIC’S Golden Jubilee Scholarship for Higher education 236

PART B

4.9 ICICI Prudential Life Insurance 237
4.10 Company in Financial Year 2014-15 237
4.11 Fact sheet of the Company 239
4.12 Distribution Network 240
4.13 Vision and Mission 240
4.14 Partners Distribution Network 241
4.15 Reachable to Customers 241
5.16 CSR initiatives by ICICI Prudential LIC 242
4.17 Role of Corporate Social Responsibility committee 242
This chapter comprises with the profiles of two difference insurance companies. Therefore, for the easy understanding we have divided the chapter into two sets A and B. In set A an attempt has been made to discuss the working of Life Insurance Corporation in respect to corporate social responsibility and also related information that would help us to make comparison between other insurance companies mentioned in the study. On the other hand the second set B of this chapter includes ICICI Prudential Life Insurance Company, a private corporation also working in life insurance. The main aspect to create this chapter is to know activities related to the corporate social responsibility prevailing by these insurances companies.

PART A

4.1 Life Insurance Corporation of India: An Introduction

The Life Insurance Corporation of India (LIC) was established in 1956. The Parliament of India passed Life Insurance of India Act that nationalized the private insurance industry in India. Over 245 insurance companies and provident societies were merged to create the state owned LIC. Presently, LIC supporting with 2048 fully computerized branch offices, 105 divisional offices, 8 zonal offices, 992 satellite offices and corporate office. Wide Area Network of LIC covers all divisional offices and connects all the branches through a Metro Area Network. LIC has tied up with some Banks and Financial Service providers to offer on-line premium collection facility in selected cities. Electronic clearing system (ECS) of LIC and ATM premium payment facility is an addition to customer convenience. Apart from on-line Kiosks and Interactive Voice Response System (IVRS), Info Centers have been commissioned at Mumbai, Ahmadabad, Bangalore, Chennai, Hyderabad, Kolkata, New Delhi, Pune and many other cities.

LIC has launched its Satellite Sampark offices with a vision to providing easy access to its policyholders. The satellite offices are smaller, leaner and closer to the customer. The digitalized records of the satellite offices facilitate anywhere servicing and many other conveniences in the future.
4.2 Organizational Structure of LIC in India

Figure (4.1) Organizational Structure of LIC

LIC has issued over one crore policies during the past year and continues to be the dominant life insurer even in the liberalized scenario of Indian insurance sector and moving fast on a new growth trail exceeding its own past records. LIC has crossed the milestone of issuing 1,01,32,955 new policies by 15th Oct, 2005, posting a healthy growth rate of 16.67% over the corresponding period of the previous year. It is the largest insurance company in India with an estimated asset value of INR 1560481.84 Crore (US $240 billion). As of 2013 it had total life insurance funds of Rs.1433103.14 Crore with a total value of policies (sold) of INR 367.82 lakh. LIC has crossed many milestones and has set extraordinary performance records in various aspects of life insurance business. (www.licindia.com)

4.3 Objectives of Life Insurance Corporation of India

The Life Insurance Corporation of India has been a nation builder since its formation in 1956. True to the objective of nationalization, the LIC has mobilized the funds invested by the people in the life insurance for the benefit of the people at large. The main objectives of LIC are as follows:

- To spread Life Insurance widely specially in the rural areas. They are trying to reach socially and economically insurable persons which belong to backward
classes in the society and providing them a safeguard against the death risk by adequate financial cover at a reasonable cost.

- Another important objective of the LIC is to mobilization of people's savings at increasing rate by making insurance. Linked savings adequately attractive.
- The funds of policyholder to invest to the best possible advantage for the investors as well as the community as a whole, keeping in view national priorities and obligations of attractive return. The primary obligation towards their stakeholder without losing sight of the interest of the community as a whole.
- Utmost trust is requiring in this area to conduct business with utmost economy as the full realization of money belongs to the policyholders.
- Policyholder have to believe upon the organization that to act as trustees of the insured public in their individual and collective capacities.
- Due to the changing in social and economic environment, the various life insurance needs of the community would arise. Hence, to meet these requirement Organization also focusing on these.
- Create interest among the employee and building trust to involve all people working in the Corporation to the best of their capability in furthering the interests of the insured public by providing efficient service with courtesy. The success of any organization is largely depending upon the worker and their capacity to do the work.
- Similarly with the above objective, not even among the employee of the corporation but Promoters and agents should have a sense of participation, pride and job satisfaction through discharge of their duties with dedication towards achievement of Corporate Objective.

4.4 CSR initiatives by LIC of India’s Golden Jubilee Foundation

The present economy of the country is more focusing on social responsibilities towards the nation and emphasizing more on fulfillment of these responsibilities. At the same time corporate houses are drawing their attentions towards corporate social responsibility. CSR is a continuous process by business firms to perform in an ethical manner to achieve organizational objectives and to contribute to economic
development. CSR also monitors activities of the employees, improving the quality of the workforce, contributing to the local community and social at mass level.

LIC is one of the responsible corporate organizations towards the interest of the society and fulfilling its social responsibilities on time. The foundation has been registered with the Charity Commissioner Mumbai is also exempt under Section 80G of Income Tax. LIC Golden Jubilee Foundation was established on 20th October, 2006 as a part of LIC’s Corporate Social Responsibility.

For the development of the community in various different regions of the country LIC plays a very important role. It also donates in Rajiv Gandhi Foundation to help at the time of Natural calamities like Earthquakes, Tsunami etc. It is also contributing towards Prime Minister’s National Relief Fund, Chief Minister’s Relief Fund in various States Public Trust named LIC Golden Jubilee Foundation (GJF) has been formed in order to give a formal shape to the work and to channelize it in proper ways.

The main objectives behind this foundation are:

1. Relief of poverty or distress.
2. Advancement of Education
3. Medical Relief
4. The advancement of any other object of general public utility.

This concept is practicing by many other corporations that is reason, the concept of CSR is not new for the corporate. On the other hand it is quite a new ideology behind the direct involvement of employees to implement CSR projects is quite new for Indian corporate. The corporate funding to the projects in order to increase development and growth of the nation but only funding is not an issue, but the organizations are looking into doing much more and to get involved in more and more projects. CSR is always having a positive aspect in the corporate and involve so many benefits and advantage to corporate houses. CSR activities of any organization involve many other advantages. It helps to earn the loyalty of the employee by encouraging them by give the right to participate in the social activities which further develops the feeling of commitment and dedication of employees for their organization.

With the so many advantages including mentioned above the CSR activities provide one of the greatest advantages that is it helps to generates the feeling of pride and good bonding among the employees, and employee are fascinating to having a
feeling of contribution towards their corporate and ultimately to the nation. The involvement in such type of activities brings the feeling that they are also a part of national growth and its development. When the employee feel himself as a part of the corporate it give him a relax that helps in creating feeling of consciousness in a person and regular involvement in these types of activities also removes stress too.

The foundation has been created with an initial amount of Rs.50 Crore with the provision that Rs.10 crores be infused every year for the next five years taking the total corpus to Rs.100 crores. It has been registered with the Charity Commissioner Mumbai and has also got exemption under Section 80G of Income Tax. The activities in the selected areas are planned in a way that they can encourage maximum employee and involvement to get maximum returns.

LIC is one of the largest Insurance Corporation of India that dwell over 1 Lakh employees and 11 Lakh agents. The brands of it immediately bring to mind to the people and create a sense of trust. The Golden Jubilee Foundation would provide a great avenue of fulfilling social responsibility at the corporate level and philanthropic needs at the individual level. The Foundation has supported projects ranging from construction of Hospitals, School buildings and classrooms, library, computer centre, Old age homes, Hostel buildings for children in tribal areas, Vocational training centers for differently disabled persons to provide infrastructural facilities to needy persons in different pockets of the country. It also provided funds for purchase of School buses for transportation of differently disabled children and ambulances for transportation of patients to hospitals. The foundation has supported cochlear implant program for children from economically weaker sections of the society spread across the country through King Edward Memorial (KEM) Hospital, Pune. LIC Golden Jubilee Foundation has worked out in affected areas where natural calamities have devastated human life; it provided supports of infrastructural to orphan children through various NGO’s Programmes. Further than the numbers of objectives of the programmes the organization having these primary and important objectives are as follows:

- Relief of Poverty or distress.
- Advancement of education.
- Medical relief.

In order to achieve these above mentioned objectives NGO’s work on the foundation works with people and available capital resources received from LIC. Numbers of
programs has been announced in order to provide some benefit to the society and the needy people of the section. Numbers of Projects under the programs or scheme have been stone that have different range and nature, basically these project are based on the need of the people. The following table shows the total investment of LIC Golden jubilee Foundation in Indian Rupees. (www.licindia.in/GJF)

Table (4.1) Total Investment of LIC Golden Jubilee Foundation

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Amount sanctioned in Rs.</th>
<th>Total lives touched by LIC GJF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advancement of Education</td>
<td>150</td>
<td>22,16,30,562</td>
<td>67,020</td>
</tr>
<tr>
<td>Medical Relief</td>
<td>140</td>
<td>22,55,40,817</td>
<td>53,30,216</td>
</tr>
<tr>
<td>Objects of General Public Utility</td>
<td>35</td>
<td>5,68,60,755</td>
<td>21,37,710</td>
</tr>
<tr>
<td>TOTAL</td>
<td>325</td>
<td>50,40,32,134</td>
<td>75,34,946</td>
</tr>
</tbody>
</table>

Source http://www.licindia.in/GJF_home.htm

4.5 Advancement of Education

LIC’s Golden jubilee foundation has been working in the field of advancement of education for many years which are discussed below in details:

4.5.1 CSR initiatives for Education from 2007-2008 to 2014-2015

The foundation laid down to provided infrastructure support to the NGO’s/School to enhance the quality of education to the needy areas of the society. It works out on the children of the society specially that who doesn’t have a mean to learn and get the basic education. The following Figure (4.2) Shows the amount spend on CSR initiatives supported by LIC in education facilities from the year 2007-08 to 2014-15 and the number of beneficiaries benefited from CSR spending.
4.5.2 Projects supported by LIC Golden Jubilee Foundation in the Educational Infrastructure and its Development.

The LIC foundation has been conscientiously invested in the advancement of education in different states of India. The motive behind the regular investment on educational institutional to develop are achieving by investing into three areas of education society:

- Infrastructure Support
- Transport
- Information Technology

4.5.2.1 Infrastructure

From the number of sources and detailed study reveals the information regarding the investment done in educational infrastructure support. The numbers of beneficiaries from CSR activities which have taken place are discussed below from the year 2007-2008 to 2014-2015

**Year 2007-2008**

- The Kendra has free schooling and hostel facility for Tribal children. LIC Library facilitates the children further.
- Tinisuti is a remote village in the backward tribal area under Guwahati Division. This is the only High School in the area. LIC Educational Wing benefit about 300 students in the school.
- This school is situated in an under-developed block of Magrahat of South 24 Paraganas in West Bengal. LIC Educational Wing provides benefit to about 600 students in the school.
• This school is located in a remote village Surani in Kangra district of Himachal Pradesh. Constructions of community hall fulfill multipurpose needs of the school. LIC Community Hall benefits about 575 students in the school.

• The school caters to the needs of the lower income group families. LIC Educational Block benefits about 500 students in the school.

• This school is situated in a very backward area in the district of Palakkad in Kerala. LIC School Library provide books and reading material to students who are unable to pursue their studies due to lack of infrastructure. (www.licindia.in/pages/Education)

Year 2008-2009

• LIC Computer Laboratory cater more than or equal to 2000 students of Snehalaya, including Evening Batch students, who are coming from economically weaker section of the society. It also accommodates the children for studying in various schools that are managed by Don Bosco NGO’s with other numbers of related educational institutes.

• The school caters to a large section of underprivileged students i.e. around 1500 students be benefited for using LIC Common Room for Multicultural activity.

• This is the only high school for girls in the area and around 55% of students come from lower stratum of the society mostly below poverty line. LIC School Building for 750 such girls help in spreading the education.

• LIC Library provides reading facility to about 1000 students and teachers of the above school as well as the people from surrounding locality.

• At present there are around 2500 students in the school from which 1900 get education at free of cost. Extensions of School Building enable the school to accommodate more students who are coming basically from rural area.

• The girls’ school is situated in deep rural area and LIC Computer Lab imparts free computer education to around 700 students every year.

• LIC Gram Vikas School is committed to eradicate child labour and aimed at providing education to around 150 children from socio-economically weaker section who are working in fields, factories, and homes.

• One original project that facilitates higher learning, the establishment has set up a library under the guidance of Navjyoti India Foundation, which is being
run under the tutelage of Dr. Kiran Bedi. The objective of LIC Library is creating an atmosphere for education and learning for the rural children which provide them with books to help them in inculcating a habit of learning and also enhance creativity, expressions, confidence and responsibility amongst them. Around 100 students from government schools are benefited each year.

- LIC Residential Resource and Vocational Training Centre is for providing improved and regular training to 47 (5 yrs to 14 years visually impaired student) and 112 registered adult blind. This is the first and only institute in Kumaon Region working for the welfare of the blind.

- Umang started its modest attempt to facilitate education for the underprivileged in August 2002. Some 100 odd children from the slums of Sanjay Basti were motivated to converge at the school premises. The children are mostly dropouts from the government schools and some other was also there who never knew what school was like. LIC equipments for their vocational training centre help these students to indulge in other activities like clay molding, theatre, music etc.

- The infrastructure development provided at LIC Vocational Rehabilitation Centre enable the school to contribute not only for learning of the group of mentally challenged children in a conducive environment but also help the children in their journey to become independent through development of mental faculties. It accommodates around 136 students.

- LIC Learning Centre provides education to around 98 underprivileged children and to promote all round development of the children of rural areas.

