

**Competency Based Draft Curricula
for**

**Short Term Courses based on
Modular Employable Skills (MES)**

**in
INSURANCE SECTOR**

**DIRECTORATE GENERAL OF EMPLOYMENT AND TRAINING
MINISTRY OF LABOUR AND EMPLOYMENT
GOVERNMENT OF INDIA**

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Skill Development based on Modular Employable Skills (MES)

Background

The need for giving emphasis on the Skill Development, especially for the less educated, poor and out of school youth has been highlighted in various forums. The skill level and educational attainment of the work force determines the productivity, income levels as well as the adaptability of the working class in changing environment. Large percentage of population in India is living below poverty line. One of the important causes is lower percentage of skilled persons in the workforce

The skill development at present is taking place mostly in the informal way, i.e. persons acquire skill at the work-place when they help their parents, relatives and employers etc. Such persons do not have a formal certificate and thus earn lower wages and are exploited by employers. They have come through informal system due to socio-economic circumstances of the family and the compulsions of earning a livelihood rather than attending a formal course. While their productivity is low, their contribution to the national GDP cannot be ignored. If the country can create a system of certification which not only recognizes their skills but also provides education and training in a mode that suits their economic compulsions, it will not only benefit the workforce to earn a decent living but also contribute to the national economy by better productivity of this workforce.

Another related problem to be tackled is large number of students drop outs (About 63% of the school students drop out at different stages before reaching Class-X).

Frame work for Skill Development based on 'Modular Employable Skills (MES)'

Very few opportunities for skill development are available for the above referred groups (out of school youth & existing workers especially in the informal sector). Most of the existing

Skill Development programmes are long term in nature. Poor and less educated persons can not afford long term training programmes due to higher entry qualifications, opportunity cost etc. Therefore, a new frame work for Skill Development for the Informal Sector has been evolved by the DGET to address to the above mentioned problems. The **key features of the new frame work for skill development** are:

- ◆ Demand driven Short term training courses based on modular employable skills decided in consultation with Industry
- ◆ Flexible delivery mechanism (part time, weekends, full time)
- ◆ Different levels of programmes (Foundation level as well as skill upgradation) to meet demands of various target groups
- ◆ Central Government will facilitate and promote training while Vocational Training (VT) Providers under the Govt. and Private Sector will provide training
- ◆ Optimum utilisation of existing infrastructure to make training cost effective.
- ◆ Testing of skills of trainees by independent assessing bodies who would not be involved in conduct of the training programme, to ensure that it is done impartially.
- ◆ Testing & certification of prior learning (skills of persons acquired informally)

The Short Term courses would be based on 'Modular Employable Skills (MES)'.

The **concept for the MES** is :

- Identification of 'minimum skills set' which is sufficient to get an employment in the labour market.
- It allows skills up-gradation, multi-skilling, multi entry and exit, vertical mobility and life long learning opportunities in a flexible manner.
- It also allows recognition of prior learning (certification of skills acquired informally) effectively.
- The modules in a sector when grouped together could lead to a qualification equivalent to National Trade Certificate or higher.
- Courses could be available from level 1 to level 3 in different vocations depending upon the need of the employer organisations.
- MES would benefit different target groups like :
 - *Workers seeking certification of their skills acquired informally*

- *workers seeking skill upgradation*
- *early school drop-outs and unemployed*
- *previously child labour and their family*

Age of participants

The minimum age limit for persons to take part in the scheme is 14 years but there is no upper age limit.

