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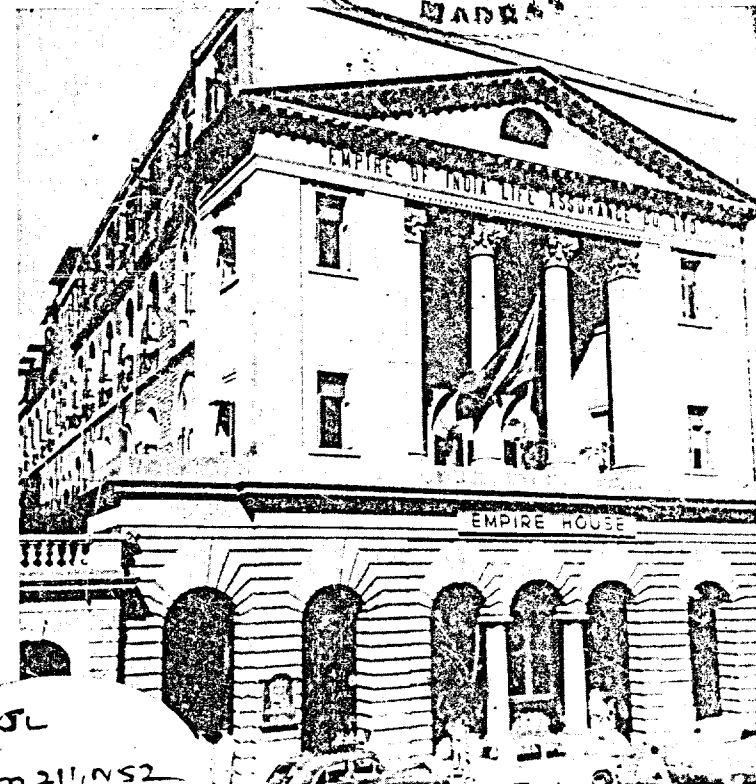
HOUSE MAGAZINE OF THE

Empire of India Life Assurance Company, Ltd.

Vol. 4

APRIL — SEPTEMBER 1955

No. 1 & 2



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Editor :

A. I. IPE, B. A.

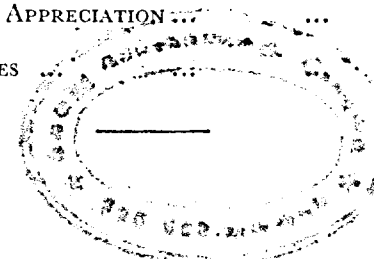
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FIGURES WHICH SPEAK

Table showing progress in New Business, Total Business, Premium Income, Life Fund, and Claims Paid.

Year ending	New Business Rs.	Total Business Rs.	Premium Income Rs.	Life Fund Rs.	Claims Paid Rs.
February 1910	50,23,940	2,16,76,940	11,41,827	33,95,096	2,20,512
February 1920	67,56,500	4,91,01,902	24,10,274	1,37,42,452	10,34,213
February 1930	1,40,02,135	10,08,85,169	47,10,523	3,23,97,855	29,21,882
February 1935	1,47,57,880	11,56,12,828	51,65,257	3,95,39,424	38,82,506
December 1940	1,31,80,030	14,65,62,541	63,70,220	5,02,30,339	45,45,422
December 1945	2,33,42,340	19,13,61,776	88,66,553	6,48,68,146	46,84,188
December 1950	3,94,14,850	29,97,02,903	1,18,88,595	8,88,00,848	52,76,595

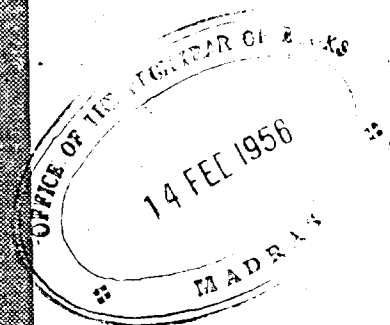
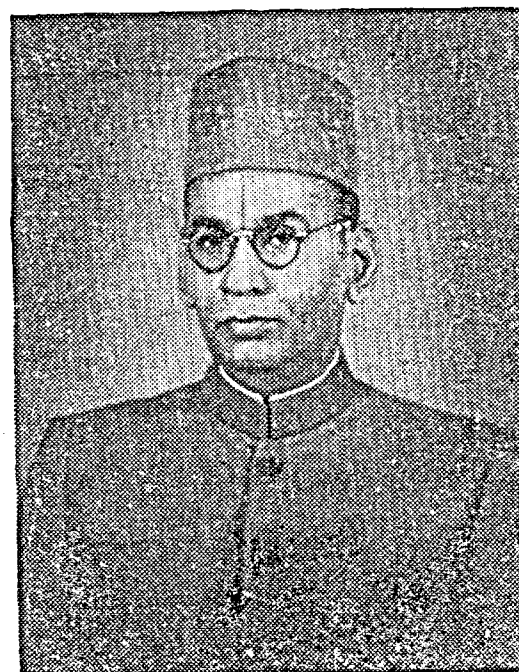
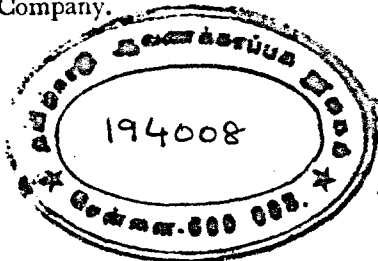
Total claims paid as at 31—12—1953 : Rs. 13,99,78,843

Claims by death during the year 1954 Rs. 19,32,760

“ „ Maturity “ „ 48,65,670
“ „ 67,98,430*

Total claims paid as at 31—12—1954 : „ 14,67,77,273

*This figure, correct to the nearest rupee, is based on the audited accounts of the Company.



Dewan Bahadur R. Varadachari
Administrator
Empire of India
Life Assurance Co. Ltd.

Empire House,
Stromly Road,
Bombay.
16th December, 1955.

I am glad to find that the “EMPINDIA” is in its fourth year. I confess that, when I first agreed to its publication as a house-magazine, I did so with some hesitation as I was not sure how long the enthusiasm of its organisers would survive. Now that it has come to its fourth year, thanks to the persistence of Mr. Ipe, I am sure that it will be a permanent feature of the Empire organisation serving as an exchange counter for the common pool of experience for all its field-workers, Inspectors and Agents who form the real backbone of every Life Office.

The idea underlying this magazine is not competition but cooperation and it could be best summed up in the wise saying: “If you have knowledge, give it, you are none the poorer; you yourself know the better because you tried to teach.”

I wish the magazine every success.

(Sd.) R. VARADACHARI,
Administrator.



R. B. Pradhan, B. Com., F.I.A. *Empire House,*
Manager, *Hornby Road,*
Empire of India *Bombay.*
Life Assurance Co., Ltd. *16th December, 1955.*

I am very happy indeed to see the "Empindia" emerging into its 4th year of publication. I was very actively associated with the Magazine at the time of its inception and since then I have watched its progress very carefully and with great satisfaction. The Magazine was started with the idea of not only making the Company's position known to all its field-workers in greater detail but also thereby to help them understand their work better by publishing articles throwing light on the insurance work. A reading of the current issue convincingly shows what good work the Magazine is doing. I would very much like however that more and more of our field-workers come forward with their articles so that the "Empindia" becomes a real forum of the views of the Empire's field-men and I am sure that such an exposition of the views of the various field-officers will be of considerable benefit to others also and will have a lot of educational value. I do hope that more and more of our field-workers take up to Empindia with a missionary zeal so that its value may be considerably enhanced in the years to come. I wish the Magazine all success.

(Sd.) R. B. PRADHAN,
Manager.



Vol. 4

April — September 1955

Nos. 1 & 2

EDITORIAL NOTES

The *Empindia* has emerged into the fourth year of its publication. We avail ourselves of this opportunity to thank all those who have helped and given us the necessary strength and sustenance these three years. The *Empindia* owes to Dewan Bahadur R. Varadachari, the Administrator of the "Empire", a deep sense of gratitude, for without his encouragement and help, the house-magazine in its present form, viz. as a potent instrument for the training of the large number of the Empire's field-workers, would not have seen the light of day. That a Government-appointed Administrator has given so much of encouragement and help, nay, taken the lead, in starting a house magazine with the avowed object of giving training and guidance to the Company's field-workers in their thousands spread far and wide all over the sub-continent, is a pointer to the field-forces and the general insuring public not to pay much heed to the argument put forward by interested parties that under "Government management" only "security," and no "service," need be expected. Since people's memories are short, we would also like to point out that even though many sister concerns have their own house-organs now, it was the *Empindia* which gave the lead—that too, after the Company came under the Government-appointed Administrator—and the others only followed! The Manager of the 'Empire', Shri R. B. Pradhan, too has been closely associated with the *Empindia* right from its inception, giving the necessary guidance, help and encouragement at all times. Besides these two main pillars of strength, the Officers at Head Office and Branches, and the field and Office Staff of the "Empire" have all given us of their best. But for their co-operation, the utility and effectiveness of this house-organ

would have been considerably much less than what it is. While acknowledging the co-operation extended to us by the Branch Offices of the "Empire" we would like to state that there is considerably better scope for making this house-magazine more potent and useful to the Field Forces if more members of the latter are enrolled as regular paying subscribers of the *Emp-india* and are encouraged to contribute short articles on how they have successfully tackled difficult cases, which we would gladly publish if they will be of any use to the Field Workers.

The Administrator's Report

We have made in this issue a reprint of the Administrator's Report for the last year and would invite our readers to a close study of its contents. This report would convince any un-biassed person of the all-round progress made by the "Empire" during the last year against severe handicaps. The scrupulous observance by the "Empire" of the Code of Conduct, the positive steps taken by the present management to root out all avoidable expenditure and the Administrator's concentrating the new investments almost entirely in Government Securities, are but a few of the noteworthy features of the report. These and many of the other salient points mentioned in the report are,

incidentally, good selling points for the "Empire's" fieldmen.

Valuation Report

Of special interest to the field-force is the Report of the Valuation which has been re-printed in this issue elsewhere. The Administrator's hopes in his report for the year 1954 have been amply borne out and the Company has been able to declare a very handsome bonus to the policyholders of Rs. 15 and Rs. 18/- per thousand per year sum assured to the Endowment and the Whole Life policyholders respectively. The basis used for the Valuation is quite stringent and it is a matter for real satisfaction that even on such stringent basis the Company has been able to disclose a handsome profit amounting to Rs. 81,81,962 and has increased the bonus to the policyholders by almost 80 to 85 per cent as compared to the bonus in the preceding Valuation. This bonus declaration will, we are sure, help our field force to write a considerable amount of New Business.

We are glad that in this issue also we are in a position to publish a few articles contributed by the Empire's field officers and representatives. The time spent for a close study of Mr. A. C. Antony's article entitled "Success in Insurance field," would amply repay the beginners in fieldwork.

of new business, settlement of claims, etc., are almost entirely in the hands of the Managers and the field staff recruited from the usual actuarial and business circles and not from any Department of Government. The chief difference is that every effort is made to see that the Code of Conduct is observed in field appointments. We do not allow any intermediaries between the Branch Secretaries and the agent beyond what is permitted by the Code; but this is felt by our organisation as an unnecessary insistence upon the Code. As a matter of fact, even in some big companies, the hierarchy is Organisers, Inspectors, Divisional Superintendents, Branch Secretary and the underlying object of this can easily be imagined; even a few weeks back an Officer, who left the Company, wrote to some of our field-workers giving this hierarchy as that prevailing in his new company on that company's letter-head and offering them higher status and pay and less restriction than in "Empire". Another difference is that the Head Office in "Empire" frowns upon twisted business or any attempts to pinch men from other companies.

4. In some quarters it is alleged that after the "Government management" came in, the expenses have increased but this charge is entirely baseless; on the other hand, it was during the period when the Company was under private management that the expense ratio had been steeply rising from year to year, though the general trend for other companies was downwards. The Salaries and allowances of the

top Officers in the Head Office used to amount on the average to Rs. 22,106 every month in the year 1950 but in the year 1954, this has been brought down to Rs. 8,111. Various other measures of economy have been introduced, but it takes time to feel the full effect of these. In the year 1949, the overall expense ratio was as high as 33.66 per cent. but during the year 1954 we have brought it down to 28.40%. The renewal expense ratio also has shown an appreciable reduction from 21.38 per cent. in 1949 to 18.61 per cent. in 1954. The reduction would have been far greater but for certain extraneous factors. The graded scales of pay to the staff introduced in 1953 for the first time in the history of the Company and the increase in the dearness allowance increased the cost by over Rs. 80,000 per annum. To add to this, the cost of the law charges connected with the proceedings against the ex-directors, etc., is quite a big one and this has gone to swell the expenses. Though the Company is an old one, it has had to work during the last four years not only as though it was a new company beginning from scratch, but with the added handicaps created by the incidents which happened in the years 1950 and 1951 and which resulted in the action under Section 52A of the Insurance Act. Every effort is made by fieldmen of other companies to misrepresent the position of the Administrator as that of a Liquidator. The extent of the disruption of the organisation will be clear from the fact that, of the existing Inspectors, 75% are entirely new men taken after July 1951. The same is the case

in regard to the Branch Secretaries and the Officers at the Head Office. Considering these handicaps, the organisation has produced results during the year which should be considered quite satisfactory. In spite of certain deficiencies "Empire" can claim some achievements to its credit during the last four years—such as reduction in top heavy salaries, increase in the salaries of the subordinate staff, stabilising the finances, creating a big reserve of Rs. 116 lakhs to meet losses from bad and doubtful investments (very few companies in India would be able to do this) increasing the dividends to shareholders and the bonus to policyholders, and with all this, lowering the overall and renewal expense ratio.

5. It is, however, unfortunate that, without any reference to these facts, some persons connected with insurance, in their anxiety to espouse the cause of "private management" as against nationalisation, have thought fit to publish disparaging remarks about the performance of this Company as well as the Jupiter General Insurance Co., Ltd. I do not desire to enter into the controversy for or against nationalisation, but would leave it to be judged by more competent persons in an objective manner. But so far as these two particular companies are concerned, I would submit, in all humility, that an examination of their past history—their methods of business and investment, control of shares and hawking of the management rights and top heavy administration—as compared with the present position, by any person,

official or non-official, will not lend any support whatever to the cause of "private management". Such an examination will also show how difficult it is and how long it takes to rectify inherited wrongs and at what cost to the policyholder and to the general tax-payer. We all like comparison and competition; but, the competition in the insurance business at present is neither fair nor equal.

6. The triennial Valuation as at 31st December 1954 is in the final stage of completion. I am glad to say that from the preliminary calculations made, the hope which I expressed in my last report about a sizeable surplus has been amply borne out. The results of the Valuation will be published shortly* and there is every prospect of an increase in the bonus to the Policyholders.

7. PROGRESS OF BUSINESS IN THE YEAR:—

New Business: During the year 14,897 proposals were received for assurances amounting to Rs. 4,80,01,000. Of these and others awaiting completion on 31st December 1953, 11,887 proposals resulted in policies assuring Rs. 3,84,06,774, of which Rs. 8,19,500 was reassured. The new business after deduction of reassurances was accordingly Rs. 3,75,87,274 representing an annual premium of Rs. 20,04,744 and Rs. 7,458 by way of single payment.

Expense Ratio: The overall expense ratio in the year was 28.40% as against 28.55% in 1953 and 26.93% in 1952. The

renewal expense ratio in the year was 18.61% as against 19.80% in 1953 and 19.63% in 1952.

Claims: Claims by Death during the year amounted to Rs. 19,32,760 representing an increase of nearly Rs. 1½ lakhs over the figures of the previous year. The claims by maturity showed a decrease of nearly Rs. 5½ lakhs over those of the previous year.

Income and Outgo: The income for the year amounted to Rs. 1,53,62,124 (after deduction of taxes at source), of which Rs. 1,19,77,645 was derived from premiums. The outgo amounted to Rs. 1,08,03,439. The excess of income over the outgo is Rs. 45,58,685.

Investments: The total assets have increased from Rs. 11,97,50,963 to Rs. 12,38,65,607. For reasons which have been explained in my previous reports, I have concentrated the new investments almost entirely in Government Securities. Since my taking over charge, I have up to date invested Rs. 2,48,51,397 in Central and State Government Securities, with the result that the total investment in Government Securities represents nearly 70% of the total assets. The investments made by the previous management have been under continuous scrutiny and every effort has been made to recover them; suits have been instituted

in the Law Courts in a number of cases to recover loans advanced on the mortgage of properties during the years 1948 to 1950.

Rate of Interest: The net interest yield during the year comes to 3.32%. Credit for interest on mortgages taken to Court has again not been taken into account. Such interest will come into the account when realised.