- Vanavasi Kalyan is striving to inculcate value based development of boys of tribal’s and forest Dwellers in the fields of education, preserving and developing cultural activities, Health, Finance and protection of their interests to make them self-reliant with self-respect. At present there are around 50 students. LIC Hostel increases their capacity and enables the poor tribal residing in forest area, near Chippageri to attend school, which helps towards enhancement of literacy and economic condition.

- This school is 42 years old which is on the way to Devrukh, Ratnagiri and 14 km away from Taluka Place. They want to provide modern facilities in the school i.e. school building, water facility, well equipped laboratory, computer
room, library and Gymnastic hall etc. LIC School Building gives the education for 270 rural children in this area.

- LIC Hall is provided for around 50 blind handicapped, deaf & dumb children/students of poor families. Imparting vocational training and education with hostel facilities are provided by the organization.
- LIC Residential & Vocational Centre provides focus on integral development and empowerment of around 185 girls and women in the tribal area.
- LIC Vocational Training Hostel is situated in a very rural & tribal area 20 Km away from Virar. Hundreds students be benefited by this scheme every year by way of free vocational training and boarding, so that they can earn their livelihood. (www.licindia.in)

**Year 2009-2010**

- The organization is focusing on the field of education and health care tribal girls’ since 1995 in Pushparajgrah block of Annuppur District. The aim behind of the investment is to create awareness among the poor tribal of the area in general public. Moreover it is mainly focusing on women through provide best possible education and health care, awareness towards positive social economic empowerment facilitating that development process for all round progress of down trodden. The Hostel Building helps these tribal girls to take free education.
- The school is one of the oldest and prominent Schools in the State of Assam. Around Sixty percent (60%) of students of the School summon from the weaker section and down trodden section of the society. At present there is Nearly 625 students, for this student LIC provide the necessary facilities for the students hence, the school enable them give better infrastructure and increase the existing capacity.
- Hundreds of poor children are accommodated in the school and with minimum resources maximum facility is given to the children without any consideration of caste and creed. GJF of LIC donated funds for development and provides the requirement for the fulfillment of the need of education and play for the children. The GJF of LIC Provide of land for Stadium cum Playground and furniture for School for these slum children.
This organization was founded as a means to transform the lives of rural children by providing reasonable, high-quality education where it is otherwise unavailable. At present there are 363 students from LKG through 4th standard. LIC Wing enable them to increase the student body to 450 in the academic year starting June 2009, with roughly 60% of the student supported by full scholarships.

This organization is also engaged in the rehabilitation of physically and mentally challenged destitute residing in six village panchayats around Trivandrum city and cater to their various needs i.e. Medical, Economic, social and educational needs for last twenty five years. LIC bus, computer & office furniture enable them to provide better services.

It is focusing to serve the needs of people from backward region of ‘Rayalaseema’. The mission runs a free students home, conducts value education programmes in schools and colleges, runs a spoken English institute, conducts training for the rural youth in Horticulture and other areas and a free library and dispensary. LIC Class Rooms in School enable more students to take education and participate in other various programmes in school.

The School delivers to all round development of girl child. They give special attention to students having learning disability by having special resource room teachers to assist these children to be on par with the other children. LIC Library enables to cater the increasing number of students and their multiple educational needs.

The residential school for blind where free food, lodging, education as well as study material is provided to the inmates who belong to the poorest stratum of West Bengal and Jharkhand. Already 45 students up to Class II and 15 administrative staffs man the organization, LIC Wing enable them to provide education up to Class IV.

This School provides education to deaf students and helps them for their future progress and development. As on date about 280 deaf and mute students are on roll from nursery to 8th class. LIC auditoriums utilized for multipurpose educational use of children.
This is one of the oldest institution in the service of the blind, since 1902 and it is dedicated to the education and rehabilitation of the visually challenged, making the institution with futuristic perspectives. LIC Wing enables them to provide better facilities to their inmates.

This Residential School for the Blind, Chikhaldara was established in the year 1991 and has been working to educate visually impaired children from Melghat Tribal Region of Vidarbha. LIC Wing enables them to upgrade the school up to 10th Standard and to increase its strength up to 250.

The Institution provides high quality academic education to 102 Hearing Handicapped and 28 Mentally Challenged students free of charges to enable them to become useful, productive and self-supporting members of the Society. LIC Vocational Training Centre-cum-Hostel provides the disabled not only variety of vocational courses but also courses which are challenging in their form and content.

This institute is working for the hearing impaired children right from their birth for detection, imparting education, training and rehabilitation. At present there are 282 deaf students in the institution to whom they give all facilities free of cost. LIC Hostel accommodates approximately 70 girls.

It also provide free accommodation, food, medical aid, clothing and other daily needs and in addition to vocational courses for these deaf students. LIC residential block of school building provide residence to 125 blind and 100 deaf children. (www.licindia.in/pages/Education)

Year 2010-2011

LIC School building enables students to avail residential and non-residential facilities of the school building. There are 60 residential and 15 non-residential students at Katai. This is a non-Government Organization working for the all-round development of the handicapped children of the tribal belt. The aim of the Ashram is to open a vocational training cum Ashram school for handicapped children.

LIC roofing of open playground enable these children to utilize it when weather conditions are adverse. The School is dedicated to the education and training of the Mentally Challenged. They are working for a noble cause which leads to better health of mentally retarded people.
• The Institution with utmost social objectives is committed to a noble cause of taking care of parentless, homeless children. They are working for the last 16 years on various projects viz. orphanage for small children ‘Matrushahaya’ hostels for remote (rural) Vanvasi children, child labour school, computer training centre and tailoring centre for girls. LIC hostel provide rehabilitation of 380 needy children.

• The institution is mainly catering to the needs of the poor, needy children of Burdwan and adjoining district of Bankura & Birbhum. Their aim is to ameliorate the condition of the disabled persons of their locality & bringing them back in the mainstream of society. LIC hostel building helps these children to make out a living for themselves.

• The Institution maintains a free residential student’s home for 60 poor and destitute boys. They are trained in different vocational courses. The institute is providing free medical facility and free training for repairing of Computer, TV radio, Motor Cycle, Scooters as well as Tailoring, Carpentry etc. to help the poor people earn and stand on their own feet.

• It is a voluntary organization started in the year 1987 for the successful and meaningful rehabilitation of the differently ambled children to the mainstream of the society through quality education and special care. LIC School Bus is for 179 Disabled Students for their commutation to School who are scattered in and around Jalpaiguri.

• This organization is striving hard for the development of the poor visually impaired/ blind persons through special education with the help of Braille and Vocational Training for their rehabilitation. LIC school building enables these blind persons to earn their livelihood.

• The School is situated in a very prominent place of the town and their students mostly belong to economically backward sections of society. The school has 600 students mostly belonging to lower economic strata of the society.

• This is a well-known school which provides free education and vocational training to physically challenged deaf and dumb children belonging to families which are below poverty line. They have been honored with Governor Prize and also “Bareilly Ratna” Puruskar. Vocational Training Centre enable
approximately 160 mentally challenged students to avail the benefit of training.

- This organization is operating for overall rural development and general welfare of the poor since year 2004. They provide quality education at affordable rate to nurture all round development of young generation for making them responsible citizens. The GJF of LIC supported ground floor of the School Building in Academy provides education to the children from weaker section.

- The NGO strives to give persons with disabilities an opportunity to recognize and enhance their abilities to attain their maximum potential, and enable them to integrate in their community thereby improving their overall ability of life. LIC’s three class rooms used for special education, vocational courses and physiotherapy for spastic’s children who can be an asset for the country, instead of becoming a liability.

- This Society is engaged in rehabilitation of mentally and physically handicapped children belonging to low income families to whom they provide Job Oriented Vocational Training. LIC Wing provide for a skill oriented vocational centre.

- This is a charitable trust which is engaged in a range of social projects which includes providing quality education at free of cost, orphanages, medical centre, library, vocational canters, old age homes as well as animal husbandry. LIC wing help poor children to study in school and become self reliant.

- This school has been functioning for the welfare of Mentally Handicapped since 1996 providing them special education, rehabilitation therapies, vocational to achieve personal independence. LIC class rooms enable the school to cater the needs of these children.

- St. Mary’s School is a learning centre and provides quality education without discrimination. LIC ground floor of school building helps them to start a student supporting service mission for the schools of Trivandrum districts, irrespective of any category.

- Guild of Service is a voluntary service organization. Its aim is to improve the standard of education for blind children through Braille method. The school has been specially formed for the noble cause of imparting education to blind
children from rural and economically weaker sections. The GJF of LIC supports in extension to School Building on ground floor and first floor for classrooms, computer room and library.

- The School was started ninety years back during the reign of Travancore Kings and is located on the Kanyakumar Road. They satisfy to the educational needs of children whose families live below poverty line and they are mainly from the economically weaker sections of the society.

- Mithram works for the welfare of the physically and mentally challenged people of Pallichal Gram Panchayat. MRIDC has formed 745 self help groups who have been imparting capacity building and skill development training for physically handicapped persons.

- This school implements a special package of education, training and medical care to the mentally challenged children to make them either normal or less dependent on others in their daily life. LIC wing used for library, physiotherapy, vocational, speech therapy, counseling and one classroom.

- The institution is providing free education from Play School to SSLC to the rural children with very high quality standard and discipline and it is situated in the backward regions of Karnataka. At present there are 232 students studying in various classes. LIC Wing available for library and laboratory.

- This trust is running ‘Navchetana’ a school for the mentally retarded children where they provide free training and education to all their inmates.

- This is a registered charitable society under Bombay Public Trusts Act 1950. Their aim is to establish, conduct and maintain educational institutions such as schools, colleges and technical institutions. LIC seminar room and lecture halls enable them to provide educational services to 5000 students. (www.licindia.in/pages/Education)

**Year 2011-2012**

- This organization is managing a hostel with training centre for Blind, deaf, disabled girls with 14 employees. This organization is caring for shelter, education and vocational training to these people. LIC school buses for blind children with the capacity of carrying 95 students help the organization to carry students to the school.
The samiti is working for education, health, cultural development and rehabilitation of backward and disadvantaged group of society for last 10 years. Their aim is to help the differently disabled children and young adults to become self-sufficient and self-reliant adults helping them to develop their potential to the maximum of ability.

This is a multi-unit multifunctional social welfare organization for the handicapped, the visually challenged children, orphans, destitute women, elderly persons detached from the families, mentally retarded children, etc coming from very economically backward families of rural Bengal. LIC school building helps them to run a junior high school with capacity of 120 handicapped students.

It is a primary school run by the committee constituted of eminent people of the locality. The School has taken the task of providing primary education which is considered to be the basic need to the children of maid servant’s workers. LIC Class rooms help them to provide basic education to these otherwise deprived children.

The college aims to promote and conserve Indian Culture and Sanskrit language and is a residential college based on Gurukul system. In addition to teaching Sanskrit language as per the University curriculum children are also taught Vedas/ Indian rituals/ music etc to help them earn their livelihood. LICs three classrooms and hostel building provide better services to 165 residential and 25 students on day scholar basis.

This is an institute for training and rehabilitation of mentally handicapped children of rural areas who are illiterate and coming from poor background. They provide sheltered employment in their vocational units where profit of the product is given to the Adult Handicapped working in the units for their livelihood.

The aim of the institution is to cater an educational and cultural centre of excellence in the suburban of Mumbai providing quality educational facilities right from Jr. K.G. to the Management Degree under one roof at affordable cost to all sections of the society. (www.licindia.in/pages/Education)
Year 2012-2013

- **Construction of Building** - Paschim Banga Rajya Pratibandhi Sammelan, Howrah Division The organization is providing permanent shelter and training to develop Mentally & Physically Challenged Persons.

- **Construction of Library cum study centre and residential ladies hostel** – Chandanpuri Sri Ramakrishna Ashrama, KMDO II Division The organization has been relentlessly working for the socio-economic empowerment of the rural community especially for the vulnerable community by implementing various development projects with the help of dedicated volunteer force and experienced employees.

- **Construction of Classroom cum Activity Hall** – Vivekananda Kendra Vidyalaya, Jorhat Division Vivekananda Kendra Vidyalaya is a service mission helping in nation building and development of poor country people.

- **Construction of a Hostel Building for boys** – Don Bosco Development Society, Kolkata for RUA Youth Centre Oodlabari, Jalpaiguri Division Don Bosco Society Kolkata centre was established in the year 1997 and runs an English medium school for boys and girls.

- **Construction of first floor of Hostel Building** – Dr. Issac Santra Bahniketan Phulijharan, Sambalpur Division The institution was established in 1979 and provides educational development to orphans and destitute children who are living in remote socially and economically backward areas which are having a high level of illiteracy.

- **LIC vocational centre** - Badhir Kalyan Samiti, Jodhpur Division The institution is a registered NGO working since 1984 looking after (1) Gandhi Badhir Sr. Secondary School, (2) Gandhi Mook Badhir Boy’s Hostel & (3) Gandhi Mook Badhir Girls Hostel at Jodhpur where free education is being imparted to at present 196 students who are deaf and dumb. It is an institution providing education free of cost and hostel facilities to hearing and speech impaired students. Construction of Vocational Centre will be benefit to the children of the School.

- **Construction of Rooms and Toilet blocks in girls hostel** – Vanvasi Kanya Chhatravas Samiti, Haldwani Division. The Samiti is working for the welfare and rehabilitation of children of families who suffered in Naxalite and terrorist
hit North Eastern parts of the country and are dedicated to working for the welfare and development of girls from such areas.

- **Construction of four additional classrooms** - Isha Education, Vellore Division Isha Foundation is a nonprofit NGO with headquarters at Coimbatore. “IshaVidya” is the rural school initiative of Isha foundation carried out under a separate trust viz. “Isha Education”. Their aim is to provide high quality school education to underprivileged rural children who cannot otherwise afford it

- **Construction of Golden Jubilee Hall** – Vidya bhivridhi Sangha, Shimoga Division The society is running the school since 1962 spreading literacy activities in the area. Their aim is to provide quality education through Audio-visual teaching aids like computers, LCD Projectors, CD Library etc.

- **Construction of College Building** – Anathasevashrama Trust, Shimoga Division - The Trust is catering to the needs of the rural poor people by providing education, particularly financially and socially backward people. The Trust provides education to the economically backward from all over Karnataka irrespective of caste and religion and students who cannot afford the fees to be paid to get admission in advanced, high-tech P.U. colleges in bigger cities.

- **Construction of School Building** –Taruna Bharathi Trust, Shimoga Division: The Trust came into existence as a brain child of committed activists, volunteers and youths to work for the protection of the national pride, national sentiment and national fervor. The School caters to the education needs of about 540 students.

- **Construction of Golden Jubilee Science Laboratory and Library** – Ikkeri Education Society, Shimoga Division Ikkeri Education Society is a registered society and is undertaking various activities in the field of Education, Culture, Music, Growing of plants etc. More than 3000 students have completed their secondary education in the School so far. They are having 350 students on rolls studying in 5th to 10th standard out of which fee is waived for 269 students.

- **Construction of ground floor of school building** - Deevalaya Trust, Dharmapur Division The Deevalaya Schools (both primary and secondary with higher secondary unit) are situated on Dhamni road, Fulwadi Village,

195
which is a remote underdeveloped tribal area in South Gujarat and is 11 kms from Dharampur town and caters to children coming from Dharmapur and Kaperpada talukas.

**Year 2013-2014**

- **Construction of a staff room**, one class room, two class rooms for vocational training, one audio visual multipurpose hall and amenities on the first floor of building - Jyoti Special School, Bhopal Division. Jyoti Special School, Bhopal is run by Christu Jyoti Society, Ujjain. Construction of a staff room, one class room, two class rooms for vocational training, one audio visual multipurpose hall and amenities on the first floor of building on the land owned by Christu Jyoti Society, Ujjain will help them to provide education and physiotherapy to children from weaker sections of society.

- **Construction of Ground Floor of hostel building** - Shyamchak Pratibandhi Kalvan Samity, Paschim Medinipur, Kharagpur Division. The Shyamchak Pratibandhi Kalyan Samiti was started with the spirit of sharing, love and deep concern for the rural poor and handicapped children. The activities of Samiti consist of arranging eye operation camps for aged persons, Blood donation camps, providing toilets and supply of clean water to the villages.

- **Construction of three training halls, a library and a toilet on ground floor of building** - Prerona Pratibandhi Sishu Bikash Kendra, Jorhat Division. It is a prime institution in the North East with a mission to empower for proper rehabilitation, early intervention, education, therapy, vocational training, leisure skills and full participation to ensure equal right to live for the differently abled children.

- **Construction of Chemistry Laboratory and Physics Laboratory** - Shoshit Seva Sangh, Patna Division II. The institution was established with an aim to provide state of art facilities, comforts and education to the poorest, landless and deprived children of one particular community. Total 314 students are provided with facilities viz. free boarding lodging, food, textbooks, healthcare, computers, library and uniforms, bedding and stationery free of charge.

- **Construction of Training Centre with housing facilities at Block A** – Swayamkrushi, Secunderabad Division. Swayamkrushi, a voluntary organisation located in Trimulgherry Secunderabad, is dedicated to the rehabilitation and integration of adults with developmental disabilities.
• **Construction of disabled friendly school building** – Greenlife Charitable Trust, Kottayam Division Green Life Charitable Trust was formed to help the physically and mentally challenged persons and also rehabilitate patients with cerebral Palsy and other disabilities. Presently Green life charitable Trust runs two schools one at Kottayam and the other at Palai and have a total strength of 60 children.

• **Construction of free dormitory at Kasturba Gandhi Kanya Gurukulam & Construction of free dormitory facility on first floor of Sri Thayumanavar Vidyalam, Vedaraniam** - The Trust is engaged in rural development activities in the surrounding villages and has established training school and conducts training programmes. The Trust runs various Institutions as follows. Nearly a hundred children attend the school from the neighboring villages.

• **Construction of Ground Floor of School Building** - Shri Manik Prabhu Shikshan Samiti, Raichur Division Shri Manik Prabhu Shikshan Samiti is a non-profit, secular and non sectarian registered voluntary organization carrying out its activities in the most neglected and backward area of northern Karnataka.

• **Construction of 5 class rooms, 2 toilets and corridor area** – Jeevan Vikas Trust, Surat Division Jeevan Vikas Trust is a Public Charitable Trust formed to help mentally retarded children by giving education and training to enable them to become economically self-sustained and developed to lead a healthy and normal life.

• **Construction of three Classrooms in School Building.** - Samaj Prabodhan Vyaspeeth, Kolhapur Division. The Samaj Prabodhan Vyaspith has been registered under Mumbai Public Trust and the jurisdiction is Sangmeshwar Tahsil Dist, Ratnagiri region. Their objective is to propagate advance systems in education in the backward region among the masses by establishing educational complex including secondary school.

• **Construction of one Conference Hall, two Rooms, two Toilets, Verandah** - YMCA Gandhidham, Rajkot Division The YMCA Gandhidham is a locally registered society and is also affiliated to the National Council of YMCAs of India. The main aim of the Institute is to provide job oriented courses to the people at the lower strata of community for their capacity building and
develop their skill within a short period in order to enable them to secure a gainful employment.

Year 2014-2015

- **Construction of School Building** - Bhalopahar, Asansol Division Bhalopahar is a Society for Culture, Ecology & Rural Development. It is located at Bandwan block of Purulia District, West Bengal in the border of Jharkand and Orissa. Their aim is to build a formal school for education with rural development, ecology, conservation of folk culture and tradition, primary health care and community hygiene, farming and cultivation.

- **Construction of first and second floor of student’s home** - Ramakrishna Mission Sevashrama, Silchar Division The Sevashrama conducts a Students’ Home for the benefit of poor students, provides medical help to hundreds of poor patients, supplies nutritious food and medicines wherever necessary. The Sevashrama has been providing food and accommodation to 63 tribal boys.

- **Construction of School Building** – Ushagram Trust, KSDO Ushagram Trust is a non-political, nonprofit and rural voluntary organization which was formed in 1980. They are conducting workshop on teaching methodology and adult literacy programme in villages.

- **Construction of 3 classrooms, 1 laboratory and Veranda** - Koyna Education Society (Apati High School), Satara Division Taldeo is the village situated on the top of mountain in Koyana river valley. Koyana Education Society was established in 1964 and the society started New English School, at Taldeo in 1967. LIC construction of proper building will be for poor and needy students.

- **Construction of Respite Care Centre** – Sobti Parents Association, Thane Division Sobati Parents Association was formed in 2004 when parents of children with blindness or mental disabilities got together primarily at the behest of National Association of Blind (NAB) professionals Once the construction of Respite Care Centre will be completed, the Association has proposed to cater to 50 students.

4.5.2.2 Transport

The detailed investment in educational transport and number of beneficiaries from CSR activities which have took place discussed below from the year 2008-2009 to 2014-2015.
Year 2008-2009

- It is a school for multiple disabled children. LIC School bus helps in transporting such children from different parts of the city.
- The LIC BUS facilitates to save the recurring expenses of the Institute incurred towards transportation of 131 mentally challenged students who are scattered throughout the Agra City.

Year 2009-2010

The Organization is established with a view to educate and empower the deprived rural people of village Sagroli located on the borders of Maharashtra, Andhra and Karnataka. LIC Bus provides transportation of students from surrounding ten villages radius of 10 kms.

- LIC vehicle provide benefit in bringing handicapped persons, deaf and dumb from villages to their centre for providing them Jaipur foot, calipers, wheelchair and hearing aids. The Samiti is a registered body under Societies Act working since 1975 for the welfare of handicapped. It is providing calipers for physically handicapped and hearing aids to deaf & dumb. This is a residential co-educational institute for mentally retarded children and is providing rehabilitative services since 1991. No fee is charged from the students. The Institution provides free Boarding, Lodging, medical facilities and studies to all their inmates since 1977. At present there are 363 students out of which 107 students are physically and mentally impaired.
- The Institute operates a Day Care and Residential Centre for both boys and girls with mental retardation and hearing impairment where they provide the education as well as vocational training and job placements to their inmates.

Year 2010-2011

- LIC Braille printers enable them to prepare books and notes for their blind inmates which help in their students. The institution is providing free lodging and education to visually challenged students in and around Gwalior and the Project helps the Blind girls’ students for upliftment of their lives.
- It is a charitable institution functioning since 1999 at Chemanchery near Koyilandy for the welfare of the mentally challenged people. At present there are 81 inmates getting training in routine activities, craft works and academic
subjects and all the facilities are provided free of cost. LIC School Bus enables them to ferry their students to school who are residing within a large radius.

- The organization is working in the field of Mental Retardation since last 20 years. Their aim is empowerment of the deprived segments of the society through capacity building measures, including awareness and skill building; proper interventions enhanced by applied and improve the overall standard of life of underprivileged through mobilization of all possible resources. LIC school bus provides commutation of these children who are coming from far of area.

- The institute is especially aligned to social objectives of LIC by alleviating the suffering of the multiple handicapped children by providing various skills training. Their aim is to evolve strategies to offer diagnostic and therapeutic facilities in the field of Mental Health. LIC school bus enables them to provide better services to these children.

- The Institute was established to help in detection, prevention & rehabilitation of mentally handicapped. It imparts training and education to pupils’ up to the age of 18 years through well qualified teaching staff. LIC school bus helps these children to be transported to the institute.

- This is a Voluntary organization, working for the welfare of S.C., S.T., B.C. and Visually handicapped children those who are orphans, for the destitute and disabled. Nearly 500 visually handicapped disabled children’s are getting free education in the Institution LIC School Bus provide transportation for 52 non-resident / Day Scholars, Visually challenged Children who need daily transportation from their residence to the School.

**Year 2011-2012**

- The Institute is running a school for the mentally challenged and autistic children to provide them professional education and therapy for overcoming the various disabilities from which they suffer and also to provide guidance to parents/ guardians for forming self help groups. LIC bus helps in transportation of these children who are coming from distant areas.

**Year 2012-2013**

- **LIC TATA Winger School Bus** – Nai Dharti, Patna II Division Nai Dharti is an NGO, registered u/s 21 of Societies Registration Act 1860, providing food, shelter
and education to the deprived girls. The organization provides education, shelter, rehabilitation and economic empowerment through various programmes.

- **LIC School Bus** – Shri Vidya’s Centre for Special Children, Secunderabad Division The institution is imparting training/education to a group of around 150 children from different places in the city. LIC Bus will enable them to transport children for daily sessions of physiotherapy and school daily to improve their quality of life.

- **LIC 26 seater School Bus** – Dr. Narendra Bhivapurkar Andh Mahavidyala, Amravati Division This is a residential school which provides education upto 7th standard. They have a batch of 16 students for higher education for 8th, 9th and 10th standard and they attend a zonal parishad school which is 4 kms away.

**Year 2013-2014**

- **LIC Special School Bus** - Institute for the Handicapped and Backward People, KMDO II Division: The Institute is a socially responsible non profitable NGO running a composite Special School for the disabled children free of cost.

- **LIC 32+1seater School Bus** - All India Disabled Rehabilitation Educational Institute, Nashik Division All India Disabled Rehabilitation Educational Institute for the mentally retarded children. The aim of the Institute is to make educational facilities available to the disabled, to impart training and try to provide necessary training for mental development so that they become useful citizens.

- **Purchase of School Bus** - Kshhitij Trust’s Kshhitij School for mentally retarded children, Mumbai III Division Kshhitij is a Trust started by three women, Kshhitij School organizes medical checkup camps for mentally challenged children. LIC school bus has facilitated the children a safe commuting to school and back home safely.

- **LIC 54 seater Bus** – Fellowship of the Physically Handicapped, MDO I Division the Institute was founded in 1956 by Smt. Fatima Ismail as a small workshop for a few adults with disability with the aim of providing training and mutual support to each other

- **LIC TATA Magic Bus** - Kalyani Charitable Society, Kanpur Division Kalyani Charitable Society is constituted for training and education of physically, mentally and socially handicapped children.
• **Purchase of 24+1 seater Swaraj Mazda Sartaj Model School Bus** - Saksham Trust, Meerut Division, the Trust is running a School for the physically/mentally challenged children with the help of some individual/institutional doners.

• **LIC TATA Star Bus** - Odisha Patita Udhar Samiti, Bhubaneshwar Division Odisha Patita Udhar Samiti was formed in 1999. The organization provides community based services in far flung areas and aims to change the behavior of the prisoners for social mainstreaming by providing education and psychosocial support to their children.

**Year 2014-2015**

• **Purchase of 26+1 seater School Bus** - Karunamayee Parents’ organization for the Mentally Handicapped, KSDO The organization is imparting special education, therapy and medical attention among challenged children mostly coming from BPL and unprivileged community.

• **Purchase of School Bus – Cherry Blossom Society, Jorhat Division**: The Society is running a School viz. Cherry Blossom School for both normal and differently abled children. The bus will be utilised for the transportation of these children so that more number of children can attend the school.

• **Purchase of School Bus – KMDO II Organization for Friends, Energies and Resources (OFFER)** is a non-profit organization working towards uplifting the condition of underprivileged children in Kolkata and other district of West Bengal for last 28 years.

• **Purchase of TATA Winger** – Sirisha Rehabilitation Centre, Machilipatnam Sirisha Rehabilitation Center is a voluntary service organization with the main focus of working for the training and rehabilitation of children with mental retardation and other associated disabilities. They are taking care of 50 students in the Institution from whom no fee is charged.

• **Purchase of 40 seater School Bus**- School for the Blind run by ‘Service Association for the Blind’, Gandhinagar Division Service Association was founded to make 1% of the Indians who are blind, literate and independent to bring them in to the main stream of Society. They provide facilities of hostel, mess, medical aid, uniform and all the necessary supplements to children without any charges. LIC 40 seater School Bus for the Blind students for making mobility easy
• **Purchase of 40 seater School Bus** - Aakansha Shiksha Kalyan Samiti, MDO II Division They are providing education to students belonging from Nursery class to 10th class. They are also providing computer knowledge to adivasi children form Panvel and Palghar area. They organize different educational trips to various places where children can learn several things.

• **Purchase of 36 seater Bus** - Ashirwad Trust for Disabled Sayla, Bhavnagar Division the trust was founded in 2002 with the help of noted NGOs of Gujarat to offer a superior service to people with disabilities.

### 4.5.2.3 Information Technology

The detailed investment in educational Information Technology and number of beneficiaries from CSR activities which have took place discussed below from the year 2009-2010 and 2010-2011

**Year 2009-2010**

- This is a leading institution for various welfare activities for blind in Bhopal for last 39 years where they provide food, clothing, medical facilities, education up to 12th vocational & recreation facilities to the blind inmates free of cost. LIC Computer Centre provides computer education to the blind students through special software where they can learn by hearing the voice.

- This is the one among oldest Inter College of the City engaged in providing best education with the help of qualified and experienced teachers to the children who are economically backward on nominal fees. LIC Computer Centre helps them to provide job oriented / technical knowledge free of cost to around 1800 students.

- The society runs five educational institutions for normal, special and deaf children. These schools provide free education to all students. Deaf children are provided free hostel accommodation, education as well as stationery. LIC equipments are utilized for two additional classes in the school.
Year 2010-2011

- The School is one of the best in Jaleswar area of Balasore District having ideology of Sikshya and Sanskar. LIC Wing is available for imparting Computer education, library Facilities and Science Laboratory.
- This institution has a long history of involving in various activities that empower the local people in sustainable livelihood generation. At present they are imparting vocational and skill training in Bee Keeping & Honey processing to 40 SHG women & tailoring & embroidery to girls and unemployed youth. LIC community programme centre enable them to provide better services in vocational & skill training.
- Grameen Shramik Pratishthan is a voluntary organization working in the Latur District of Maharashtra since 1981 for the rehabilitation of visually challenged and orthopedic disabled persons under three different programmes, aimed at supporting the disabled to become self reliant and economically independent. LIC residential vocational training centre help them to support their rehabilitation programme

4.6 CSR Initiatives for General Public from 2007 to 2014

The Figure (4.3) below presents the CSR investment in General Public Facility supported by LIC. The investment made by the LIC in Public facilities from the year 2007-2014

**Figure (4.3) General Public Facility by LIC**

![General Public Facilities Supported by LIC](image)

Source: LIC
4.6.1 Projects supported by GJF of LIC in the General Public Development

The LIC foundation is very responsible to invest in the General Public Facilities in different states of India to develop the society through investing into three areas of public facility:

- Infrastructure Support
- Transport
- Information Technology

4.6.1.1 Infrastructure

The detailed investment in general public infrastructure support and number of beneficiaries from CSR activities which have took place discussed below from the year 2007-2008 to 2013-2014.

Year 2007-2008

- Constructed Orphanage with the objective to provide better hygienic atmosphere for the children.
- Established Learning Centre this includes a Library, Music Room and a Computer Lab to make the students self-reliant individuals.
- Established Learning Centre this includes a Library, Music Room and a Computer Lab to make the students self-reliant individuals.
- Constructed Vocational Training Centre for upliftment and rehabilitation of children of commercial sex workers who are undergoing residential training.

Year 2008-2009

- Constructed Vocational Training and Academic Centre for upbringing of destitute and distressed people from rural area.
- Constructed of Old age Home for destitute people.
- Constructed of Orphanage to provide home to orphan and destitute children.
- Donate of Medical Equipments to Rehabilitation Centre for HIV / AIDS Patients.
- Constructed of ICU in Hospital cum Rehabilitation Centre for the abandoned elderly people, neglected people in distress aggravated by mental illness.
Year 2009-2010
- Constructed of school building in an orphanage which provides free shelter home for children coming from insurgent areas and imparts formal education to make them self-reliant and self-dependent.
- Constructed of Boys Hostel for rehabilitation of orphan and destitute children.
- Constructed of Kitchen for Mid-Day Meal Programme.

Year 2010-2011
- Constructed of kitchen, dining room in residential hostel building for destitute girls.
- Constructed of Observation Home for HIV infected Children.
- Constructed of medical unit in home for the aged.
- Constructed of Learning Centre.

Year 2011-12
In this year it is notable that LIC doesn’t any Investment was made in this year.

Year 2012-2013
- The Poreyah at Holy Family Society Home for the Aged.

Year 2013-2014
- **Construction of Orphanage** - Construction of Orphanage will enable them to give accommodation to the orphans who are staying in a temporary cottage.
- **Construction of Dining Hall and kitchen ,grill &compound wall for security** - Kasturba Gandhi National Memorial Trust is a national Trust headquarterd at Indore.
- **LIC Maruti EECO TSS VAN(7 seater)** - Jai Ambey Sewa Samiti, Ajmer ease the plight of those suffering from illnesses and unable to afford medicines. The Samiti has provided medicines to poor patients ,conducted various eye camps, cancer detection camps ,blood donation camps etc.
- **LIC vehicle for carrying mid-day meal** - The Akshaya Patra Foundation, Jaipur aim of the organization is to provide mid day meal to more than 1.4 million under privileged children every day in India. LIC vehicle is used for distribution of mid day meal to the students.
- **Tirunelveli Social Service Society, Tirunelveli Division, Southern Zone**– Construction of a Resource cum Training Centre for Women Tirunelveli
Social Service Society is one of the Non Profit organized a large number of Women and marginal farmers into SHGs at Village, Panchayath, Block and District levels to play pro-active roles to ensure application of human rights, child rights, supplement family income etc.

- **Sevabharthi Balikasadanam, Kozhikode Division, Southern Zone** - Construction of a building for housing destitute and orphan children. The Society has been associated with providing shelter to the destitute, conduct of medical camps, blood donation, and Ambulance service as well as providing free food to the needy in the medical college.

- **Karunalayam Charitable Trust, Trivandrum Division, Southern Zone** - Construction of a Kitchen and Store Room in home for mentally challenged and aged persons Adequate education is provided to girls and medical treatment given to inmates. If necessary the inmates are sent to the nearby private Hospitals for treatment cost of which is borne by the Trust.

- **Sree Moolam Shashtipurthy Smaraka Hindu Mahila Mandiram, Thiruvananthapuram Division, Southern Zone** - The unit is designed to make the grownup children self reliant and creative and the elderly lead a secure and meaningful life, thereby enhancing the lives they lead. The organization takes care of 100 girls between 5 to 20 years.

- **Saranaalayam Trust, Vellore Division, Southern Zone** - Construction of Home for the orphaned and aged persons. They provide free food, education, medical care, clothes and other help to the inmates.

4.6.1.2 Transport

The detailed investment have been made on general public transport facility and number of beneficiaries from CSR activities which have took place discussed below from the year 2008-2009 to 2010-2011.

**Year 2008-2009**

- Food Distribution Vehicle for Mid-Day Meal Programme for Students of Government Schools.
- Arrangements of Ambulance and Construction of Dispensary by making heavy investment on old age home for destitute Senior Citizens.
Year 2009-2010
- Arrangements of School Buses for transportation of children of prisoners to take them to educational trips and also to provide exposure to outside world.

Year 2010-2011
- Arrangements of Mid-Day Food Distribution by Vehicle as per the Mid-Day Meal Programme for Students of 133 Government Schools.

Year 2010-2011
- Heavy amount has been invested on the Purchasing of Ambulances.

4.6.1.3 Information Technology
The detailed investment in general public Information Technology and number of beneficiaries from CSR activities which have took place discussed below from the year 2008-2009 and 2009-2010.

Year 2008-2009
- Established of Learning Centre this includes a Library, Music Room and a Computer Lab to make the students self-reliant individuals.

Year 2009-2010
- Constructed of Library-cum-Computer Centre to provide better study facilities to the orphan students.

4.7 CSR initiatives for Medical Relief from 2007 to 2014
The figure (4.4) below presents the CSR investment in Medical facility supported by LIC. The investment made by the LIC in Medical facilities from the year 2007-2014.

Figure (4.4) Medical Facilities Supported by LIC
4.7.1 Projects supported by GJF of LIC regarding Medical Relief

The LIC foundation invested very responsibly to provide Medical Facilities in different states of India to develop the society through investing into four areas of medical facility:

- **Medical Relief**
- **Transport**
- **Infrastructure**
- **Information Technology**

4.7.1.1 Medical Relief

The thorough investment in Medical Relief and number of beneficiaries from CSR activities which have took place explained below from the year 2007-2008 and 2014-2015.

**Year 2007-2008**

- Five Cochlear implants were sanctioned to children belonging to weaker sections of society. Cochlear implant is not just about surgery, it is a lifelong commitment on the part of the family and the programme for the habilitation into mainstream of society.

**Year 2008-2009**

- The financial assistance for construction of Blood Bank facilitates nearly 2000 cancer patients for onco surgery and chemotherapy. The Cachar Cancer Hospital is a philanthropic organization (NGO) and a renowned name in the field of prevention, treatment and research of cancer for the patients even beyond Silchar covering entire North-East region and other places.
- Cuttack Diabetes Research Foundation is a charitable trust to provide world class health care to diabetes patients with nominal charges. Around 200 patients got treated per day.
- LIC Diabetic Eye Clinic provide with modern equipment which provides timely treatment to diabetic patient by laser therapy to prevent majority of blindness.
- LIC Dialysis Centre provides one of the cheapest Dialysis centre in the Nation. It conducts about 1200 dialysis per month. This hospital provides affordable cost dialysis @ Rs. 450/- per dialysis which is perhaps one of the lowest in the country.
• Poor and needy patients in surrounding area of 30 to 40 kms are benefited by high-tech LIC Laboratory as the hospital provide medical aid to 200 to 300 patients daily at free / nominal cost.
• Under LIC Thalassemia Patients Adoption Programme, we have adopted 100 children belonging to economically weaker section, for the treatment at the cost of Rs. 6000/-per child for one year.

Year 2009-2010
• LIC Day Care Centre is a complete treatment centre for mentally retarded and Leprosy Affected person’s where 400 patients can be attended consistently. Basically, this is a non-governmental organization situated in Barwani district in M.P. and actively working for leprosy affected persons, rehabilitation programmes including mental health programme, the artificial limb fitting centre, hospital, respite and residential facilities for mentally retarded children and the inclusion of children with disability in educational mainstream.
• The organization provides inclusive educational, clinical and non clinical services in the area of Reproductive health, family Planning, safe motherhood and child health including infertility management. They treat average number of 200-250 patients per day at subsidized rate. Nearly, the total expense incurred in treatment is 20% free of cost. The Clinic facilities of LIC provide themenables them to increase their overall beneficiaries to the extent of 15-20% approximately.
• LIC Cobalt 60 Source in Hospital provides quality services to the villagers and poor sections of the society. All the treatments are provided at subsidized rates for general ward patients. This NGO provides state of the art Medical Treatment at the least possible price to all people irrespective of their caste, creed or ability to pay. Around 30,000 outpatients per annum have consulted the hospital free of cost.
• This project was initiated in the year 2006 purely for social cause and has extended its helping hand to poor, tribal and needy people through its various projects in social, educational and medical fields. Their aim is to provide blood to the poor people from tribal areas and also propagate the movements of blood donation in these areas. Donation of Equipments for Blood Bank
provides blood ‘free of cost’ to Thallaesemia patients purely on ‘No profit-No loss’ basis.

- Betma is a small township, having a population of about 14000 and there are about 80 villages around, where majority of the people are farmers and the rest are agricultural laborers. This society is engaged in educational, medical developmental activities since its inception. LIC construction of Ground Floor of Charitable Hospital provides adequate medical facilities to surrounding villages through curative and preventive health care.

- The Trust is serving the poor and destitute in the field of health and medical for more than 15 years and nearly 200 poor patients are treated free of charge every day and are also provided allopathic medicines free of charge. Automatic analyzer in LIC Pathology Lab enable them to conduct all the test with higher quality and provide maximum benefit to the patients

- Cochlear implant is not just about surgery, it is a lifelong commitment on the part of the family and the programme for the habilitation into mainstream of society. Foundation has contributed to some of such families which help them in rehabilitating the children into the mainstream of society. 5 Cochlear implants were sanctioned to children residing at Pune, Nashik, Aurangabad, Srinagar and Baramati, belonging to weaker sections of society.

- This Society is catering to the Medicare needs of the poor people dwelling in the slum areas surrounding the society by running an out-patient Clinic for last 30 years. LIC Clinic enables them to give consultation to around 40 patients per day for their basic health-care requirements.

**Year 2010-2011**

- The hospital being a charitable trust organizes camps in the area surrounding 100-150km for eye check up and then take back the patients to hospital for operation. The organization has organized around 960 free eye camps and examined more than 10 lakhs patients. LIC fund us camera machine be useful for providing free services to the maximum number of patients.

- LIC Ambulance is utilized for organizing Health Care Camps on a regular basis in various Districts of Gorakhpur where treatment is provided to various patients.
• This is a Charitable Hospital and only nominal charges are obtained for treatment offered to patients. Around 771 patients are consulted in the year 2008 free of cost or at subsidized rates. The Foundation is continuing its community ophthalmic programme on wider “Community Mobile Unit” and group of doctor and paramedical staff regularly visiting to Mehmoodabad (Distt. Sitapur), Amethi (Dist. Lucknow), Mohaan (Distt. Unnao). LIC Mobile Ophthalmic Unit provides services to underprivileged and needy population of above mentioned locality.

• The Mandal is working since the last 62 years and is a major contributor towards health and medical services for people of Bhavnagar. This institute is run by women only and has received a National award from Ministry of social welfare, Government of India for creditable achievements in field of child welfare. The institute has won Ugadi Puraskar for its contribution. LIC X-ray Machine with C R System and two Computers help them to provide better services.