Curriculum Development Process

Following procedure is used for developing course curricula

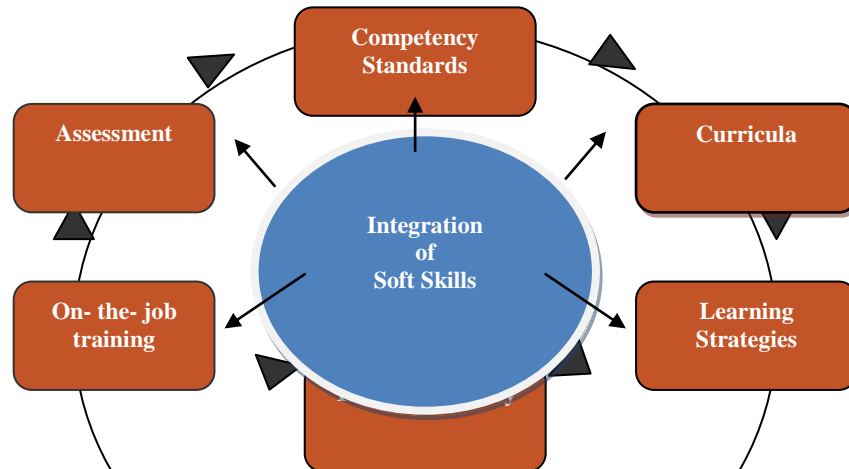
- Identification of Employable Skills set in a sector based on division of work in the labour market.
- Development of training modules corresponding to skills set identified so as to provide training for specific & fit for purpose
- Organization of modules in to a Course Matrix indicating vertical and horizontal mobility. The course matrix depicts pictorially relation among various modules, pre requisites for higher level modules and how one can progress from one level to another.
- Development of detailed curriculum and vetting by a trade committee and by the NCVT

(Close involvement of Employers Organizations, State Governments, experts, vocational training providers and other stake holders is ensured at each stage).

Development of Soft Skills/ Core Competencies

Soft skills refer to a cluster of personality traits, social graces, facility with language, and personal habits that make someone a good employee and a compatible co-worker. Soft skills are also sometimes referred to as employability skills, generic skills, key or core competencies. Soft skills complement hard skills, which are the technical requirements of a job.

Soft Skills are integral to workplace competency and, as such, must be considered in the design, customisation, delivery and assessment of vocational training programmes in an integrated and holistic way, as represented diagrammatically below.



Soft skills are very important in business. Soft skills are now recognised as key for making businesses more profitable and better places to work. Increasingly, companies aren't just assessing their current staff and future recruits on their technical skills but also on a whole host of soft skills. Especially, Service economy and the ascendance of work teams in large organizations put a new premium on people skills and relationship-building. It is essential to be technically sound, but one should also have the ability to convey the idea to the masses in the simplest possible manner.

Hence, systematic efforts should be made to develop soft skills during the training programme. Positive attitudes have to be developed in the trainees by properly guiding them and setting up examples of good attitudes by demonstrated behaviors and by the environment provided during training.

Some important **soft skills / core competencies** to be developed are:

1. Punctuality, discipline and honesty
2. Cordial relationship and Cooperation with co-workers and team Work
3. Positive attitude and behavior
4. Work ethics and dependability
5. Self esteem and confidence
6. Self-motivation and initiative
7. Flexibility/ adaptability

8. Communication Skills
9. Respect for rules and regulations
10. Concern for quality
11. Concern for health and hygiene
12. Responsibility and accountability
13. Care of equipment and tools
14. Safety consciousness and safe working practices
15. Learn continuously
16. Concern for environment and waste disposal
17. Ability to bear stress and work under pressure

Following competencies should also be developed during level-II and higher courses:

1. Ability for planning, organizing and coordinating
2. Creative thinking, problem solving and decision making
3. Leadership, delegating, appraising, motivating
4. Negotiation
5. Time management ability

In addition to above, **livelihood skills** like how to apply for a job, facing an interview, opening/ operating an bank account may also be covered.

Duration of the Programmes

Time taken to gain the qualification will vary according to the pathway taken and will be kept very flexible for persons with different backgrounds and experience. Duration has been prescribed in hours in the curriculum of individual module, which are based on the content and requirements of a MES Module. However, some persons may take more time than the prescribed time. They should be provided reasonable time to complete the course.

Pathways to acquire Qualification:

Access to the qualification could be through:

- An approved training programme; **Or**
- A combination of an approved training programme plus recognition of prior learning including credit transfer; **Or**

- The recognition of prior learning that provides evidence of the achievement of the competencies for the qualification.