8. The relations between the Management and the Staff were satisfactory. I have endeavoured to ameliorate the conditions of the staff to the maximum extent possible subject to the overriding interests of the policyholders and the imperative necessity of bringing down the renewal expense ratio. A regular graded scale was introduced for the first time by me and I have in view some more ideas of the lines on which further improvement is required. The interest of the staff has always been uppermost in my mind and, if they will bear with me a little longer, I am confident of improving their conditions in an appreciable manner.

9. I wish to convey my thanks to all the Officers, the staff and the field-force for the good work done by them during the year, sometimes under discouraging circumstances. I am sure that the Company and its workers have a bright future.

R. VARADACHARI,

Administrator.

Dated, 20th August 1955.

*Published elsewhere in this issue—Editor.

REPORTS OF THE ACTUARY .

AND

THE ADMINISTRATOR

ON THE

TWELFTH VALUATION

as at 31st December, 1954.

The Report of the Company's Actuary, Mr. D. Sessa Iyer, M.A., F.I.A., on the Valuation of the Assets and Liabilities as at 31st December 1954 is appended to this note. It is indeed remarkable that, in spite of the handicaps under which the Company has had to work during the last four years and the stringent basis adopted for the Valuation, the Report discloses such a satisfactory surplus position which enabled the Actuary to recommend a handsome bonus to the Policyholders. It is indeed an achievement which demonstrates the inherent strength of this old and well-established Company, especially when it is remembered that adequate provision has been made to meet the unfortunate losses which occurred before the Administrator took charge and for all foreseeable contingencies. The profit for the Triennium has been arrived at by the Actuary at Rs. 81,81,962 and he recommends it to be allocated as follows :—

	Rs.
(a) Among Shareholders ...	4,63,196
(b) Interim Bonus on policies which emerged as claims during the Triennium ...	1,78,942
(c) Among Policyholders to provide bonus to policies on the participating scale at the rates of :	
(i) Rs. 18 per thousand per annum on Whole Life Assurances	
(ii) Rs. 15 per thousand per annum on Endowment Assurances ...	57,12,754
(d) Provision for the payment of income-tax ...	18,27,070
Total ...	81,81,962

2. I approve the recommendations of the Actuary ; and I accordingly declare that the policyholders do get bonus at the rates of Rs. 18/- and Rs. 15/- respectively on Whole Life and Endowment Assurances. The payment of an interim bonus of like amounts on all

policies which might result in claims either by Death or by Maturity till the next Valuation is also approved. The instructions of the Controller of Insurance have been obtained under Section 52A(6) of the Insurance Act in these matters.

3. The Shareholders' portion of the surplus, viz., Rs. 4,63,196 will be added to the existing Shareholders' Fund and the manner in which this Fund should be dealt with in the interests of the Shareholders will be considered separately.

R. VARADACHARI,
Administrator.

Bombay, 24th October 1955.

**The Administrator,
Empire of India Life Assurance Co., Ltd.,
BOMBAY.**

Dear Sir,

I have completed the Valuation of the Assets and Liabilities of the Company as at 31st December, 1954 and wish to report as under :

The total business valued consisted of 1,37,164 policies assuring together with bonus additions a sum of Rs. 29,01,57,205 as against 1,36,606 policies assuring with bonus additions Rs. 29,60,63,382 as at the date of the previous Valuation. The slight fall in the sum assured is the result of the unhappy events of 1951 and the rate war of 1954 resulting in the conversion of the existing policies into Paid-up ones and switching over to new policies at lower rates of premiums. The following table will show how in spite of the above facts the Company has been making all round progress from year to year. The new business underwritten, the premium income, the interest income and the assets of the Company have all been increasing.

Year	New Business		Premiums Including Consideration for Annuities	Interest less Income-tax (excluding refund)	Total assets at the end of the year
	No. of Policies	Sums Assured			
		Rs.	Rs.	Rs.	Rs.
1952	10,058	2,81,45,900	1,17,10,606	29,39,119	11,52,70,583
1953	11,489	3,22,06,250	1,17,10,318	29,76,664	11,97,50,963
1954	11,887	3,84,06,774	1,19,77,645	32,90,968	12,38,65,607

The total Life Fund as on 31—12—1954 is Rs. 10,63,33,889. The funds of the Company are all invested in Redeemable Government Securities, Redeemable Debentures, Real Property and Mortgages.

After the Administrator took over charge, the investments have all been made only in Government securities or Municipal Loans.

The total of these amounts to Rs. 2,40,37,600. The book value of these up to 31st December 1954 is Rs. 2,18,17,385 and the market value Rs. 2,19,20,825. No provisions under 'Reserves' is required on account of these during this Valuation.

In regard to other assets, there has been no depreciation or loss during the Valuation period. But there has unfortunately been both a depreciation and a loss on account of some investments made by the previous management, the chief of which is the fraudulent investment made in the purchase of the controlling block of shares by camouflaging the transaction as though it were a loan on mortgage of properties. The amount so invested is Rs. 74 lakhs and an estimate has already been made of the possible realisable value and provision has been made in the 'Reserve' accounts of the earlier period to cover the loss which has occurred. This estimate has been made on fair and reasonable lines and I do not think any further provision is necessary in this Valuation on that account.

When we come to analyse the claim experience it is to be noted with satisfaction that an increasing number of policies have matured after running over the full term while the claims by death have been more or less stationary. This is due in a large measure to the strict policy of selection of lives the Company has been following all along.

Year	Claims by Death	Claims by Maturity	Total
	Rs.	Rs.	Rs.
1952	15,83,485	43,12,577	58,96,062
1953	18,08,941	54,14,759	72,23,700
1954	19,32,760	48,65,670	67,98,430

Mortality Experience :

An investigation into the mortality experience of the Company based on policies and on sum assured has been made for each year of the triennium and the results given in the following table show the extent of further improvement since the quinquennium ended 31-12-1951. It may be noted that the ratio of actual to expected deaths during the said quinquennium was 66.9%

Ratio of actual to expected deaths based on Oriental (1925-35) Ultimate Mortality Table

Year	Policies	Sum Assured
1952	49.13%	47.88%
1953	44.73%	51.73%
1954	48.98%	57.42%

Interest :

The following table shows the net rate of interest earned after allowing for tax deducted at source and taking credit for income-tax refunds, by the assets constituting the Life Insurance Fund during the years 1952, 1953 and 1954. Considering the yield on loans recently raised by Government and the huge finances required to carry out the Second Five Year Plan it is to be expected that the yield on the Company's new investments will be at a substantially higher rate.

Year	Net Yield
1952	3.56%
1953	3.03%
1954	3.32%

Expenses :

Year	Overall Expense Ratio	Renewal Expense Ratio
1952	26.93%	19.63%
1953	28.55%	19.80%
1954	28.40%	18.61%

The above table gives the Overall expense ratios as well as the renewal expense ratios calculated in accordance with Rule 25 (b) of the Insurance Rules, 1939. The slight increase in the overall expense ratio and renewal expense ratio in 1953 has been, no doubt, due to the increased new business in that year. But in 1954, although new business has been further stepped up, the expenses have been kept rigidly under control with the result there is a fall in the expense ratios.

VALUATION BASIS.

Mortality:

The mortality basis used in the Valuation is the same as was used in the previous Valuation as at 31-12-1951, viz. Oriental's 1925-35 Ultimate Table for all classes of Assurance, and the $a(m)$ and $a(f)$ Life Annuity Tables for Annuities.

Rate of Interest :

The rate of interest used in the present Valuation is 2½%, except in the case of Annuities and Children's Deferred Assurances where the liability was ascertained by accumulating the office premiums upto the Valuation date. In the latter case the rate of interest employed was 3%.

Provision for future expenses and profits :

Considering the experience of the Company in recent years under this head and to strengthen the financial position of the Company, it has been thought that the provision for future expenses and profits should be increased as below :

- (1) In the case of with profit policies, this provision is 10% of the Office premiums and Rs. 7/- per thousand sum assured per annum.
- (2) In the case of without profit policies, this provision is 10% of the Office premiums and Rs. 3/- per thousand sum assured per annum.

DESCRIPTION OF THE VALUATION.

The net liability under all classes of Assurance excepting the Children's Deferred Assurances, was taken as the difference between the present value of the sums assured and bonuses thereunder and the present value of the net premiums. In the case of Children's Deferred Assurances, the liability was ascertained by accumulating the premiums paid up to the valuation date.

The Valuation age was taken as the age nearer birthday on the Valuation date. Full description of the principles adopted in the Valuation are set out in answer to Question No. 2 of the Fourth Schedule to the Insurance Act.