• The polyclinic is traditionally serving poor people of Nellore District and surrounding areas also. Their aim is to provide medical care to poor people. LIC digital x-ray machine is used for treatment of patients in the hospital.

**Year 2011-2012**

• They are treating all types of complicated and advanced cancer patients not only in this region but also adjoining areas of state. They have treated nearly 48,000 patients still today. Average number of patients treated per day is 150 and the total number of patients treated free till December 2010 is 1404. 1396 patients were treated on subsidized rate.

• Apart from these patients, hospital provides various investigations and treatment facilities free of cost to the Gas Victim cancer patients as per the arrangements with the State Govt. LIC medical equipments enable them to provide better services.

• The organization was started on 21.11.1995 with the objective of providing free rehabilitation and development services to physically handicapped children.

• The trust is supporting through artificial limb, audiometric equipment, calipers, tri cycle, sticks for blinds, walking sticks, sewing machine, brail slat,
artificial hand and wheel chair. LIC audiomtriclab enables approximately 1000 patients per year to take proper.

- Bhoomika has been running a mobile medical unit in Badchana Block of Jajpur district covering 38 villages. They are engaged in various activities which includes providing Vocational Training to rural youth Women’s SHG programme, care for the aged etc. They are working for social and economic upliftment of poorest of the poor with special emphasis on providing alternative livelihood options to lead a quality life with respect and dignity. LIC mobile eye care unit enable them to cater to more number of patients.

- The hospital has been running since the last 49 years in the state of Jharkhand. Their aim is to provide best possible health care and treatment to the sick persons especially the poor at minimum cost. Foundation has provided an ultrasound machine for the welfare of 1500 patients with the capacity of doing 5600 ultrasound in a year.

- The Sevashram was established in the year 1926 in Bela Village of Muzzaffarpur District. It helps villagers when there is a phenomenon of natural calamities such as flood, drought, cold wave etc.

- It is a charitable institution mainly famous for its Eye Hospital and serving the poor and needy villagers for health, education, disaster management and village development. LIC pathology unit be used for the benefit of 150-200 patients per day.

- S.D.M. Dal Hospital is a 150 bedded hospital providing medical services to the people at nominal cost. The aim of the project is to provide accurate diagnosis, better treatment for critically ill and injured patients without referring them to other higher medical centre. LIC Ultrasound machine and X-ray machine enable the Hospital to attend 100 patients approximately daily in new Trauma Centre.

- Dr. Shroff’s Eye Hospital is located in the heart of the capital city of India with the goal of building a dedicated eye care hospital specifically for those less fortunate and has to address their problems through the charity hospital. Their aim is to be the best tertiary eye and ENT care institution in Northern India providing quality care across all economic sections of the society. LIC
renovation of the hospital strengthens their services in providing medical relief to the poor and needy.

- Cochlear implant is not just about surgery, it is a lifelong commitment on the part of the family and the programme for the habilitation into mainstream of society. Foundation has contributed to some of such families which help them in rehabilitating the children into the mainstream of society. 5 Cochlear implants were sanctioned to children residing at Pune, Nashik, Aurangabad, Srinagar and Baramati, belonging to weaker sections of society.

- Ramkrishna Mission is working since 1972 for providing medical help to weaker sections of society in rural area. Their aim is to enable an individual to lead composite, serene co-operative healthy life. LIC mobile medical be used for the conveyance of doctors and volunteers from different pockets of Mumbai up to Sakwar and back for free medical service at Ramakrishna Mission.

- Smile on Wheels (SoW) is national level multi-centric project initiated by SMILE Foundation with an objective of providing a comprehensive range of health care services to under-privileged community in remote rural areas and slums through an equipped mobile medical van. This programme is based on innovative concept of “Community Centric Sustainable Health Delivery Model” which provides wide range of primitives, preventive and curative health services to the beneficiaries. LIC Mobile medical unit be used for urban slums/ villages in Bangalore.

**Year 2012-2013**

- The Hospital is functioning since 1958 and is serving the Gond tribals and villagers. It is located in Betul district in the southern border of M.P. The Hospital’s vision stems from a deep sense of commitment and service to humanity.

- They provide free cleft lip surgeries to thousands of poor children and treat the Child with comprehensive and rehabilitative care including Speech therapy, general dentistry and orthodontics. The instrument is helpful in treatment of patients with high myopia and infants with retinopathy of prematurity.

- The Rotary Club Visa nagar is a volunteer organization working for the welfare of weaker sections of the society. The Trust is running hospital and
giving medical treatment, such as providing various special reports at lower rates, giving Ambulance service, running physiotherapy centre and doing other charity activities.

- They run the AAPI Prevention Health Clinic since last 20 years to provide facilities like Digital X-ray, Sonography, physiotherapy center, Laboratory, Vaccination centre etc at a very nominal cost to the financial weaker section of the society. An average number of 175 patients are treated by them on a daily basis at subsidized rates.

- LIC Hemodialysis Machine enables them to provide timely facility to the needy patients as there is scarce facility of Dialysis in and around Visnagar, and patients have to depend on nearby town to avail such facility.

- The organization was founded by late Shri Tribhuvandas Patel, Founder of AMUL & winner of Magsaysay Award. It is a Community health organization, working mainly on reproductive and child health. The Foundation covers around 682 villages, working through the village milk cooperatives of AMUL, in 18 talukas in the districts of Anand and Kheda in Gujarat.

- They also run pregnancy clinics, clinics to treat women’s diseases and also carry out infertility tests, sonography tests for rural ladies at concessional rates. The Sonography machine is technologically advanced and installation of the same would enable the Foundation to provide advanced treatment to the rural women.

- Lions club of Andheri is a charitable Trust which aims to provide medical aid to underprivileged sections of society at a very nominal cost. The centre is equipped with all modern facilities including fully computerized pathology, computerized eye Clinic, Laser eye operations, Dental Care facilities, Digital X ray, Physiotherapy etc. Average number of patients treated per day is around 300. The charges are heavily subsidized as the centre is created out of donations. LIC Medical equipment for diabetic retinopathy enables them to provide the treatment of eye related retina and Glaucoma affected persons at lower rates.

- Rayat Rugnalaya is located in the heart of the city and working since the last 7 years. This is a 30 bed Hospital with basic specialty services. In the last 4 years the Hospital has done more than 1000 major and about the same number of
minor surgeries at very reasonable charges. 10% free beds and 10% half concession beds as per the rule of Public charity trust Act are reserved for BPL patients.

- The organization is providing “Rational Medical Care at affordable cost” as per its motto. LIC Hemodialysis Machinery enables them to provide treatment of patients for poor community at affordable cost by located/visited specialists.

**Year 2013-2014**

- **LIC Medical Equipments for setting up of operation theatre** - Ramakrishna Math, Antpur, Howrah providing education services, medical services, general welfare services, drinking water supply etc. to the poor people. LIC Medical equipment together will form a complete operation theatre unit for the Organisation.

- **LIC Pathological and Radiological Instruments** - Dr. Prabhat Memorial Society, KMDO II committed for the development of the rural poor and marginalized sections of society. The Institute is running free health clinic (OPD) for the last ten years for the poor people particularly women and children of AILA affected Sunderban areas who do not have enough money for private treatment.

- **LIC Medical Van with Equipments** - Gandhi Mission Trust, Kharagpur has been working in the Paschim Medinipur district which has four sub divisions Kharagpur, Medinipur sadar, Ghatal, Jhargam and 29 blocks which are predominantly rural and difficult to reach. The Trust is involved in different social activities meant for rural people in the backward region of the district. LIC mobile medical treatment unit consisting of Ambulance, Vision Testing Units and Machinery will be used for the eye treatment.

- **LIC Colour Doppler Machine** - Nimta Dr. Amitava Basu Smriti Raksha Committee, KSDO caters to the people below the poverty line around Nimta area by providing medical support and pathological tests on concessional rates. LIC colour Doppler machine will help them to serve the downtrodden better.

- **LIC TLD Dosimeter & Dosimetry Phantom Equipments** - Tata Medical Centre Trust, KSDO Tata Medical Centre is a philanthropic initiative set up
with a strategic alliance and assistance from the Tata Memorial Hospital, Mumbai. The hospital provides the entire spectrum of services from Prevention, Diagnosis, and Therapy to Rehabilitation and Palliative support. The equipment will be used for identifying radiation levels in the human body for conditioning regimens for bone marrow transplant.

- **LIC Surgical Microscope for ophthalmic surgery** - Siliguri Greater Lion’s Eye Hospital (Project by Greater Lions Seva Nidhi), Jalpaiguri Division plans to improve eye care services to poor workers of tea gardens and their families. The Hospital treats an average 235 patients per day and on an average 8500 surgery are performed annually out of which 60% are free of cost. Surgical Microscope will further strengthen eye care facilities in the Hospital.

- **LIC CT Scan Machine** - Brij Chikitsa Sansthan Hospital, Aligarh DO is known as a philanthropic society offering health care services to the needy people. The Hospital is providing allopathic as well as homeopathic treatment to the needy people at very low cost, and free treatment is being provided to poor people. Hospital is equipped with good professionals, well conversant and dedicated team of doctors and latest technology. LIC CT Scan Machine will be used for advanced diagnosis of patients so that the patients need not rush to other cities for the facilities.

- **LIC Laparoscopic Equipments** - Ramakrishna Mission Sevashrama Charitable Hospital, Aligarh Division is actively involved in providing modern medical facilities for the benefit of the poor and needy. More than 900 patients are treated per day in OPD out of which free treatment is provided to 80% and subsidized treatment to 20%. LIC machine which will help them reach out to the poor and needy persons in the area.

- **LIC Philips Colour Doppler Scanner** - Sustainable Healthcare Advancement (Suham) Trust, Salem Division help in advancing health care initiatives among poor households. SUHAM focuses on preventive and curative programs related to healthcare in addition to facilitating healthcare entitlements from the mainstream meant for the poor and vulnerable people. Ultrasound Colour Doppler Scanner will add value to the lives of poor people.

- **Purchase of High frequency Mobile “C Arm” image Intensifier** – The Mundakapadam Mandirams, Kottayam support the health needs of the
residents of the home and the local people free of charge and is now expanding to a 400 bed hospital. It is a 200 bed hospital and average number of patients treated per day are 424 out of which 96 treated free of cost.

- **LIC Digital X-ray Unit** – Simhapuri Vydyva Seva Samithi, Nellore Division working for the development of poor and the welfare of working communities in Nellore District for the past 30 years. The Digital X-ray Unit will make them to serve the patients with advanced equipment.

- **Cost of Cancer Treatment** – TATA Memorial Hospital, MDO II Cost of cancer treatment is provided to the children who are suffering from cancer. Full cost of treatment is given to the hospital for the treatment of children.

**Year 2014-2015**

- **Purchase of Medical Equipments** - Ramakrishna Mission Ashrama, KMDO II an indoor hospital was established at Narendrapur, to take care of the physical health of both the inmates and local people through a charitable dispensary and an indoor hospital. Medical Equipments will be used for detection and eradication of Thalassemia among surrounding poor rural people.

- **Purchase of Computed Radiography System and India RAD DX 300 mA with Simplex Table** - Bharat Sevashram Sangha – Malati Sen Memorial Hospital, Guwahati Division is doing benevolent activities and runs a charitable hospital. Bharat Sevashram Sangha is doing various activities in the North Eastern Region namely School and Hostels for Children, Computer Institutes, Mobile Medical Unit for Health Care, Outdoor Dispensary, Homeopathy Dispensary etc.

- **Construction of charitable health centre** – Chatra Kalyan Samiti, KSDO Division is related to social welfare, educational service, health service, nursery school, training centre and other welfare activities for students. They have facilities such as library with reading room, crèche centre, science unit, games and sports, culture and education, training centre with vocational education, first aid and home nursing etc.

- **Purchase of Humphrey HFA Visual Field Analyser** – Sonamukhi Pragati Netralaya, Asansol Division Sonamukhi Pragati Sangha providing treatment to eye patients in the area of Bankura and neighboring area. They are also
arranging 3-4 free eye camps in a month. They have started Village Survey for screening of ocular patients in the area & in neighbouring Blocks. After screening, poor & distressed ocular patients are brought to the Netralaya for treatment & operation.

**Purchase of C-arm Machine and Digital X-Ray** – Rehabilitation Centre for Children, KMDO II providing surgical interventions poorer sections of society. Apart from surgery, the Centre provides mobility aid appliances to ensure that children can lead near normal lives. Beneficiaries will have advantage of undergoing precision surgery thereby ensuring lesser time in the OT and faster recovery period.

**Construction of building for 60 bedded Female Patients Ward** – Seva Bharati Chikitsalay, Udaipur provides free and quality medical services to the poor and needy people of slum areas. Total 1,68,000 patients have been treated and 5700 patients suffering from serious diseases have been benefited from the Chikitsalaya. Construction of Ward will be beneficial for the poor and needy female who will be getting treatment free of cost in good environment conditions.

**Purchase of Equipment** – The Leprosy Mission Trust (TLM) Community Hospital, Allahabad Division. It is a Leprosy Centric Christian Development Organization registered as an Indian Entity but part of Global TLM fellowship. All in patients are treated free of cost which includes free treatment, free medicine and free lodging and boarding.

**Construction of two additional floors for providing free lodging to poor patients** – Ashraya Charitable Trust, established for the social development, development of youth, helping poor patients admitted in Medical College Hospital, Kottayam by providing them free lunch, lodging, shelter for the homeless orphans and aged and providing security for women and children.

**Purchase of laser equipment** – Sri Sukabrahma Ashramam, Nellore Division rendering the best services in the area of free eye operations to the poor people. Free Medical Camps are also conducted every month in the neighboring villages in which six specialist doctors provide free medical aid.

**Purchase of Laparoscopy (Telecam SL II with Xenon)** - Zaveri Mangalji Vamalshi Dispensary, Gandhinagar Division at Palanpur. The Trust is providing concessional & free treatment for General Surgery, Dental Surgery,
Chapter 4  Profile and CSR Initiatives of LIC and ICICI Prudential Life Insurance Company

Children & Gynaec treatment. They also provide outdoor treatment by General Physician to the poor and needy persons.

- **Repairs & Renovation of ground floor of the hospital** – Ramakrishna Mission, Khar, MDO III Belur Math have been engaged in various forms of humanitarian, social service activities for more than a century. The Ramakrishna Mission is a 70 bed hospital with ICU/ITU for Indoor patients and Outdoor consultation facility in a large spectrum of disciplines such as medicine, ophthalmology, cardiology, dentistry, ENT, orthopaedics, pediatrics, gynaecology, dermatology, psychiatry, neurology, physiotherapy and dialysis unit.

4.7.1.2 Transport

The detailed investment in Medical Relief Transport and number of beneficiaries from CSR activities which have took place discussed below from the year 2007-2008 and 2014-2015.

**Year 2007-2008**

- Fully equipped LIC Mobile Van dispensary is donated for providing medical check-up facilities at door steps of needy people in far flung areas of Chaka Block Vikas khand and surrounding block of Allahabad.

**Year 2008-2009**

- The rural health services provided by them since 1978 include medical check-up, medicine, and blood test services rendered by the Mobile Hospital Unit. LIC Mobile Van Dispensary enables them to provide better services in rural areas.
- The aim of the institution is to provide medical facilities to the needy patients especially from weaker sections of the society.
- LIC Ambulance provide comfortable transportation to around 700-800 cancer patients who are coming to this Institution every day for their investigations and treatment.

**Year 2009-2010**

- The Institution is established to alleviate the suffering of the Cancer affected, where even poor, needy and deprived section of the society can avail state of the art treatment at free of cost. LIC Bus equipped fully with life saving
equipments provides safe transportation facility from residence to the Hospital.

- The project gives health facilities to remote hilly area and health problems of chardham yatris. LIC Ambulance caters to the need of this 300 bedded Charitable Hospital.

- This is the only blood bank with the facility of component separation within the area of 200 Kms. It caters to the needs of a population of 20 lakhs people. It makes available high quality of safe blood tested for HIV I & II, Hepatitis – B&C, UDRL and Malaria parasite at a very nominal cost.

- LIC Mobile Blood Donation Ambulance enables them to reach the distant areas and to organize voluntary blood donation camps and collection of safe blood for needy patients.

- This NGO runs Hearing Conservation Programme and Rural Health Programme since 1977 and till today they have conducted more than 395 camps and examined 1,65,000 patients and distributed 30,000 aids and appliances to the disabled people especially for Hearing Impaired.

- LIC Ambulance is utilized for the various projects organized by them and for transportation of disabled children adopted by the Institution.

- This non-profit voluntary organization is working exclusively for the care of cancer patients for the last four years. Since 2004, through Arogya Bhavan Trust, they are providing accommodation facility to around 30 cancer patients at a time who come from far areas of our country to Mumbai for specialized treatment.

- LIC Ambulance is utilized to provide cancer patients cheap and dependable transport to various hospitals which are readily available even at odd hours.

**Year 2010-2011**

- BIMR, Gwalior was established in 1973 and has come up as an Intensive Cardiology Centre in this region. The centre charges fees at concessional rates and provides free services to BPL patients, senior citizens & disabled persons. The centre organizes scamps for providing free lens replacement to cataract patients.

- Camps for providing full medical services are also organized for senior citizens, hearing impaired children and blind children. Free consultation is
provided to cancer patients. LIC Cardiac Ambulance enables them to provide better services.

- The organization is registered as NGO in 2002 and organizes free medical and diagnostic camps in remote rural areas of South Gujarat region. The trust work is in the interest of entire community without discrimination of caste, creed race or language. Foundation has provided a Mobile Dispensary Van which can carry 300-350 patients per day for their treatment of diseases.

- The Hospital is managed by Shri Bamleshwari Mandir Trust Samiti and resourced by the donations and subscriptions received from the devotees and the society. This Trust helps the rural and needy people with health facilities such as X-ray and Pathology Centre, providing emergency medical aid to the people residing in surrounding villages, tailoring and embroidery classes and also running a library and reading room. Foundation has provided an Ambulance which can carry up to 1000 patients per day to pick up and drop patients from the interior rural villages to the hospital.

- This organization is one of the famous social institutions catering to the need of disabled, eradication of blindness & provides training, treatment & rehabilitation to the mentally retarded children in Western U.P. LIC ambulance and Yag Laser Machine with the capacity of carrying 400 patients per day for eye operations be a great support to the poor disabled people of the area.

- Ramakrishna mission is an organized institution having different wings to serve different segments of the society with special attention to education and health care and it has completed 75 years of service to the sick. Their aim is “service to man is service to God”. LIC mobile medical van is useful to cater to the dire medical necessities of the rural people.

- This multi specialty hospital started functioning from April 2002 and aims to extend cost free and highly advanced cataract surgery with IOL implantation to the people belonging to low socio-economic group. Their aim is to provide subsidized and specialized treatment to public with special emphasis upon free cataract surgery for people belonging to low socio-economic status. LIC Mobile Outreach Vehicle enables them to provide better services.
• This organization is engaged in helping needy and poor disabled patients of Allahabad and its surrounding areas. They are delivering multi facilities like Special School for Mentally Retarded, Spastic & Autism Unit, Vocational Training, Appliances for the Persons with disability, Out Door Medical Services, Assessments of various Disabled Persons, Advocacy, Therapy Department, Dormitory, Community Based Rehabilitation & Rural Camps and Concern India Institute for Rehabilitation, Medical & Health Sciences. LIC Ambulance helps them to provide better services.

• The mission Home of Service, through its 230 bedded hospital, has provided medical care to the poor for the last 110 years. They are providing mobile dispensary to Rampur Village since 1995 visiting every Sunday and covering the residents of around 35 villages in the area. LIC Mobile Dispensary Vehicle be the replacement of old vehicle and serve the villages in a more efficient manner.

Year 2011-2012

• This Institute is a leading cardiac medical and surgical care centre and treating 1500 patients per day in OPD, out of which 88% are treated free of cost. LIC Ambulance with Life saving equipments with the capacity to carry 135 passengers per day is helpful for timely help to poor patients in the ambulance itself.

• From the time in June 2004, this organization has been conducting free eye and general health camps and has been meeting the demands of the needy by providing the necessary medical aids.

• Every month they are conducting free general health and eye camps twice. In the general health camp, diabetic screening and diabetic care has been provided for the people at free of cost which also includes medicine and supplements. LIC Ambulance enables them to reach out to persons in remote villages which they are unable to cover at present in their outreach programme.

• The organization is extending selfless free service to poor patients, bystanders who have to visit hospitals for various treatments by providing food, accommodation and transportation.
• Their aim is to provide guidance, counseling and aid to poor patients and their helpers for free boarding, lodging and medical treatment. LIC Traveler Ambulance helps them to reach out to more such needy people.
• This blood bank is doing voluntary service of supplying blood to the needy free of cost by collecting nominal processing charges only. This is a first organization of its kind in the town and project is to serve community purpose.
• LIC mobile van with the capacity of 5000 units of blood per year help in conducting blood donation camps in rural areas.
• The trust is running its activities for the last 27 years and the hospital is equipped with all facilities to provide medical care. LIC Ambulance is useful for transportation of patients to higher centers for further treatment. This help poor uneducated tribal people.
• The Trust is providing quality and affordable eye care services for the last 96 years to the poor and needy patients in Thane and Raigad district. It is a reputed Eye Hospital and is well equipped with all the facilities. Their aim is to play a major role in reduction of preventable blindness in the state of Maharashtra. LIC bus transport patients to the hospital and help them provide free eye care services to the needy population from in and around Mumbai.

Year 2012-2013
• Ramakrishna Mission is a philanthropic organization rendering its service especially for the downtrodden people of the society since 1897. Seven free coaching centres are being conducted for poor boys and girls from lower income group of this locality. Free eye operation camps are also organized every year for treatment of poor.
• More than 15000 patients have been treated this year. Free medicines are provided to the patients and free eye camps are also organized. They are treating100 patients per day free of cost. The medical van is equipped with a few sophisticated equipments for on the spot diagnosis.
• The Association is one of the pioneering and philanthropic organizations of the state of Arunachal Pradesh. Since its inception in 1979 the organization emphasized more on the significance of education and thereafter registered to promote multi-dimensional welfare activities to the cause of the people-in-need in both rural and urban areas.
Chapter 4  Profile and CSR Initiatives of LIC and ICICI Prudential Life Insurance Company

- The vehicle is to be utilized in case of medical emergency, since there is no hospital nearby. The vehicle also is used for medical awareness programmes.
- Ramakrishna Mission, Narottam Nagar Branch was started in 1971 to serve the tribal people of Arunachal Pradesh at the request of the then Prime Minister Smt. Indira Gandhi. The Institute runs a Higher Secondary School affiliated to C.B.S.E. for the tribal children.
- At present there are 526 students studying in the school from class I to XII. This School rank 1st in the state and it is in great demand by the student’s community. A 30 bedded hospital and a mobile dispensary is also run for students, staff and nearby villagers. Total number of patients treated during 2011-12 are 7384 at free of cost. LIC Ambulance enables them to serve poor patients in nearby villages.
- Ramakrishna Math Ghatshila is a branch of Ramakrishna Math, Belur Math Howrah and is engaged in several welfare activities in remote tribal areas of Ghatshila. Ram Krishna Math is working continuously towards providing healthcare services in Ghatshila area.
- The Math also has a mobile unit touring remote areas to provide medical aid. The Math has a local Dispensary which is regularly visited by poor people who are given free treatment. Apart from this, the organization goes to different villages on different days of the week with their medical team and sets up a mobile medical camp in the villages where people come from adjacent villages for free medical treatment.
- The Math is treating 70 patients per day and all are treated free of cost. LIC Ambulance van enable them to take poor primitive tribal people who are seriously ill to Jamshedpur as only primary medical facilities are available in Ghatshila.
- The Hospital operates in rural areas and provides charitable medical facilities to the poor and attends to snake bite cases which are common in the area. The Society is working to provide charitable medical as well as moral, social, ethical and economic relief facilities, through Charitable Hospital, Institutions and other Welfare Centres.
- The main treatment given by the hospital are preventive care – in mother and child delivery, snake bite, immunization programmes and general medicinal
treatment on subsidized cost or if needed free of cost. There are 70 to 80 patients treated every day out of which 2-3 patients treated at subsidized cost or if needed free have cost. This Ambulance helps the underprivileged inhabitants of rural areas of Bajpur under Haldwani Division in providing life saving emergency medical aid.

- The Institution has a well organized Trust and working to give every person suffering from heart disease a chance to live a healthy life – irrespective of caste, creed, color, gender, nationality or religion. They are treating 3-4 patients every day. Patients to be treated free of cost/subsidized cost are more than 1750 during last 8 years.

- The institution has facilitated heart surgeries of the needy poor at highly subsidized rates. LIC Multipurpose critical care ambulance along with ECG machine enables them to provide better services.

- Over the past 78 years, Karnataka Health Institute has evolved into a bustling Hospital Complex(on 212 acre plot) The Hospital complex has a general hospital, a 150 bed TB sanatoriums, a 60 bed maternity hospitals, nurses training school and a primary school in addition to other facilities for the inmates. There are professionals looking after the general hospital and sanatorium, projects in basic health services, health education to rural masses, social welfare, primary and vocational education.

- At present 250 to 300 patients are treated per day. 95% patients are from the poor sections of the society and about 200 patients are treated free of cost per month. LIC Ambulance enables them to provide 24 hours emergency transportation services to patients from Gokak Taluka with serious illnesses and accident victims to Tertiary Care Hospitals.

- The Jankalyan Raktapedhi is the blood bank managed by Late Kakasaheb Smruti Kendra, which is a Trust founded in the year 1981, to cater to the needs of people from Panvel to Ratnagiri. The blood bank is located in a mofussil area wherein no blood transfusion services are available and provides free blood to thalassemia patients of villages from Panvel to Chiplunas thalassemia is a disease affecting children who require frequent blood transfusions for their survival.
They conduct around 60 blood donation camps per year and they have collected around 2000 blood bottles per year. The Trust caters service to about hundred Hospitals and Nursing homes in the area. A well equipped Mobile Van enables them to cater to the needs of society to a large geographical area.

The Trust was giving free medical treatment. LIC Mobile Medical Van enables them to cater to the poor and needy patients in the backward areas/slum areas of Bhavnagar City and surrounding villages.

The Trust aims to provide doorstep services to patients for general diagnostic and medical aid, eye camps for cataract operations, distribution of spectacles, medical camps for children and women and also publicize health awareness in rural areas. The Trust is running a dispensary for the last 32 years for diagnosing and treating patients at nominal cost. The average patients treated per day are 75 to 100.

**Year 2013-2014**

- **Purchase of four Omni Ambulance Vans** - Help Agra, Agra Division provide basic services to the economically deprived sections of society. Attaching top priority to Medicare amongst other services, the Society, from its service centre situated at the first floor of the new emergency of S. N. Hospital Agra, is engaged in giving shape to its social aims. LIC Ambulances to provide medical relief to the poor and needy people in the area.

- **Purchase of Chevrolet Tavera Ambulance** - Dr. Sheela Sharma Memorial Charitable Trust, Aligarh Division Shankar Institute of Cancer Therapy and Research unit of Dr. Sheela Sharma Memorial Charitable Trust, Mathura is a tertiary cancer treatment centre providing cancer treatment in all the three disciplines of oncology i.e. Radiotherapy, Chemotherapy and surgery at subsidized rates to middle class families and totally free to BPL cancer patients. The Institute provides services for detection, prevention and treatment of cancer, Tuberculosis, AIDS, and other diseases for the poor and needy patients. The Ambulance will be used in transporting the cancer patients from home to hospital and also for referral patients hospital to hospital to diagnostic facilities outside Mathura.

