



SHESHA BHATTAR SREENIVASA CHARY – BRIEF Profile

Mr. S.B.SREENIVASA CHARY was born on 18th June 1959. Late Sri S B Sitarama Chary and Mrs. Pankaja Lakshmi are his worthy parents. After his graduation in Arts, Mr. Chary has done LLB from Osmania University. He has also done a Higher Diploma Course in Cooperation.

In his illustrious career as a Chief Life Insurance Agent, Mr. Chary has achieved several mile stones. He is a Life Member of Chairman's Club of the Corporation for over 20 Years and qualified two times for MDRT

Mr. Chary has served in Life Insurance Agent's Federation of India as a General Secretary in the Branch Association, General Secretary of Hyderabad Divisional Council and Resident Secretary of South-Central Zonal Council. He was unanimously elected as National President of LIAFI in the year 2009 at New Delhi. In the year 2012 the LIAFI General Body at Kolkata has re elected Mr. Chary as President once again unanimously. Consequently, third time he has been unanimously re elected as National President of LIAFI in the General Body Meeting held on 6th and 7th December 2015 at Jaipur. In the year 2023 unanimously elected as Secretary General of LIAFI-1964.

He has been nominated as one of the Member of Insurance Advisory Committee (IAC) of IRDAI in the year 2013 and second time also nominated as a Member of Insurance Advisory Committee, IRDAI in the 2015.

Mr. Sreenivasa Chary is very well known to all the MDs, IEDs and other Key Officials in the Central Office and is highly respected by most of the top officials of the Corporation for his commitment both for the Agents as well as for LIC as an Organization.

In his illustrious career as Mr. Chary was involved in sensational events such as representing the cause of Life Insurance Agents of India before the President of India, Honorable Finance Minister and other Ministers. He has moved a number of other politicians including Opposition Leaders such as Mr Rajnath

Singh Leader of the Opposition, Ms Sushma Swaraj, Mr Gurdas Dasgupta, Mr Yashwant Sinha all noted parliamentarians. One land mark event in the History of LIAFI was his presenting evidence before the Two Parliamentary Standing Committee on Finance and one Parliamentary Standing Committee on Labor and Law in which he has abundantly clarified the Agents role and pleaded how Agents are justified to receive the Renewal Commission and Hereditary Commission which otherwise would have been perhaps withdrawn by now.

Mr Chary has led mammoth demonstrations by lakhs of Insurance Agents on three occasions in Delhi; One at Ram Lila Maidan and the Other two at Jantar Manthar to protest against the INSURANCE BILL 2008. He has led representations to PMO's Office after such demonstrations. Recently, in the month of March 2025 a peaceful demonstration of LIC Agents held under his leadership to protest the latest changes brought by IRDAI and LIC.

From Srinagar in the North to Coimbatore in the South; From Rajkot in the West to Guwahati in the East, there are no stones unturned in the journey of Mr Chary, at each place, activating agents and installing Agents' Associations wherever needed. He has been touring over 150 days in a year during the past 14 years spanning across the length and breadth of the Country.

An ethical leader to the core Mr Chary has identified the root cause of failure in Associations and Federation being lack of Funds. With utmost commitment he has led LIAFI from a little economic status to a comfortable self-reliant position for its expenses. Today LIAFI has comfortable funds in the form of Bank Fixed Deposits in the Bank completely transparent. Thanks to the Financial Discipline he has injected into the organization, today Divisional Councils and some of the Branch associations also are able to boast of healthy 6 and 7 Digit financial statuses in their respective associations.

Mr. Sreenivasa Chary's vision for Agent's education has paved way for construction of the most prestigious "LIAFI BHAVAN" at Hyderabad, a state of the art, fully Air-Conditioned Hall with 250 Seating Capacity used only for Agents' Training and Education.

Mr. Chary is also on the Chief Advisor of General Insurance Agents' Federation of India (GIAFI)

He is married to Madam Vijaya Lakshmi who is a Retired Officer of the AP State Government. The Couple are blessed by two brilliant daughters, Divya and Sowmya.