Methodology

The training methods to be used should be appropriate to the development of competencies. The focus of the programme is on “performing” and not on “Knowing”. Lecturing will be restricted to the minimum necessary and emphasis to be given for ‘hands on training’.

The training methods will be individual centered to make each person a competent one. Opportunities for individual work will be provided. The learning process will be continuously monitored and feedback will be provided on individual basis.

Demonstrations using different models, audio visual aids and equipment will be used intensively.

Instructional Media Packages

In order to maintain quality of training uniformly all over the country, instructional media packages (IMPs) will be developed by the National Instructional Media Institute (NIMI), Chennai.

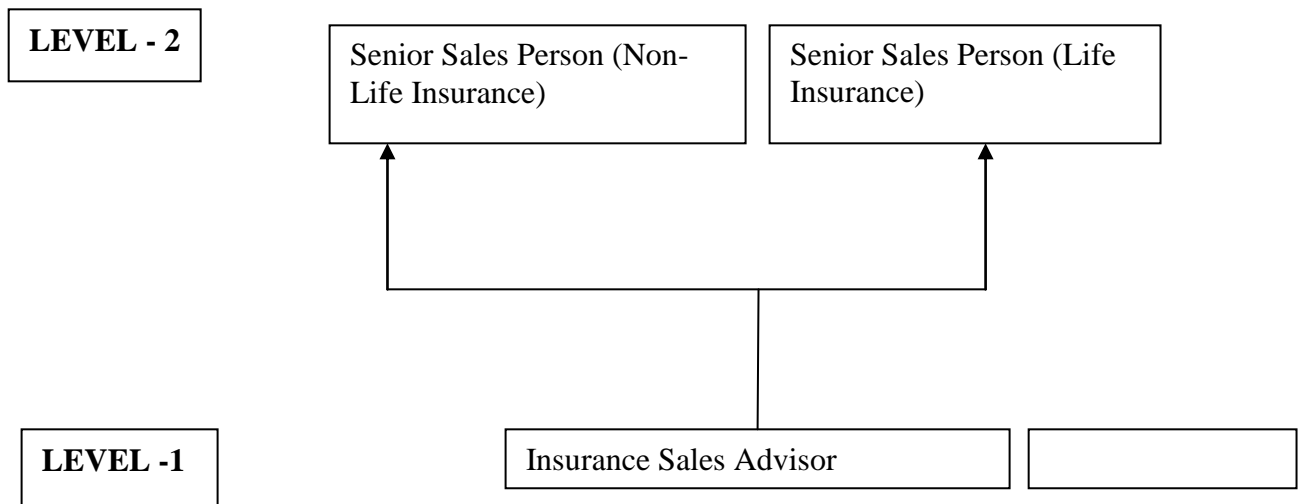
Assessment

DGE&T will appoint assessing bodies to assess the competencies of the trained persons. The assessing body will be an independent agency, which will not be involved in conducting the training programmes. This, in turn, will ensure quality of training and credibility of the scheme. Keeping in view the target of providing training/testing of one million persons through out the country and to avoid monopoly, more than one assessing bodies will be appointed for a sector or an area.

Certificate

Successful persons will be awarded certificates issued by National Council for Vocational Training (NCVT).

COURSE MATRIX BASED ON MODULAR EMPLOYABLE SKILLS (MES) FOR
INSURANCE SECTOR



MODULE – SALES PERSON (LIFE AND NON-LIFE INSURANCE)

Name : INSURANCE SALES ADVISOR
 Sector : Financial Sector – Insurance
 Code : INS101
 Entry Qualification : 10th Standard.

Terminal Competency : After completion of training and passing the requisite examination, the trainee will have the necessary knowledge and skills of selling insurance products and will be able to work as Insurance Sales Advisor for various private as well as PSU insurance companies, Brokers, Corporate Agents, NGOs and Micro Finance Cos.

Duration : 150 hours for composite training of life and non-life insurance.