- **LIC Mobile Van/Ambulance** –Americares India Foundation, MDO III Division operates medical units in urban slums and rural tribal areas to provide
free medical consultation and free quality medicines to urban slums and rural poor. LIC Mobile Van will be used to provide better service to the poor and needy people.

- **LIC Ambulance** - Sahyog Kushthyagna Trust, Gnadhinagar Division serve Leprosy afflicted and mentally retarded persons. Thee trust provides food grains to needy and poor patients, Health education about Leprosy and vocational training to mentally retarded students. LIC Ambulance will provide fast medical facilities in an emergency to Ashramites and provide benefits of specialized Doctors living in Modasa, Himmatnagar etc.

**Year 2014-2015**

- **Purchase of an Ambulance with life saving equipments** – Swami Vivekanand Medical Mission dedicated persons to provide medical aid to villages in the outskirt of Nagpur. With advanced life saving equipments like transport ventilator, cardiac monitor, defibrillator etc fitted with Ambulance, the accident patients and other critical patients like snake bite, insecticide poisoning, heart attack patients will receive effective and timely treatment thus saving their lives.

- **Purchase of one Ambulance** – Cancer Institute (WIA), Chennai DO I Cancer Institute (WIA) Womens India Association having two centers, one at Gandhinagar and other one is at Sardar Patel Road. The aim of the Institute is early detection and prevention of cancer through proper planned treatment and work towards eliminating cancer.

- **Purchase of Ambulance** – The Leprosy Mission Trust (TLM) Community Hosptial, Faizabad Division concentrate on healthcare, community-based rehabilitation, prevention of disability, advocacy, capacity building, education, stigma reduction and occasionally on disaster response and preparedness. Ambulance is used for mobility of patients to medical centre for treatment.

- **Purchase if TATA Winger Ambulance** –Lok Bikash provides proper health care facilities for slum dwellers and making provision for health education to women and children. TATA Winger Ambulance is used for reaching the slums and elderly helpless for emergency health treatment.

- **Purchase if Ambulance with Medical Equipments** Kharagpur Division Amjam Radhamadhab Social Welfare Society sharing love and deep concern
for the rural poor and economically backward people of Nayagram Block. Ambulance for providing free medical services viz. Reproductive, Curative, Diagnostic, Radiological Services and General Health Services to the targeted community.

- **Purchase of A/C Ambulance - Matri Mission ‘O’ Mandir Seva Trust, KSDO:** The aim of the Trust is the realization of God through the welfare and well being of human being. They are providing medicines of homeopathy or allopathy, consultancy, free medicine distribution, ECG at subsidized rates, 24 hours ambulance service with oxygen, X-ray, USG, CT Scan etc.

### 4.7.1.3 Infrastructure

The detailed investment in Medical Relief Infrastructure and number of beneficiaries from CSR activities which have took place discussed below from the year 2007-2008 and 2013-2014

#### Year 2007-2008

- Foundation has constructed Ground Floor of Dispensary. LIC Block is providing medical services to the poor people from the nearby villages where the patients are treated free of cost and free medicines.

#### Year 2008-2009

- Fully equipped LIC Critical Care Unit enable the hospital to provide high quality health care services at subsidized rates to around 20 patients every day from most needy sections of society.

- LIC Medical Gymnasium facilitates physically challenged children of defense personnel and civilians to join the main stream of society by being self reliant and confident. At present they have 46 children out of which 4 children are wards of civilians. Health Gymnasium enhances the capability and confidence of these children to become independent and useful member of society.

- Extension by LIC enable the Hospital which is located in purely rural area and inhabited by low income group people, to enhance its scope of operation to a great extent.

- It is a Resource Centre for the Disabled and winner of State award for outstanding services in the field of Rehabilitation. There are 130 children and young adults’ who are getting training in various activities.
The LIC Golden Jubilee Foundation has upgraded existing Vocational Training Centre by providing the required equipments for rehabilitation and training of the special children and young adults who suffer from mental, neurological and physical challenges.

LIC Ophthalmic Operation Theatre enables the hospital to attend around 120 patients and 25 surgeries every day, coming from predominantly tribal backward district of Srikakulam.

Construction of LIC Chemotherapy and Day Care Centre aims to provide quality care to the poorest of poor who are cancer affected.

**Year 2009-2010**

This hospital is a Total Eye Care Centre engaged in the welfare of suffering poor eye patients for the last 55 years where on an average 500 patients are treated every day. LIC Laser Room with equipments utilized to provide latest Laser Treatment facility to the Poor Rural and Urban needy eye patients from surrounding area at minimum affordable charges.

Since 1971, this institution is successfully giving treatment and rehabilitation to hundreds of mentally ill patients, drug addicts and alcoholics which includes Out Patients Clinic, In Patients Facilities, Day Treatment Service, Occupational Therapy and Vocational Training Facilities, Library and Reading Room, etc.

Aim of this hospital is to help poorest of the poor and also organize Mobile Medical Team every now and then in remote areas to help care for the sick and alleviate their sufferings. Every month more than 100 patients are treated free of cost by the organization. Foundation has Established Room for Ophthalmic Laser Treatment to provide latest facilities at minimum affordable charges to 500 patients per day.

LIC Hospital Block facilitates for the accommodation care, treatment and rehabilitation of psychiatric patients around 30 patients at a time who require long-term stay for their effective treatment.

LIC Medical Gymnasium provide the healthy Environment of growth and development to the 30 Physically / Mentally Handicapped Children through setting up of a Special Gymnasium with Health Equipments, Physiotherapy Equipments and an additional Air Conditioned Room for Medical gymnasium.
• This charitable organization is one of the best eye care centre since last 70 years which render its services and medical help to lower socio-economic and middle income group of patients also. They treat on an average 200 patients daily and around 80% are treated free of cost or at subsidized cost. LIC Mobile Unit helps them to reach and treat patients in Rural Area.

• This Charitable Trust is committed to noble cause and is providing high quality low-cost health care and educational facilities to the poor and needy population of rural areas of Punjab as a whole. Around 20% of patients are treated at free of cost or at subsidized cost LIC Dialysis Units enable them to give treatment to around 300 patients daily in O.P.D.

• The Foundation is providing quality eye care services to the rural and underprivileged sections of the society. LIC Ward is a free patient’s wards which provide postoperative services at free of cost.

• The Institute provides treatment to mentally handicapped persons through 200 faculty members covering all department of therapy. LIC Ambulance provides for transportation of children from villages to the institute to undertake their treatment.

• The hospital is rendering medical service mainly to the people of rural area and also conducting free outpatient clinic under community health programme with KMC, Manipal. Construction of LIC Female General Ward, Pediatric Unit, OT Room and eye operation theatre in a Hospital which provides medical treatment to rural people free of cost or at minimal cost help in providing medical care to many needy people.

• The Society is offering blood transfusion, medical consultation, counseling free of cost and supplying the medicines at subsidized rates. LIC Pathology Lab facilitates for treatment of around 970 patients.

Year 2010-2011

• This Society is a social organization dealing with the treatment and training of Spastic Children of Silchar, Hailakandi and Karimganj. They help the physically and mentally handicapped children and enable them to lead a normal life through various types of treatment and education. LIC Treatment-cum-Rehabilitation Centre provides invaluable help to 51 Spastics Children of Silchar, Hailakandi and Karimganj.
### Chapter 4  Profile and CSR Initiatives of LIC and ICICI Prudential Life Insurance Company

- The hospital started as a small health unit amidst the tea gardens of upper Assam in a village Hathkula Bongaligaon, Dibrugarh District to render service to the people and later developed into a charitable 50 bedded hospital.
- Their aim is to eradicate the alarming rise of maternal & infant mortality rate in the area & healing the poor & needy, irrespective of caste creed or religion. LIC ground floor construction helps all patients and attendants who come from distant places.
- This institution is established in the year 1928 by Canadian Baptist Missionaries to serve the underprivileged and deprived of medical care to tribal people. Their aim is to provide all sorts of medical treatment and promotion of well being of persons during convalescence and rehabilitation of the physically handicapped. LIC Mother and Child Care Centre provide sustainable Maternal and Child Health Care services to surrounding tribal population of nearly 3,50,000.
- ICSC is an instrument of social change with particular focus on people with intellectual disabilities and other development disabilities. ICSC emphasizes on empowering people with disabilities, their families and their communities to make decisions of life priorities. LIC Ground Floor of Residential Centre provides better facilities to mentally challenged people.
- Avabai Wadia Health Centre is managed by FPA with an aim to provide the quality sexual reproductive health services at an affordable price to all. LIC ward for in house patients enable them to provide better services.

**Year 2011-2012**

- The organization has started a Mobile Medical Unit to serve the poor patients of remote villages around Deoghar since the year 2008. They run a ‘Balakendra’ catering to the needs of 250 underprivileged children wherein Vocational training is also given in Electrical Wiring, welding etc.
- Foundation has provided an ICU Medical van with the capacity to carry 50 patients per day and provide free medical services to the remote Santhali and Adivasi areas of the district.
- This trust was set up in 1984 as a non-profit charitable organization to carry on unfinished agenda of Mahatma Gandhi. They are rendering dedicated services.
over the years to serve the patients and health seekers with drugless system of Holistic Health Care especially to the poor and needy.

- It is a premier Nature Cure Hospital with about 50 indoor and 100 outdoor patients’ facilities. They provide free treatment to a minimum of 200 patients every year and also distribute homeopathic Medicines free of cost to the patients of the neighboring area. LIC three rooms enable them to provide better services.

- This is an NGO which is serving the nation in the field of education and health to poor people of the country having its Head Office in Delhi and branches in almost all states. This is a 25 year old organization and has undertaken multifold activities viz., Educational Programmes, Medical Camps, Vikalang Sahayata, Sanagra Grama Vikas wherein they have fully developed a village Kumbarkoplu near K.R. Nagar in Mysore Dist. Their aim is to motivate elite citizens to serve our poor, disabled, illiterate citizens in true spirit of cultural tradition. LIC supported construction of ground floor enhance their artificial limb manufacturing unit.

- This institute was a part of people’s movement for national freedom as conceived, first, by Lokmanya Tilak, and later, fine-tuned by Mahatma Gandhi. It is a Public Charitable Trust which provides quality medical care to disadvantaged sections of people at affordable rates through professionals qualified in Ayurvedic & modern system. On an average 331 out patients and 165 in-patients are treated every day at subsidized cost of ` 10/. LIC construction of part of Second floor helps them to provide better services.

**Year 2012-2013**

- Amar Jyoti Charitable Trust is providing inclusive education in a barrier free environment to a group of over 650 students with and without disability in Delhi and Gwalior. Vocational skills and cultural activities are a part of the curriculum.

- The Trust is also providing mobility aids, appliances, corrective surgery, therapeutic services, X ray unit and pathological lab, OPD and immunization programme in the premises. The rehabilitation centre provides accessibility for the disabled to have equal opportunities and full participation.
• Belur Sramajibi Swasthya Prakalpa Samiti has been relentlessly offering health care services to the distressed suffering millions from all walks of life since last three decades through Belur Sramajibi Hospital at the most affordable prices. The Organization is working sincerely for the socio economic upliftment of the weaker section in different ways.

• The hospital building enables them to cater to the increasing needs of the distressed people as also to ensure that the benefits of the advanced scientific technology reach them adequately.

• They conduct programs on Health and Social awareness, early Cancer detection and awareness, camps on Health, Eye, Child care, Family Planning, Regular Blood Donation etc. The Organization provides medical services to approx. 150 OPD patients and 13 surgeries per day out of which 20% patients are treated at free of cost. The rates for the remaining patients are very low. BPL cardholders are treated free of cost.

• The Organization has been recognized as the Referral Hospital by Govt. of Odisha for the treatment of various kinds of communication disorders and treatment of other disabling conditions. It has the mandate to develop the best of infrastructure in order to treat various kinds of disabilities.

• It provides community based services in far flung areas, in remote villages conducting camps as well as rehabilitation services. They have a centre of rehabilitation, education; training, treatment (OPD/IPD) and rehabilitation facility under the supervision of qualified experts at Bhubaneswar. LIC Medical Van enable them to cater better services to the poor people.

• The organization is working towards prevention of blindness particularly avoidable blindness in India focusing on persons who are poor, living in remote areas, illiterate and destitute and engage in advocacy, education and surgical intervention, wherever necessary through its dedicated team of volunteers and doctors in its various hospitals and branches across India.

• The society runs three eye hospitals directly under its control at Motinagar New Delhi, Modinagar UP and Raison (HP) to provide the gift of sight to as many beneficiaries as possible. The rooms used for examination of the patients and carrying out minor procedures by the doctors/ophthalmologists / optometrists.
• Shri Dharmasthala Manjunatheshwara Medical Trust is a separate trust registered under Shri Kshethra Dharmasthala and is headed by Dr. D. Veerendra Heggade ‘Karnataka Ratna’. Shri Kshethra Dharmasthala has opened medical colleges and Ayurvedic hospitals in Dharwar, Udupi, Hassan Mangalore and Ujire. Free boarding and lodging facilities are provided by the temple to the devotees visiting Dharmasthala. Nearly 3000 persons are treated as in and out patients every month. Construction of Obstetrics and Gynecology unit provide free/subsidized medical aid to the rural population of the area.

• St. John’s Health Services is a non-government organization and it is the official health organ for the community hospital of the Syro-Malankara Catholic Major Archiepiscopal Church of Trivandrum, Kerala State. Over a period of 49 years the centre reached out to 10463 leprosy affected people by providing them care and medical treatment. For the past nine years organization has extended its services to those suffering with Tuberculosis. In 2011, 47721 suspects were examined by them.

• Kerala AIDS Control Society has approved St. John’s Health Services as the Community Care Centre for HIV/AIDS patients in 2007 to provide care and support to the HIV patients. The new building enable them to provide accommodation for the HIV infected children for better education and skills to manage their lives successfully.