Policies with commencing date in the first six months of the calendar year were assumed to have been commenced on 31st December of the previous year and policies with commencing dates in the second six months of the calendar year were assumed to have been commenced on 31st December following the actual commencement. The instalments of premium outstanding on the Valuation date where premiums are payable otherwise than yearly, have been added to the value of the office premiums before arriving at the value of the net premiums.

The proportion which that part of the annual premiums reserved as provision for future expenses and profits, inclusive of the provision for paid-up policies and Limited Payment Policies after cessation of premiums bears to the total of the annual premiums is 25.36% in the case of insurances with immediate participation in profits and 17.10% in the case of insurances without participation in profits.

It is to be observed that the net result of the higher provision for future expenses and profits combined with raising of the Valuation rate by $\frac{1}{8}\%$ results in an increase in the reserves by about Rs. 14,00,000 as compared to a Valuation on the same basis as last time.

In all cases whereunder negative values resulted due to the valuation method adopted, such values have been carefully calculated and a special provision has been made to eliminate them. Extra reserves have been created for unclaimed surrender values, extra premiums payable, immediate payment of claims, lapsed policies not included in the Valuation and those cases where the

surrender values are in excess of the reserve values under which a liability may arise. These are fully set forth in the Valuation Form 'H'.

RESULTS OF THE VALUATION.

The Life Insurance Fund as at 31st Dec. 1954 as shown in annexed Valuation Balance Sheet ...	Rs. 10,63,33,889
The Net Liability under Life Assurance and Annuity Business	Rs. 10,06,47,674
Surplus as per Valuation Balance Sheet ...	Rs. 56,86,215
Less: Transfer from Special Reserve Fund ...	Rs. 3,00,000
	Rs. 53,86,215
Add: Interim Bonus on policies which emerged as Claims during the Triennium	Rs. 1,78,942
„ Income-tax deducted at source during the period 1952-54	Rs. 23,16,805
The Profit for the Triennium	Rs. 78,81,962
Add: Transfer from Special Reserve Fund ...	Rs. 3,00,000
Total...	Rs. 81,81,962

ALLOCATION OF THE PROFIT.

Among Shareholders	Rs. 4,63,196
Interim Bonus on policies which emerged as Claims during the Triennium	Rs. 1,78,942
Among Policyholders to provide bonus to policies on the participating scale at the rates of	
(1) Rs. 18 per thousand per annum on WHOLE LIFE ASSURANCES	
(2) Rs. 15 per thousand per annum on ENDOWMENT ASSURANCES	Rs. 57,12,754
Provision for the payment of income-tax ...	Rs. 18,27,070
	Rs. 81,81,962

I recommend that the above rates of bonus be declared on participating policies in force for the full sum assured on 31st December 1954.

I further recommend that Interim Bonuses be allowed in respect of policies becoming claims by Death or Maturity during the current Triennium ending 31st December 1957 as follows:—

(a) (i) Rs. 18 per thousand per annum in respect of each policy year's premium due and paid subsequent to 31st December 1954 under Whole Life participating Policies with premiums payable throughout life, becoming claims by Death during the Triennium while in force for the full sum assured ;

(Continued on page 20)

AGENTS' ROLL OF HONOUR

(Some of the Outstanding Workers of the Company in the year 1954)



Mr. Lakshmi Kant Awasti
Sikandra.
(Kanpur Branch)



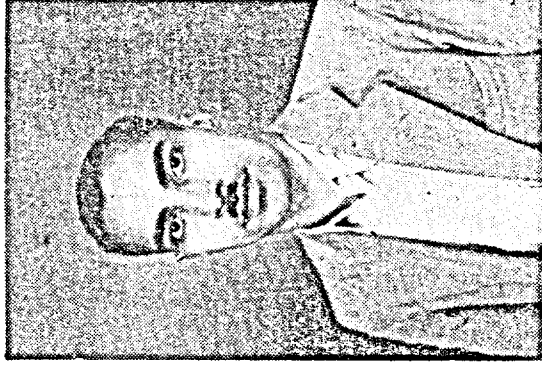
Mr. M. Venkataramaniah
Shimoga.
(Bangalore Branch)



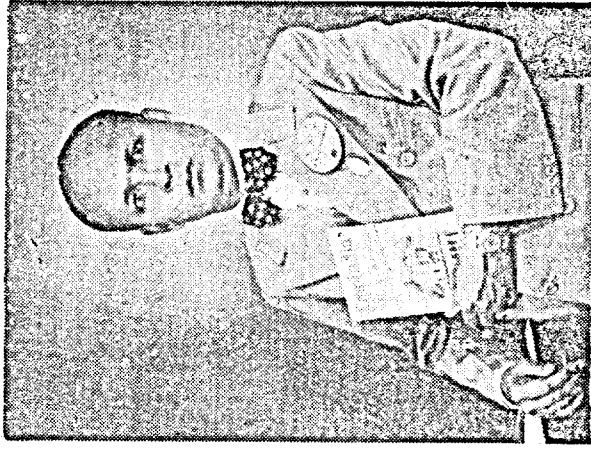
Smt. S. D. Srivastava
Bahraich.
(Lukhnow Branch)



Mr. M. R. Srinivasan, M. A.
(Madras Branch)



Mr. M. V. Padmanabha Setty
Agent, Chitaldurg.
(Bangalore Branch)



Mr. S. M. Bakher, Saklespur
(Bangalore Branch)



(Continued from page 17)

(ii) The same rate of Interim Bonus, and upon the same conditions, on the participating Whole Life Policies by Limited Payments; after the cessation of premiums interim bonuses to be allotted for each policy anniversary passed subsequent to the Valuation date or the due date of the last premium if premiums cease later than the Valuation date.

(b) (i) Rs. 15 per thousand per annum in respect of each policy year's premium due and paid subsequent to the Valuation date under Endowment Assurance participating Policies with premiums payable throughout the whole currency thereof, becoming claims by Death or Maturity during the Triennium while in force for the full Sum Assured;

(ii) The same rate of Interim Bonus, and upon the same conditions, under Endowment Assurance participating Policies with Limited Payments; after the cessation of premiums interim bonuses to be allotted for each policy anniversary passed subsequent to the Valuation date or the due date of the last premium if premiums cease later than the Valuation date.

It is gratifying to note that in spite of the stringent basis adopted in the Valuation, it has been possible for me to recommend such a handsome bonus to participating policyholders of the Company. This result is due not only to the inherent strength of this very old Company but also to the prudent management of it on the business and financial side by the Administrator.

D. SESA IYER,
Actuary.

Bombay, 24th October 1955.

VALUATION BALANCE SHEET AS AT 31st DECEMBER, 1954.

Rs.		Rs.	
Net liability under business as shown in the Summary and Valuation of Policies ...	10,06,47,674	Balance of Life Insurance Fund as shown in the Balance Sheet ...	10,63,33,889
Surplus...	56,86,215		
	<u>10,63,33,889</u>		<u>10,63,33,889</u>

Notice to Policyholders entitled to Participate in the Profits.

The Bonus Certificate will be sent in due course. It is not necessary to apply to the Company for the same.

Any change of address should be immediately intimated to the Company, if not already done, so as to secure delivery of any communication.

THE "EMPIRE" SEEN THROUGH IMPARTIAL EYES

Extract from "COMMERCE" dated 3rd Sept. 1955

EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.

An impressive increase of Rs. 62 lakhs to Rs. 3.84 crores in new life business in 1954, as compared with the previous year, is disclosed by the report and accounts of the Empire of India Life Assurance Company, Ltd. (Administrator: Mr. R. Varadachari, Bombay), for the year ended 31st December, 1954. The overall expense ratio in the year, it is gratifying to note, was lower at 28.40 per cent as against 28.55 per cent in 1953. In 1949, the overall expense ratio was as high as 33.66 per cent. It is noteworthy that the renewal expense ratio has similarly declined from 21.38 per cent in 1949 to 18.61 per cent in 1954. Claims by death during the year amounted to Rs. 19.32 lakhs, representing an increase of nearly Rs. 1½ lakhs over the previous year. Claims by maturity were, on the other hand, lower at Rs. 48.65 lakhs as against Rs. 54.15 lakhs in the previous year. The net interest earned in 1954 worked out to 3.32 per cent as compared with 3.03 per cent in 1953. The total assets of the Company have increased from Rs. 11.98 crores to Rs. 12.39 crores, of which investments in Government securities represent 70 per cent.

In assessing the progress which the Company has made under the management of the Administrator, one ought to take into account the serious handicaps with which this office has had to work. In the first place, the Company has to convince the public that an administrator is not a liquidator, that the Company is as sound as any other. Secondly, the Company has acquired an unhappy legacy; the cost of the law charges connected with the proceedings against the ex-directors continues to be heavy. It has to work with a field force most of which consists of new men. Although the Company is an old one, it has had to work during the last four years as though it were a new one beginning from scratch. Thirdly, the company, being a Government-administered one, has to be particularly scrupulous in observing the Code of Conduct in letter as well as in spirit. Fourthly, the Company has had to raise the salaries of the subordinate staff. For the first time in the history of the Company, graded scales of pay were introduced in 1953. No one who judges the Company's progress against this background will deny the Administrator's claim that it has been "quite satisfactory."

Extract from the "Insurance Underwriter", Sept. '55

THERE are some people who, in their anxiety to be helpful to the cause they espouse, often get over-enthusiastic and do things which, in their ultimate analysis, inflict more harm than good on their cause. Such people should be restrained by more sober elements in the larger interest of the cause. This advice has become necessary because recently some enthusiasts of the free private enterprise system evidently provoked, quite unnecessarily, certain criticisms about the none-too-happy conditions in Indian insurance in the private sector from one who not only enjoys in full Government confidence but was also known as one of the ablest top-ranking Government officers. We refer to the remarks of Dewan Bahadur R. Varadachari, Administrator of the "Empire" and "Jupiter", who, in his Report to the 1954 Annual Statement of Accounts of the former, replied to his critics about the highly satisfactory position of the Empire. He chose the occasion also to lay bare some facts about the present conditions in Indian insurance industry which, if anything, cannot certainly be helpful to the cause of free private enterprise in insurance, particularly at a time when the controversy between private and public sectors is raging so fiercely. The following extracts* from his Report give a clear exposition of the Company's actual position which has appreciably improved since he took over.

* * * * *

The steady improvement in the Company's working will be evident from the following chart:—

	1954	1955
	Rs. in lakhs	Rs. in lakhs
New Business	384.06	322.06
Premium Income	119.77	117.10
Life Fund	1,063.33	1,014.75
Total Assets	1,238.65	1,197.50
Renewal Expense Ratio	18.61%	19.80%

In conclusion, we should like to say that credit should be given where it is due. The bringing of the Company from the position of near collapse in the recent past to one of increasing strength and greater future possibilities helps, and not retards, to re-inforce public confidence in the insurance institutions of the country as a whole, no matter by whom or how it is managed. For this Dewan Bahadur R. Varadachari deserves congratulations not only of the Company's numerous policyholders but also of the entire insurance industry.

* * * * *

*See paras 3, 4, 5 and 8 of the Administrator's Report reprinted in this issue on page 8.



Success in Insurance Field

by

Mr. A. C. Antony,
Joint Secretary, Mysore.

- Sub : (1) Determination.
(2) Programme.
(3) Constancy.
(4) Loyalty.

The first and foremost requirement for one to achieve success in life is to have superb confidence in himself. Having this in him an Insurance Salesman also can earn as much as and even more than a Government Officer. He has the freedom of movement and unlimited scope to carry on his business. His poverty is due to the stupidity of neglecting his work. The English poet Shelly has written :

"I slept and dreamt that
Life was beauty,
I woke and found that
Life was Duty."

See this great poet's conception of life !

If one knows what he wants to get out of Life and is determined to get it, he will get it, no matter what his profession is, and thus be successful in life. The more worth-while the objective, the more the hardship one will have to encounter in his path. This is Nature's device. Eliminate the unworthy and carry on your struggle with relentless determi-

nation. See for yourself how soon your dream comes true, the fact to reality. After all, writing a business of 2 or 3 lakhs is not a White Elephant, when compared to the great progress that has been achieved by Scientists, whose great dreams have come to reality. Then, why not allow your dreams also to fructify? Wake up ! This is not time for mere thought; this twentieth century is destined to be an age of speed. You shouldn't while away your time. Make your dreams come true.

Success is often attributed to Luck. Circumstances conducive to luck are more or less the same to everybody. There is not much of a difference, between one man and another. Have a definite programme for the day and the month. Real business is not a rigmarole. I can say from my own fifteen years of experience that so long things are good, and money plentiful, one can get good business; but it is in times of slump that a fixed programme is necessary. The most important

item of the daily routine is to have a number of calls.

Persistency will lead not only to success, but also open new ways to unexpected quarters. "Aim at the Star and shoot at the Tree." Let this be our policy. If one does not get all that he wants, he will at any rate get a great deal more than if he aimed low. For Insurance Salesmen, writing a business of Rs. 30,000 or a Lakh a month, is not very difficult, if only persistency is there in their effort. Whatever the choice, stand for it, and do not budge an inch from it, at the sight of difficulties.

No Insurance Salesman should be a weather-cock ; he should be serious with his work. Give a deaf ear to the outside world which criticises, often unjustly, the Agents in their work. In fine, I can say without any hesitation that great success is in store for those who have no inferiority complex. Inferiority complex is one of the greatest enemies of a Salesman and great care should be taken to avoid this evil. If therefore you want to be successful at your work or for that matter in any walk of life, be self-confident. Have faith in God and faith in yourself and do your duty.

FIELD WORKERS' FORUM



"Never Give In"

or

"Never Say Die".

by

Mr. M. Abdul Basith

of Mysore

It was in the year 1951 that I became an agent of the company. I never had any real intention of becoming an agent ; but it so happened one day when I met one of my friends, Mr. A. C. Anthony, who is a Joint Secretary of the same

company, he asked me to join the company as an agent and after a lot of persuasion, by telling me of the benefits in store, I decided to join. I knew very little about the ways and means of getting about the business but still, I had every desire of doing my utmost.

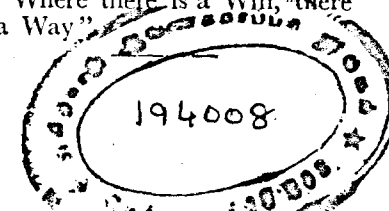
One day I decided to go to a village where I was quite familiar with all the merchants. I knew that these were the people to catch. There was one particular merchant whom I knew well and as he was fairly well-to-do, I thought I had hit on the right person. I walked into his shop with a smile on my face and bid him, "Good-day". The same was returned to me and he asked me to sit down. He then asked me for what purpose I had come. I just did not know what to say as I was rather nervous about the idea of asking him to take out a policy. I just told him I had come to see some friends. After sitting in one position for nearly an hour, I began to feel uneasy and after clearing my throat I began, "I have become an agent of the E. I. L. A. Company, and as I know you are in a position to take up a policy, I thought I would start my business with you first". The merchant gave me a very sharp look and said "Mr. Basith, I am not interested at all in having my life insured". I then explained to him all the advantages and benefits of an Insurance policy. He must have been getting rather bored of my presence and talk ; but to my surprise he agreed and asked me to come another time. A week later I returned and again was told to come later. This went on for nearly 6 months. In the meantime, I had not tried to do business with others, as I did not want to be disappointed in the same manner. Still I persisted and decided that I was not going to be defeated by this merchant. Each time I had been to him I had made notes of his age, name, business etc., and had nearly

completed his form for a policy. Again I went to him, this time with the form duly completed. He asked me what the form was and after telling him what it was, he said, "Please destroy that. I have no wish to take up a policy now. I have changed my mind, as I have many better, reliable and secure sources of saving money. Your policy will only be a bother to me. There will be the premiums to pay at a fixed time with so many other rules and conditions to abide by". I did not give in. I kept hanging on to him and after a lot of compulsion, the idea seemed to appeal to him and he wrote out a policy for Rs. 3000/-. Now he is really happy about the idea and wants to take out a policy in his son's name. The same person has helped me a lot in my business and through him I did business for over Rs. 30,000/-.

This job, acting as an Insurance Agent, is not my whole-time job. I am a business-man and have many jobs to see and attend to. It is only as a pastime that I became an agent and I don't regret for having done so, as it has become quite a good business for me now. I have gained immensely through it. It has helped me to make friends and meet various people whom I would never have met otherwise.

One should never give in; when one starts a job, one should get about it right away. There may be many mountains to cross; still one should not be disappointed. We are sure to succeed one day.

"Where there is a Will, there is a Way."





INSURANCE IN RURAL AREAS

by

Mr. K. S. SALUJA,

Inspector, Nagpur Branch.

I believe I am the youngest of the Inspectors in our Company and since my appointment as an Inspector in the Empire in Dec. 1952, I have worked mostly in the Rural areas of a part of Chhatisgarh in Madhya Pradesh. I have had quite a bit of success in my endeavours in introducing Life Insurance to the educated cultivators.

The cultivators in our country-side are mostly illiterate and very backward. There are a few who have had elementary education here and there but they are a very small minority. Educated or not, the peasant is naturally a very thrifty person and can understand what is good for him in the long run. When he finds himself cheated he can very easily take to the law courts to redress his grievances. When properly handled and shown the advantages of Life Insurance he takes to it quite easily.

Of course the handling is quite different from what we employ

in urban areas. Canvassing, as we understand it, is something new for a villager. He has to be convinced in a different manner. That means some other person who has influence on him has to be convinced first and then the job becomes easy. The job actually is not finished there, however, as you can hardly find any cultivator who has ready money with him. So here comes your Organisation. You have to fix the instalments in such a manner that the premium falls due just after the harvest time. When the cultivator has money then he can easily spare a part for saving in which category Life Insurance really comes. The harvest time therefore is the time for the Inspector to visit his different Rural centres for collection and fresh business. Once you get a footing in a Rural centre you can enlarge your business with the help of the persons already insured. I find that they willingly become your canvassers. As long as you are strictly straight and business-like

with them they are even willing to purchase Insurance. Here is where I have to emphasise that a Life Insurance Company should be very quick in settling claims, which fact has a great effect on the mind of the village people. The automatic Paid-Up System of the Empire and the Anticipated Endowment scheme recently introduced are very useful for this purpose. I am sorry to say that some Insurance companies have not been fair in their dealings with the village people and this has been responsible for the delay in penetration of Insurance in rural areas.

Our country is mostly agricultural and towns and cities are quite few. The majority of the population of India is found in the villages. That fact alone should make us change our policy and we should pay more attention towards the Rural population and their needs. How can the Insurance Companies help that great mass of the majority which is the back-bone of our country? Special schemes of Insurance for them should be thought out and evolved. By helping the Rural Population we will be helping ourselves as we will be getting

much more business from there than we can get from Towns and cities (Urban areas).

The needs of the village people, to begin with, are rather small. So small policies within their paying capacity and according to their necessity should be evolved and introduced. The competition for cases between the different companies is very keen and canvassing has to be on scientific lines to secure new cases.

In the present set-up we find that the State Governments are now paying all their attention to the Rural side with their uplift and block area schemes. As the Government schemes begin to bear fruit, there is going to be much more prosperity and education in the country side and we should be ready to take advantage of that change and should draw part of that prosperity towards Life Insurance which is also a part of the National Savings scheme. The money so directed can then be used for big schemes to help the country advance in setting up new industries in the Rural areas.

“The same fire that burns the wood hardens the steel.”—Harry Emerson Fosdick in, “On being a Real person.”

“There is a time in every man's education when he arrives at the conviction that envy is ignorance; that imitation is suicide; that he must take himself for better, for worse, as his portion; that though the wide universe is full of good, no kernel of nourishing corn can come to him but through his toil bestowed on that plot of ground which is given to him to till.”—Emerson.

SPECIAL PLANS

By Mr. M. G. DAVE,

-Supdt., General, Loan etc. Depts., Head Office.

From time to time new plans of insurance are announced by Life Offices. Some die almost at birth, some have a comparatively sensational career and die; some live on serving a small clientele, as "Special-purpose plans." Without exaggeration it can be said that nothing has replaced the Whole Life, Limited Payment Life and regular Endowment Policies. The reason is not far to seek. For the average man using insurance for the average purpose, the policies under these simple plans supply as wide a range of protection against death and old age as he desires. They do it in a simple manner which he can understand, and which is sufficiently elastic to meet his changing needs.

Despite the fanfare with which a new plan may be introduced to the public, there are at least two limitations from which all such special plans suffer. Necessarily all new plans are meant to cover only special needs and they are also more complicated in construction than the regular ones. For both these reasons they are not quite suitable to the bulk of our buyers. The "New" appeals to the life insurance salesman but it may fall completely flat on the prospect unless his needs and circumstances aptly tie in with the new plan, and unless the agent himself is so convinced about the benefits offered that he carries conviction

to the buyer. The real ability of an agent therefore lies in the way in which he sizes up the prospect's needs, quickly decides on the plan which will meet them best and to what extent he convinces the prospect as to why that plan will serve him best as opposed to some other Popular Scheme.

In selling *any* policy the most important thing is to ascertain the need of the person to be insured so that he may have no cause to be dissatisfied later on with the policy purchased by him. In the majority of the cases, a Limited Payment Whole Life Policy or an Endowment Policy is generally found to meet the requirements of the clients and there is no need for a policy under some special plan. Still, without consideration of the needs of the assured, some agents write the bulk of their business under certain special plans. It is, therefore, logical to presume when a large number of policies are thus sold under a special plan by an agent, that it is the agent who has made the selection and not the assured. It may be that the special plan is recommended by the agent, because he has developed a perfect sales technique to sell it. In such cases it might be found that that plan has appealed to him as a more useful one for clients and turned him into an ardent advocate—the enthusiasm born of such ardent advocacy giving added power to his sales talk.

In actual practice a good number of such policies may not survive the full period as after some years, the assured begins to doubt the wisdom of having purchased the policy under the special plan. Naturally the special plan would have a higher rate of premium and the special benefit only accrues if the special contingency provided for therein happens. If the contingency does not occur the benefit lapses and the assured is disillusioned. At that stage it is very difficult to convince the assured that certain benefits would have accrued to him or to his nominee had the contingency occurred, and that the additional premium he has paid was the cost of that benefit, and that this cost was really nominal as compared with the immensely larger protection it gave. Under such circumstances, although the premium is higher there may be no increase in the surrender value and he feels that he is not getting adequate refund if the policy is cancelled. Even if he desires to alter the policy to an ordinary plan at that stage he feels aggrieved that he does not get full credit for the premium paid. This is no exaggeration. Such instances have been noticed often.

It is obvious that this aggrieved feeling arises because the policy holder was not completely sold on the value of the special protection afforded by the special plan. After all, you cannot eat the cake

and have it too; you cannot avoid the extra premium and still have additional benefits, and no reasonable man would quarrel with a slightly larger premium provided the immensely larger benefits in proportion to the cost are fully explained to him in the beginning. Even then there will be cases where the party's circumstances change making the special plan unfit for his new situation.

It therefore becomes very important for the agent while selling a special plan even within the narrow limits referred to above to convince the prospect that the particular plan has been selected to cover certain contingencies and he should not therefore compare the results of the policy with the cost of a standard plan policy if the contingency does not occur. A prospect who purchases a special plan policy with full knowledge of its implications will have no ground to be dissatisfied with his policy or the agent or the company at a later stage. On the contrary, he will appreciate the peace of mind given to him by the unique protection afforded by the special scheme whose benefits he will rightly regard as incomparably greater than the comparatively small extra outlay. Let us sell special plan policies by all means, but not before the assured's need for the same is established and he is also made an active party in making the decision.

"Happiness is essentially a state of going somewhere, wholeheartedly, one directionally without regret or reservation."

—William H. Sheldon.

THE FACTS ABOUT YOUR WEIGHT*

An Interview with Dr. Fredrick Stare.

Chairman, Department of Nutrition, Harvard University

Q Does overweight shorten life?

A There is no doubt of that. At the age of 50 a man in apparent good health has a life expectancy of approximately 20 more years. If he is fat, his chances of living these 20 years may be reduced by one third. Overweight begun in young adulthood—and maintained—carries an even greater risk. Obese men in their 20's have a mortality rate 80 per cent higher than normal.

Q Are fat people more subject to diseases?

A Definitely. A fat man's chances of getting high blood-pressure are three to four times greater than normal. For coronary heart-disease, it's two to three times as great. For diabetes, four to five times. His risk in undergoing major operations is two to four times as great.

Q What is it about overweight that shortens life?

A If you are carrying extra weight, whether it's a load of cement or fat, you are putting more work on your heart. Your joints have to carry more weight. But in the past few years there has been some evidence that perhaps the biggest hazard is not being overweight but *getting* overweight—the process of growing fat is dangerous.

While a person is actively putting on fat, damage may be done to the blood vessels. The result may be arteriosclerosis, a type of hardening of the arteries

involved in coronary heart-disease. In this condition the wall of the artery becomes infiltrated with fatty materials, particularly the main blood-vessels on each side of the heart. If the heart doesn't get enough blood, the person has a heart attack.

Sudden periods of weight increase may be more damaging than a slow steady gain. During a rapid gain—in what we call "active" obesity—you are more apt to be depositing fatty materials on the inside of your blood vessels than if you are already overweight and just holding your own.

Q Does that mean there is no hope for a person already overweight?

A Not at all. If the deposits of fat in the blood vessels have not gone beyond a certain stage, they may regress and disappear. According to insurance statisticians, an overweight person will definitely increase his life span if he loses weight.

Q Is there any easy way to control your weight?

A No. If you have a tendency to overweight, it is a lifetime job. You simply have to make up your mind—something has to motivate you to decide to get your weight down and to keep it down. Too many people, having lost weight, gain it back. They just aren't sufficiently motivated. That's why it is so important that people should understand the serious health-risks of obesity.

THE FACTS ABOUT YOUR WEIGHT

31

Q Is the appetite the controlling factor?

A Yes. The principal reason that you and I eat is that we are hungry. What makes us hungry is something the Department of Nutrition at Harvard University has been studying. An important factor is the variation in the blood of sugar throughout the day. If your blood sugar is below a certain point, you become hungry.

A fat person needs something to dull his appetite. It could be a piece of chocolate, or a biscuit or a glass of milk; most foods raise blood sugar. We advise "scientific nibbles"—a small bite in the morning and afternoon of some food that you ordinarily would have at lunch or at supper. For example, have a glass of milk at 11 o'clock instead of at lunch time. By thus keeping the blood-sugar level up, you keep the appetite down.

It is especially important to have a large breakfast. In the morning, your blood sugar is at a low level. A substantial breakfast raises your blood sugar and you tend to maintain that level for a long period.

Q What about drugs?

A There are several drugs useful in treating obesity, but they are prescription drugs and should be used only on advice of a physician. We don't know exactly how they function, but they do depress the appetite.

Q What about non-prescription preparations you see advertised?

A Those are generally mixtures of milk powder, sugars and flavouring—a type of expensive

sweets. You can reduce your appetite just as well with a few boiled sweets or a piece of cheese.

Q Does heredity play any part in our being overweight?

A There is little evidence of it. The causes of obesity are many and various, but the mechanism is normally the same—you get fat because you eat too much in relation to your activity. An individual does not automatically become overweight because the family is overweight. But if everybody in the household eats like a glutton, he is likely to get the same habit. This is especially true of children, who imitate their elders.

Q Would you call obesity a disease?

A It certainly is. Obesity and alcoholism have strong similarities. People who are particularly frustrated in life get relief from overeating, just as they find relief in over-drinking.

Q Is it true that you can't take off weight by exercise?

A Not necessarily. What matters is the amount and the regularity of the exercise. In our laboratory we have found that animals can exercise up to a point without increasing their appetite.

If you play strenuous games over a week-end, you will eat a lot more and gain back any calories you lost. But moderate regular exercise is another matter. For example, if you got into the habit of walking a few hundred yards every day, that would use up calories without increasing appetite. Frequent mild exercise is helpful.

(Continued on page 38)

LETTERS OF APPRECIATION

N. R. Srinivasan, B.E.,

'PADMA NIVAS'
13, Srinivasa Iyengar Road,
Alwarpet, Madras 18.
24th August 1955.

THE EMPIRE OF INDIA LIFE ASSURANCE CO. LTD.,
Madras.

Dear Sirs,

Ref : Policy No. 140023.

While thanking Providence for having spared me to realize the amount of my twenty year Endowment Policy, which matured on August 22nd, I must express my deep appreciation for the very prompt manner in which settlement of the insured amount was effected.

I received intimation from your office, a week prior to the maturity of the policy. A couple of days later, two of your Officers called in, to whom the policy was surrendered, duly endorsed. On the evening of August, 22nd, the very day the policy matured, these young men called in and handed over the cheque for the assured amount plus the bonus declared so far. It was also notified by them that a further amount of bonus yet to be announced, will be sent to me in due course.

I must state that I am greatly impressed with the promptness, courtesy and good-will associated with this transaction.

In view of the extremely satisfactory service offered by your company, I am contemplating to continue my contact with you by taking another policy and hope a repetition of this happy event.

I am also glad to note from the Administrator's report published in the papers to-day, that the company has completely recovered from the set-back it had suffered and wishing your company continued prosperity.

Yours truly,
N. R. Srinivasan.

* * * * *

Village Irah,
P. O. Jalali,
District Almora.

To

The Branch Manager,
EMPIRE OF INDIA LIFE ASSURANCE CO.
Lucknow.

Dear Sir,

Pol. No. 319449-Padam Singh Bish (Decd).

LETTERS OF APPRECIATION

33

I have received the sum of Rs. 1,016 being the claim amount under the above policy sent per money orders. There has been an unexpected promptness in the settlement of my claim. I am a poor widow and it was indeed extremely kind on the part of the Company to pay the amount so soon. I shall ever remain greatly indebted to the Company for this sympathetic attitude and shall ever pray for its prosperity. In fact I do not have words to express my gratitude.

(Left Thumb Impression of) Debaki Devi,
Widow of Late Shri Padam Singh Bish, Irah.

Date 4—9—1955.

* * * * *

Vijaya Bhuwan, 4th Floor,
Proctor Street, Grant Road,
Bombay, Sep. 2, 1955.

The Manager,
EMPIRE OF INDIA LIFE ASSURANCE CO. LTD.,
Bombay, 1.

Dear Sir,

Matured Policy No. 216965 Own life.

I acknowledge with thanks receipt of your letter dated the 31st ultimo enclosing your cheque for Rs. 2,500 in payment of the insurance amount under my above matured Policy.

I highly appreciate the exemplary promptness and the unique courtesy which you have kindly evinced in delivering your cheque to me for the above amount on the very day, on which my Policy matured, through your Senior Representative Mr. N. H. Rana.

I wish the best of success and prosperity to your Company.

Yours faithfully,
(Sd.) M. M. RUSTOMJEE.

* * * * *

3, Nadamuni Street,
T'Nagar, Madras-17.
15--7--55.

To

EMPIRE OF INDIA LIFE ASSURANCE CO. LTD.,
214, Hornby Road,
Bombay 1.

Dear Sir,

Mtd. Policy No. 236820 — (Madras Office) Own Life.

I beg to acknowledge receipt of your letter dated 11th instant and the draft for Rs. 442—9—0 on the National Bank of India Madras, in settlement of the above Policy and I wish to thank you for the prompt and expeditious settlement of the claim.

Yours faithfully,
(Sd.) S. P. KRISHNAMURTHI AIYER.

TEJOMAYA GHOSH, M.Sc., F.I.A. (Lond.)
Actuary

Residence : Office :
18-A, Lansdowne Terrace, Phone : 22 — 7321
Calcutta-26 Calcutta Insurance Ltd.
135, Canning Street, Calcutta-1.
22nd June, 1955.

To
R. B. Pradhan, Esqr., B.Com., F.I.A.
Manager,
EMPIRE OF INDIA LIFE ASSURANCE CO. LTD.,
Empire House,
Hornby Road, Bombay.

Re : Pol. No. 138461 — Own Life.

Dear Mr. Pradhan,

I am in receipt of your cheque in payment of the maturity claim on the above policy on my life. I thank you very much for the prompt manner in which the claim was passed.

Yours sincerely,
(Sd.) T. GHOSH

4E, Motilal Nehru Road,
Calcutta-29.
15th August, 1955.

To
MESSRS. EMPIRE OF INDIA LIFE ASSURANCE CO. LTD.,
Empire House,
Hornby Road, Bombay.

Dear Sir,

The cheque of Rs. 1,000/- (one thousand) only against the Child's endowment Policy No. 212338 was received by me on the 8th

August, 1955. I am sorry for this belated acknowledgement of the same.

I thank you sincerely for the kind settlement of the above mentioned Policy.

Yours faithfully,
(Sd.) JYOTSNA RANI BOSE.

R. V. Parameswaran,
Deputy Superintendent of Salt.

Iskapally P. O.
Nellore Dist.
23—9—1955.

To
THE EMPIRE OF INDIA LIFE ASSURANCE CO. LTD.,
Empire House,
214-D, Naoroji Road, Bombay-1.

Sirs,

Ref : Policy No. 111303 — Own life — claims.

Your letter dated 13—9—55.

I hereby acknowledge, with many thanks, the receipt of Rs. 1140—15—0 (Rupees One Thousand, one hundred and forty and annas fifteen only), sent by you with the letter cited above, in settlement of the claim under the above mentioned policy.

I appreciate very much the promptness with which this claim was settled by you.

Thanking you,

Yours faithfully,
(Sd.) R. V. PARAMESWARAN.

As long ago as 400 B. C. Hippocrates classified man's temperaments under four heads :

Phlegmatic—slow, impassive, lethargic, heavy ;
Choleric—quick, ardent, fiery, passionate ;
Sanguine—warm, cheerful, buoyant, enthusiastic, optimistic ;
Melancholic—sober, sombre, grave, sad.

NEWSY NOTES

“BIJOYA SANMILANI”, Calcutta.

A colourful function was held on 5th November 1955 at the Calcutta Branch of the “Empire” to celebrate “BIJOYA SANMILANI”. Besides the Officers and the members of the field and office staff of the Branch present on the occasion, the following special invitees were also present: Sri Ashutosh Banerjee, Editor, *Insurance Herald*; Sri Sukumar Lahiri, Editor, *Insurance Underwriter*; Sri Benoy Bose, Editor, *Jeebon Beema*; Sri S. N. Bhowmick of Bombay Mutual; Sri A. C. Bhattacharjee of Jupiter General, and Sri Bimal Chakraborty of West Bengal Government Publicity Department.

Speeches signifying the social and spiritual importance of Bijoya Sanmilani were made by several speakers including Sri Bimal Chakraborty of West Bengal Government Publicity Department and Sri Ram Chandra Bhattacharjee, one of the oldest agents of the Branch. Messages of greetings and good wishes received from Sri Pannalal Bose, Education Minister of West Bengal Government, Dewan Bahadur R. Varadachari, Administrator of the “Empire”, Sri R. B. Pradhan, Manager, and the Officers at the Head Office of the “Empire” and several Branch Secretaries and others were read on the occasion. After the speeches, music and dancing by distinguished artistes, the colourful function ended with light refreshments.

Empire Life Club, Bangalore

In the New Business competition held by the “Empire Life Club”, Bangalore during the period April—August 1955, the following agents, in the order of merit, qualified themselves for prizes:

- Mr. S. Bhima Rao, Agent, Chitaldroog.
- Mr. N. A. Krishnaswamy, Agent, Chickmagalur.
- Mr. A. S. Krishnan, Agent, Mysore.
- Mr. M. V. Padmanabha Setty, Agent, Chitaldroog.
- Mr. M. Thippeswamy, Agent, Chitaldroog.
- Mr. A. Kenchiah, Agent, Arakere, (Mandya)

Obituary

LATE SHREE DEV RAJ MEHAN

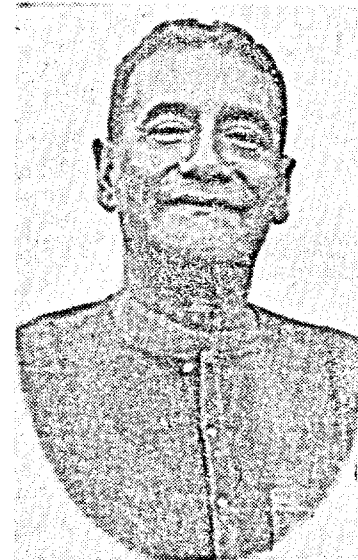
We are sorry to report the death on 30th August 1955 of Shree Dev Raj Mehan, the father of Shree K. R. Mehan, Agency Manager (West), “Empire”. We offer our condolences to the bereaved family.

NEWSY NOTES

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LATE Mr. MAHATAP CHANDRA BHATTACHERJEE

We regret to have to report the sad demise in October last of Sri Mahatap Chandra Bhattacharjee, an old and veteran worker of the “Empire” for several years in the district of Manbhum in Bihar.



Mr. MAHATAP CHANDRA
BHATTACHERJEE

The late Mahatap Chandra Bhattacharjee, came from a respectable Brahmin family of Batkiamari in the district of Faridpur now in East Pakistan. Even when he was in his teens he left his native home and settled at Purulia in the district of Manbhum in Bihar.

He took up the “Empire’s” agency in the year 1902 as a part-time job. Though not much of a success in the early years, Mr. Bhattacharjee who was a man with indomitable courage and ambition learnt his life’s lessons from the school of adversity. Soon his onward march to success began and it is reported that he never lost his highest place of honour till the year 1945. It is also reported that in recognition of his services for the Company he was presented with a new Chevrolet Car in 1927. Besides, it is our information that he won several other prizes. The late Mr. Bhattacharjee was an Insurance worker of the highest order and endeared himself to all classes of people irrespective of caste or creed. He was the universal Khurro (Chacha). His love and loyalty for the “Empire” we are told, was so great that he turned down several tempting offers from other Concerns. Mr. Bhattacharjee had been connected with “Empire” for over half a century and we are happy to learn that the link has come down to the next generation as his son Sri Sakti Pada Bhattacharjee is now serving the Company as Inspector at Manbhum. The late Sri Bhattacharjee so loved the “Empire” that his last wish was that the Institution with which he had been virtually connected for a lifetime may grow from strength to strength. We offer our condolences to the bereaved family.

(Continued from page 31)

Q Does smoking cut down your appetite?

A There is no good evidence to support this idea. However, individuals who give up smoking frequently put on some extra weight at first. Food may begin to taste better, so they eat more. If you have a cigarette in your mouth, you get what psychologists call "oral satisfaction" and are perhaps less likely to take food.

Q How do you keep your own weight down, Dr. Stare?

A I see to it that I get small helpings on my plate. I don't ask for seconds. And if I am at a party where they have cocktails, I prefer the cocktails to the

dessert. I think that is a very practical rule—choose between cocktails and dessert.

Q Have views changed recently as to what foods the dieting person should eat?

A Probably the biggest change is the concept of cutting down the intake of *all* foods, with the possible exception of proteins, rather than cutting certain foods out. There really is no more reason to cut out bread, sugar and potatoes than there is to cut out anything else. The basic principle of good nutrition is to eat a variety of foods. If you want to lose weight, eat less but still have the variety. The thing is not cut out but to cut down.

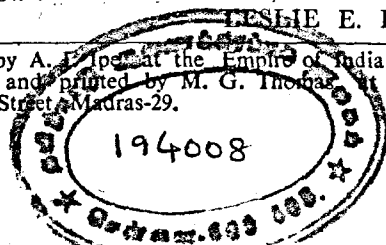
[*With due credit to U. S. News and World Report and to the Reader's Digest.]

FIVE YEARS AHEAD

1. Have I a clear vision of what I want to be a year or possibly five years from now?
2. Have I a clear vision of what I will be a year or possibly five years from now if I continue as I am going at the present time?
3. Do I know what I might be a year or possibly five years from now should I have an opportunity for it?
4. Do I know what I might be a year or possibly five years from now were I to be prepared for it when the opportunity presents itself?
5. Do I realise how much time, effort and money can be saved by having friendly, experienced help with my preparations?
6. Do I know how much progress I can make in my preparations for the future opportunities if I will give a few minutes each day for them?
7. How many valuable minutes do I waste each day on unnecessary things that do not help in any way towards realising my ambitions?
8. Am I willing to sacrifice some important things or important time, if necessary, to make me better prepared for the future?
9. Am I making the most of the opportunities for friendly, experienced help offered to me by those about me?
10. Knowing all this, how long will it take to decide to do my best to become what I want to be, can be and will be a year or possibly five years from now?

LESLIE E. DUNKIN.

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EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.

have pleasure in announcing

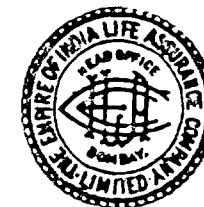
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ENDOWMENT - Rs. 15

Per thousand per annum

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for the Triennium ended 31-12-1954*



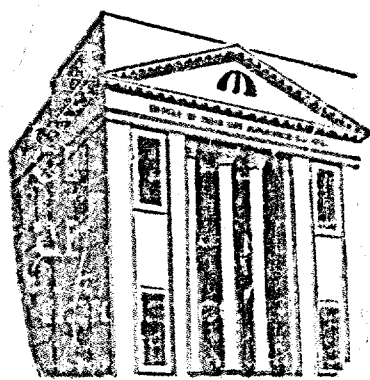
Empire of India Life Assurance Co., Ltd.

(Established : 1897)

Head Office:

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(ESTABLISHED 1897)

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BOMBAY-1

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COIMBATORE — DELHI — HYDERABAD — KANPUR
LUDHIANA — LUCKNOW — MADRAS — MORADABAD
NAGPUR — PATNA — POONA — VIJAYAWADA

Administrator:

DEWAN BAHADUR R. VARADACHARI.