



22nd ANNUAL C. D. DESHMUKH MEMORIAL SEMINAR
“Life Insurance Industry in the New Normal”
Essay Writing Competition



National Insurance Academy (NIA), Pune is a premier institution in the field of teaching, training, research and publication in the areas of Insurance, Pension and Allied sectors.

NIA offers specialized Management Development Programmes (MDP) for the executives of insurance industry and also offers a two years' full time, AICTE approved PGDM programme with dual specialization in Insurance and general Management for the students.

Every year NIA organizes C. D. Deshmukh Memorial Seminar to commemorate his birth anniversary. The seminar is instituted by LIC of India.

Sir C D Deshmukh (1896 - 1982) was an eminent Scholar, educationist, and a pioneer in the economics & financial arena. In his long and distinguished career, Sir C.D. Deshmukh held many important positions- as administrator in the exclusive Indian Civil Service, the first Indian governor of the RBI, Minister of Finance at a crucial period in India's economic development and was the driving force to integrate 245 life insurance companies into one Life Insurance Corporation of India in 1956.

The seminar attracts practitioners, academicians, and experts from life insurance & pension in large numbers. On the occasion of 22nd Annual C. D. Deshmukh Memorial Seminar, National Insurance Academy is organizing an Essay writing competition.

Conforming to the theme of this year's seminar “**Life Insurance Industry in the New Normal**”, the topics for the Essay Writing Competition are as follows: -

- 1. Digital Solutions in the Life Insurance Industry to increase penetration** OR
- 2. Life Insurance Awareness in India after the Pandemic** OR
- 3. Reducing Protection Gap through leveraging Distribution Channels**

The competition has been divided into 2(Two) categories:

- 1. Students (Pursuing Graduation/ Post Graduation/ CAT Aspirants/CMAT Aspirants)**
- 2. Insurance Industry fraternity/ Academicians/Others**

The Best Three Essays in each Category will be awarded with **First** (₹ 15,000/-), **Second** (₹ 10,000/-), and **Third prize** (₹ 5,000/-) and there will also be **03 consolation prizes** of (₹ Rs 2000/-) in **each of the category**.

Essays can be submitted through email at essaycdd@niapune.org.in .

The Last date for submission of the Essay is 2nd January 2021 and the essay should reach us at or before 5.00 PM on 2nd January 2021.

Submission Guidelines:

The Essay must be between 1500 words to 2000 words. (Including 02 Graphs/Charts and 2 tables). It should be an original work that has not been published anywhere else earlier or should not be due for publication in the near future.

All the referred material (including those from authors own publication) in the text must be appropriately acknowledged.

The authors are advised to follow American Psychological Association (APA) style in referencing.

General rules for formatting text:

- (i) Page size: A4 (8.27" X 11.69"),
- (ii) Font: Times New Roman – Normal, black
- (iii) Line spacing: Double
- (iv) Font size: Title-14, Sub-titles– 12, Body- 11 Normal, Graphs/Tables/Charts– 11 or 10.

The selected Essays may be published in subsequent issues of ‘Bima Quest – The Journal of Insurance, Pension and Management’ (ISSN 0974- 0791) subject to acceptance/ parameters of the journal.

Participating students must enclose the self-attested copy of their Identity card issued by their College.

All the participants must write their Name, Oganisation/Insitution’s Name and address, Age, Mobile no. & email id, while forwarding the mail attaching the Essay for the competition at essaycdd@niapune.org.in.

NIA Employees, employees on deputation to NIA and their relatives will not be allowed to participate in the said competition.

NIA reserves the right not to award any prize, if the essays are not found up to the mark.

For more details, kindly visit our website <https://niapune.org.in/>

Appendix I

Declaration by Author

I (Full Name of the Author), author of the Essay titled “.....” (Title of the Essay), hereby declare that this is an original work and is submitted only to NIA for participating in 22nd Annual Sir C. D. Deshmukh Memorial competition 2020-21 and it has not been previously published elsewhere.

I further authorize the NIA to make changes in this essay to make it suitable for publication in case NIA decides to publish the same.

Place:

Signature:

Date:

Name:

In case, the Author is attached to an Institution:

I have obtained necessary permission from my Organization to participate in the competition.

Place:

Signature:

Date:

Name: