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About the Client:

"I" is one of our preferred clients in the Life Insurance Sector. Dogged by high cost of attrition, when "I" was looking forward to create a non-conventional talent pool, TMI recommended the armed forces. The project was called the **"Veer Senani Programme"**

Background

Every year, the Indian Defense Services Establishment churns out thousands of well-trained and very stable personnel. The skill sets of these candidates range from Training to niche engineering domains. TMI suggested that these retiring personnel be provided an opportunity to begin their second career in Insurance Sales.

These Jawans were given a transition course for 6 weeks for a smooth launch into the civilian and corporate world.

About the requirement:

"I" agreed to hire 400 ex-defense personnel through the Veer Senani Programme as Tied Agency Managers to work across the country. These candidates were to be posted in their hometowns.

Business Line	: Recruitment
Service Line	: Hiring for a job
Industry	: Insurance
Client	: India's Largest Private Life Insurance Company. Lets call this entity 'I'
Type	: Off campus

Project performance:

TMI hired candidates directly from all defense establishment centers across the country. This covered EME, AOC, MI, ASC, AC, AD & Co etc. 229 candidates joined "I" within a short span of 5 months. Selected candidates were given extensive field and classroom training to ensure success in their first corporate job.

How did the company benefit from TMI's expertise?

Speed Completed the entire project in 5 months time	**Cost** Managed low cost per hire
Quality Maintained Stringent Selection Parameters to ensure high quality selects	**Service** Process Management Candidate Flow Management

What we achieved?

TMI's scope of work:

TMI managed the entire recruitment process right from liaising with the Army centers, getting a count of the number of Jawans retiring, conducting JAM sessions, aptitude tests and lining up candidates for an interview with the clients' final interview panel.

Client References will be provided on request

TMI
GROUP