PRACTICAL TRAINING	UNDERPINNING KNOWLEDGE (THEORY)
<ul style="list-style-type: none"> • Introduction to some of the actual products available in the market by providing sample copies. • Visit to various service providers to have ‘feel’ of the actual working and procedures. • Role plays –Service providers, Intermediaries and insuring public (customers). • Role of I.T. and computers in the insurance working and providing hands on experience. • Identifying computer software used in insurance working. • Introduction to claim documents 	<p style="text-align: center;"><u>COMMON FOR BOTH LIFE AND NON-LIFE INSURANCE</u></p> <ul style="list-style-type: none"> • Orientation to Insurance concept and Industry. • Meaning, purpose and need of Insurance. • Concept of Risk, its assessment and transfer. • Principles of Insurance and their application to Life Insurance in particular. • How contract of Insurance is different from other commercial contracts. • Process of Insurance and how it works. • Insurance marketing intermediaries, their role and legal implications – Agents, Corporate Agents and Brokers. • Legal and Regulatory aspects – Insurance Act 1938, IRDA Act

<p>and sample claim files.</p> <ul style="list-style-type: none"> • Group activity and discussion to understand the concept and procedures. • Writing the Agents Confidential Report (ACR) • Understanding the purpose of a proposal form and how to fill it • Physical aspect of risks and its verification, survey, assessment and reporting • Physical verification of various insurance related documents like documents to prove age, Driving Licence, Motor Vehicle Registration Book, proof of insurance interest etc. 	<p>1999, various regulations issued by IRDA etc.</p> <p style="text-align: center;"><u>LIFE INSURANCE</u></p> <ul style="list-style-type: none"> • Concept of Premium and Bonus and premium calculation. • Role of actuary and actuarial valuation. • Life Insurance Products –different types and rationale for variation, riders, annuities, group insurance, special schemes etc. • Underwriting –meaning, importance and process. Also medical and non-medical underwriting. • Assignment of risk. • Introduction to various insurance documents, their importance and legal implications. • Understanding the Policy document and its terms and conditions. • Concept and implication of assignment and nomination. • Insurance Claims – procedure (including rationale behind it) and relevant documents. • Unit linked Insurance Products – concept, features, types etc. <p style="text-align: center;"><u>NON-LIFE INSURANCE</u></p> <ul style="list-style-type: none"> • Concept of Premium, loading, discount and Bonus and premium calculation. • Non - Life Insurance Products – classification i.e. Fire, Marine and Miscellaneous. • Introduction to Fire Insurance and Claim Procedure. • Introduction to Marine Insurance and Claim procedure. • Introduction to entire range of Misc. Insurance other than Motor and Health. Claim procedure. • Motor Insurance and claim procedure. • Health Insurance and claim procedure including role of TPA. • Package policies and rationale
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	<p>behind the concept.</p> <ul style="list-style-type: none"> • Micro-Insurance. • Underwriting –meaning, importance and process. • Introduction to various insurance documents, their importance and legal implications. • Broadly understanding the policy documents – its lay out scheme and terms and conditions. • Conceptual selling and prospecting • Communication and its tools • Effective personality and building lasting relationships.
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TOOLS AND EQUIPMENTS

EQUIPMENTS/TOOLS REQUIRED FOR CLASS ROOM

Computer	:	1
LCD Projector	:	1
Projection Screen	:	1(size 8/6) ft
White/Black Boards	:	1 (size 8/5) ft
Flip Chart Holder	:	2 Nos
Public Address System (PAS)	:	1 set of collar mikes, amplifier, sound box, standing mikes etc
Classroom chairs with writing boards	:	40

EQUIPMENTS/TOOLS REQUIRED FOR CLASS ROOM

(Note: - For practical classes the students will have to be taken to the operational offices of insurance company with prior arrangement.)