• ADHAR is an Association of parents of mentally retarded adults, providing lifelong care and rehabilitation and residential facility for mentally challenged adults. The organization caters to mentally challenged adults aged between 18 to 70 years.

• Their aim is to provide complete relief to their parents from their worry of caring for their children after their demise. Construction of residential facility for mentally challenged students, who settle in the institution, relieve the parents from the worries and make the life of people therein happy and meaningful.

Year 2013-2014

• Construction of Medical Diagnostic Centre - Light of Life Trust, Thane Division with a vision to transform the lives of the underprivileged. The Trust is engaged in bringing school dropouts and youth back to the main stream by
providing them education, livelihood enablement courses and placement services

- **Construction of second floor of Dispensary Building** - VHS Blood Bank Unit of Voluntary Health Services, Chennai I Division The Rotary Central TTK VHS Blood Bank is known for its excellence in laboratory practices and quality of safe blood and blood components prepared and issued to the needy patients. Construction of the second floor will help large number of poor patients who visits the Centre for treatment daily.

- **Construction of Emergency Block with Operation Theatre, Recovery Room and ICU on Ground floor** - Vitasta Health Care Trust Jammu, Srinagar Division provide urgent health care to thousands of refugees who had been pushed out of the Kashmir Valley by militant organizations and who were provided camping land and drinking water facilities in West Jammu near village Mutthi by the State Government.

### 4.7.1.4 Information Technology

The comprehensive investment in Medical Relief Information Technology and number of beneficiaries from CSR activities which have talk about below for the year 2008-2009

**Year 2008-2009**

- LIC Hostel facilities provide home for 120 blind and physically challenged students of Information and Technology (IT) Training Centre and English Language School at Anandwan, and enable them to become socially independent.

### 4.8 LIC’S Golden Jubilee Scholarship for Higher education

The LIC Scheme of Golden Jubilee Scholarship for the students belonging from weaker section of the society or for those who are weaker economic condition and those who cannot afford the cost of higher studies.

#### 4.8.1 Objective of the Scheme

The scholarship is to be awarded for studies in India in a government or private college/university. It also cover technical and vocational courses in Industrial Training Institutes/ Industrial Training Centre’s affiliated with the National Council for Vocational Training (NCVT) of classes at Graduation level.
Chapter 4  Profile and CSR Initiatives of LIC and ICICI Prudential Life Insurance Company

Students who have passed Class XII exam or its equivalent in the Academic Year 2012-13 and are interested to pursue higher education in the field of Medicine, Engineering, Graduation in any discipline, Diploma Course in any field or other equivalent courses for those, Scholarship shall be provided for the entire duration of the course subject to the candidate fulfilling the requisite eligibility conditions for renewal. An amount of `10,000/- per annum be awarded to the selected candidate which is payable in ten monthly installments of ` 1,000/- each. (www.licindia.in)

PART (B)

4.9 ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank Ltd. Today, it has diversified into retail banking and is the largest private bank in the country. Prudential PLC was established in the year 1848 and is presently the largest life insurance company in UK. ICICI Prudential is currently the No. 1 private life insurer in the country. For the financial year ended March 31, 2005, the company garnered Rs 1584 Crore of new business premium for a total sum assured of Rs 13,780 Crore and wrote nearly 615,000 policies.

The Company aims to achieve this by striving to provide world class service levels through constant innovation in products, distribution channels and technology based delivery. The Company has already taken significant steps to achieve this goal. India's Number One private life insurer, ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank-one of India's foremost financial services companies-and prudential plc, a leading international financial services group headquartered in the United Kingdom. ICICI Prudential Life's capital infused stands at Rs. 48.16 billion (as of March 31, 2015) with ICICI Bank Ltd. and Prudential plc holding 74% and 26% stake respectively. For the financial year 2015, the company garnered a total premium of Rs. 153.07 billion. The company has assets under management of Rs. 1001.83 billion as on March 31, 2015.

4.10 Company in Financial Year 2014-15

The Market share of ICICI Prudential life insurance Company registered a decline of 1.7% in Weighted New Business Premium (RWRP) in Financial Year 2014. The Company’s market share based on RWRP is expected to be around 7.2% in
FY2014. Among private players, the Company maintained its leadership position with market share of 18.9% in FY2014. However, the Company increased its gap with reference to its nearest private competition from 1.06 to 1.16 times. The following figure (4.5) shows the market share for the three consecutive years.

**Figure (4.5) Market Share of ICICI Prudential Life**

![Market Share Chart](image)

*Source: ICICI Prudential Life Annual Report 2014*

Total premium collected by the Company declined by 8.2% from 135.38 billion in FY2013 to 124.29 billion in FY2014 primarily on account of decline in group premium. Retail premium was flat with new business declining marginally from 36.39 billion in FY2013 to 35.85 billion in FY2014 and renewal premium increase marginally from 80.55 billion in FY2013 to 81.00 billion in FY2014.

The Company registered 4.7% growth in profit after tax from 14.96 billion in FY2013 to 15.67 billion in FY2014. The solvency ratio for the Company remained healthy at 372.3% for FY2014. The assets under management (AUM) increased from 741.64 billion as at March 31, 2013 to 805.97 billion as at March 31, 2014. For its unit-linked funds, the Company delivered superior fund performance and 97% of the funds have outperformed their respective internal benchmarks since inception. See Fig (4.6)
ICICI Prudential Life's capital stands at Rs 4,796 crores (as of March 31, 2014) with ICICI Bank and Prudential PLC holding 74% and 26% stake respectively. For the financial year 2014, the company has garnered total premium of Rs 12,429 crores. The company has assets under management of over Rs 80,000 Crores as on March 31, 2014.

ICICI Prudential is also the only private life insurer in India to receive a National Insurer Financial Strength rating of AAA (Ind) from Fitch ratings. The AAA (Ind) rating is the highest rating, and is a clear assurance of ICICI Prudential's ability to meet its obligations to customers at the time of maturity or claims. The strategic objectives are directed towards reinforcing the customer value proposition and keeping the interest of stakeholders which are as follows:-
Chapter 4  Profile and CSR Initiatives of LIC and ICICI Prudential Life Insurance Company

- Enhance market leadership
- Provide superior value proposition to customer’s
- Strengthen multichannel architecture
- Continued focus on efficiency of operations
- Superior risk adjusted fund performance
- Customer retention

4.12 Distribution Network

ICICI Prudential has one of the largest distribution networks amongst private life insurers in India. It has a strong presence across India with over 680 branches and over 235,000 advisors.


4.13 Vision and Mission

Their vision is to make ICICI Prudential Life Insurance Company the dominant new insurer in the life insurance industry. This they hope to achieve through their commitment to excellence, focus on service, speed and innovation, and leveraging our technological expertise.

The success of the organization is founded on its strong focus on values and clarity of purpose. These include:

- Understanding the needs of customers and offering them superior products and service
- Building long lasting relationships with their partners
- Providing an enabling environment to foster growth and learning for their employees
They believe that they can play a significant role in redefining and reshaping the sector. Given the quality of their parentage and the commitment of their team, they feel that there are no limits to their growth.

4.14 Partners Distribution Network

The company has 9 banks partnerships for distribution, having agreements with ICICI Bank, Bank of India, Federal Bank, South Indian Bank, Lord Krishna Bank, and some co-operative banks, as well as over 300 corporate agents and brokers. It has also tied up with NGOs, MFIs and corporate for the distribution of rural policies.

ICICI Prudential has recruited and trained more than 1, 90,000 insurance advisors to interface with and advice customers. Further, it leverages its state-of-the-art IT infrastructure to provide superior quality of service to customers.

4.15 Reach ability to Customers

The Company is reachable to its customers through 559 offices in 489 locations at March 31, 2014. At March 31, 2014, the Company had over 10,700 employees and over 171,000 advisors and is thus well equipped to cater to the needs of customers. The digitization initiative has helped the Company expand its reach by making us agnostic to presence of physical offices. To further this initiative, the Company has deployed more than 6,000 handheld devices.

The competitive intensity has increased as the number of players increased to 24 by the end of FY2014. Insurance products today compete with other financial saving instruments such as fixed deposit and asset classes like real estate, gold etc. The scale of operations and consequently growth for the industry has witnessed two distinct phases since opening up of the sector. In the initial few years till 2008, the focus was to expand distribution and geographical presence, increase penetration and capture market share, in this phase the industry registered a growth of 28%, life insurance penetration increased from 2.2% in 2002 to 4.4% in 2008.

From 2009-2014, in the backdrop of a tough macro-economic and an evolving regulatory environment, the industry growth moderated and penetration dipped to 2.8% as of FY2014. Today life insurers are focused on efficiency and offering significantly improved product propositions. This has provided the industry an edge to compete with other financial services instruments.
ICICI Prudential Life has taken up the mantle to convey the positive changes in the life insurance industry to the citizens of the country through its campaign of “Insurance Aaj Badal Raha Hai - We are changing too”. ICICI life Insurance company offer a superior value proposition to customer’s through our comprehensive product suite, transparent approach, superior investment returns and convenient service delivery. We aim to leverage technology as a change agent to adapt to the emerging environment, become more efficient and ensure delivery of superior proposition tour customers.

5.16 CSR initiatives by ICICI Prudential LIC

The ICICI Prudential Life Insurance Company’s Corporate Social Responsibility (CSR) commitment aims to support worthy causes such as supporting children and the elderly, protection of communities for health, education, livelihoods, environment, etc. All ICICI Group Company, support ICICI Foundation in its mission of inclusive growth by contributing a significant part of our CSR funds. The following figure (4.7) showed the Investment made by Prudential Life from the year 2009 to 2013.

Figure (4.7) Investment made by Prudential Life

![Investment Graph]

Source: ICICI Prudential Life Annual Reports 2014

4.17 Role of Corporate Social Responsibility Committee

➢ To formulate and recommend to the Board, a Corporate Social Responsibility Policy which shall indicate the activities to be undertaken by the Company.
➢ To recommend the amount of expenditure to be incurred on the Corporate Social Responsibility activities.
➢ To monitor the Corporate Social Responsibility Policy of the Company from time to time.

4.17.1 Financial Inclusion

The Company has taken forward the goal of financial inclusion through distribution of its micro insurance product Sarva Jana Suraksha. The product was distributed through a network of over 25 partners to more than 212,650 rural customers spread across 10 states.

4.17.2 Children

Children are the future of our country. Initiatives for their protection and development deeply resonate with us. In FY2014, the Company partnered with Catalysts for Social Action (CSA) to implement Government of India’s Integrated Child Protection Scheme in the state of Madhya Pradesh. As part of this program, interventions for rehabilitation including registrations of homes under Juvenile Justice Act, improving and enhancing living and hygiene conditions, providing support for development and facilitating adoptions has been planned.

In the first year, interventions as below were taken forward in six children homes:

❖ Medical camps to assess health levels of children.
  • Deworming was done for every child
  • Nutrition support has been provided to supplement regular intake of food
  • Treatment to children with medical conditions and dental issues
  • Spectacles given to children with problem of eyesight

❖ Hygiene workshops conducted in all homes, hygiene kits given to every child;

❖ Tuition support extended to children with unsatisfactory education performance;

❖ Training for livelihood initiated for older children.

Approximately 260 children benefited through this program. In Mumbai, the Company continued to support education of 500 underprivileged children through the Midday Meal Program.
4.17.3 Health

In 2011, the Company had funded setup of a dialysis facility comprising of 5 dialysis machines at Raja Rajeshwari Medical College and Hospital at Mysore Road, Kambipura to provide subsidized/ free treatment for underprivileged patients. On an average 250-300 dialyses are conducted per month, whereas there was a requirement to provide to double the existing capability. To meet this rising need, in FY2014, the existing capacity was enhanced with 5 additional machines. Approximately 8340 dialysis have been successfully conducted since inception of the facility.

4.17.4 Employee Volunteering

The Company participated in the “Joy of Giving week” from October 2\textsuperscript{nd} to 8\textsuperscript{th}, by running “Donate a Wish” campaign through the online Wish Tree wherein employees donated gifts for about 1500 children. Funding for the Relief and Rehabilitation of the affected population of Uttarakhand was contributed by the employees through their payroll and the Company matched this contribution.

Additionally through the Payroll Giving Program, employees are encouraged to donate to causes of their choice and the Company makes a matching contribution in areas aligned to the Company’s CSR focus areas. Additionally, the Company supports the Teach for India Fellowship program where selected employees are encouraged to take up teaching assignments for 2 years at the schools identified by Teach for India. During this period, the Teach for India Fellows continue to be on the Company payroll. (ICICI Report, 2014)

4.17.5 Skill development and sustainable livelihoods

The ICICI Academy for Skills has been set up across the country to provide job-oriented skill training to youth. Several centers have been set up across the country. In this initiative, ICICI Foundation is also leveraging the skills and training capabilities of large corporate in developing training modules in their respective domains. ICICI Foundation is also liaising with corporate and businesses to get the trained youth employed, through a job portal.

4.17.6 Capacity building for corporate social responsibility

The Company and ICICI Foundation continue to promote incubation of expertise for implementing corporate social responsibility initiatives. It also work towards providing a platform for organizations engaged in social initiatives and discussion & thought leadership on critical challenges to inclusive growth. The
Company and ICICI Foundation continue to support initiatives that promote individual and corporate philanthropy. (www.iciciprulife.com)

The next chapter comprises of the comparative data analysis of LIC and ICICI Prudential Life Insurance Company and its impact on stakeholders particularly customer and employees has been analyzed. The chapter also discussed the demographic profile of customers and employees in terms of gender, age, income, company wise location.
REFERENCES

http://www.licindia.in/
http://www.licindia.in/GJF_aboutus.htm
http://www.licindia.in/pages/Education_Facility-2008-09n.pdf
http://www.licindia.in/pages/Education_Facility-2009-10n.pdf
http://www.licindia.in/pages/Education_Facility-2010-11n.pdf
http://www.licindia.in/pages/Education_Facility-2011-12n.pdf
http://www.licindia.in/GJF_scholarship.htm