Display Poster of Various sizes of different companies	:	10
Types of sales literature, pamphlets, brochures, proposal forms, prospectus forms etc.	:	100
Kit Bags for each candidate	:	40
Study material, writing pad, pen and calculation charts	:	40

MODULE – SENIOR SALES PERSON (NON-LIFE INSURANCE)

Name : SENIOR SALES PERSON (NON-LIFE INSURANCE)

Sector : Insurance Sector

Code : INS202

Entry Qualification : 10th Std. + INS101

Terminal Competency : After completion of training and passing the requisite examination, the trainee will have the necessary knowledge and skills for leading insurance sales teams and developing insurance target market and will be able to work as Sales Team Leader for the Non-Life Insurance Companies, Insurance Brokers, Corporate Agents, Corporate Clients, Insurance Intermediaries, NGOs dealing with insurance, Micro-Finance Companies selling micro insurance etc.

Duration : 250 hours certificate course

PRACTICAL COMPETENCIES.	UNDERPINNING KNOWLEDGE (THEORY)
<p>Introduction to some of the actual products available in the market by providing sample copies.</p> <p>Visit to various service providers to have a ‘feel’ of the actual working and procedures.</p> <p>Role plays –Service providers, Intermediaries and insuring public (customers).</p> <p>Role of I.T. and computers in the insurance working and providing hands on experience.</p> <p>Identifying computer software, hardware and peripherals used in insurance working.</p>	<ul style="list-style-type: none"> • Principles and Practice of Risk Management • Concept of Insurance and its role in Risk Management • Introduction and History of General Insurance • Principles and Practice of General Insurance • Legal and regulatory aspect of Insurance • Changing Insurance environment and Market Profile • Law and Business of Insurance • Fundamental Principles of Insurance as applicable to General Insurance and its affect. • The concept of Underwriting and the process of underwriting. • Market Research and New Product

<p>Introduction to underwriting documents and sample proposal forms, cover note, prospectus, certificate of insurance, policy documents etc.</p> <p>Role play for Risk Assessment, underwriting, rating and issuance of policy documents.</p> <p>Group activity and discussion to understand the concept and procedures of selling insurance and running a network of service providers.</p> <p>Developing insurance selling kits and insurance charts for helping the sales force in selling an idea to the clients.</p> <p>Understanding and planning the insurance agents commission structure and the frequency of its payment to keep the insurance force motivated.</p> <p>Designing an incentive scheme</p> <p>Designing a programme for target selling and the ways of prospecting new clients.</p> <p>Addressing customer's gatherings and sales teams.</p> <p>Preparing sales bulletins and charts.</p>	<p>Development</p> <ul style="list-style-type: none"> • Theory and Practice of Marine Insurance (Cargo) • Theory and Practice of Property Fire and Fire Loss of Profit Insurance • Principles & Practices of Automobile/Motor Insurance • Theory and Practice of Engineering Insurance • Theory and Practice of Other Miscellaneous Class of Insurance • Principle and Practice of Health Insurance • Theory and Practice of Rural, Agricultural and Micro Insurance • Introduction to Credit, Liability, Oil, Energy, Aviation and Other Specialized Insurances. • Risk Inspection, PML calculations and Fixing of Sum Insured • Sales operations and Distribution Channels • Concept and importance of Reinsurance • MIS and IT Application to Services Marketing and Customer Relationship Management • Effective team management, motivation and group dynamics • Effective communication and tools of communication • Conceptual selling and the art and science of selling.
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TOOLS AND EQUIPMENTS

EQUIPMENTS/TOOLS REQUIRED FOR CLASS ROOM

Computer	:	1
LCD Projector	:	1
Projection Screen	:	1(size 8/6) ft
White/Black Boards	:	1 (size 8/5) ft
Flip Chart Holder	:	2 Nos
Chairs with front writing boards	:	40 numbers
Public Address System (PAS)	:	1 set of sound boxes, amplifier, collar and stand mikes

EQUIPMENTS/TOOLS REQUIRED FOR CLASS ROOM

(Note: - For practical classes the students will have to be taken to the operational offices of insurance company with prior arrangement.)

Display Poster of Various sizes of different companies	:	10
Types of sales literature, pamphlets, brochures, proposal forms, prospectus forms etc.	:	100
Executive Bags for each candidate	:	40
Study material, writing pad, pen and calculation charts	:	40

MODULE – SENIOR SALES PERSON (LIFE INSURANCE)

Name	: SENIOR SALES PERSON (LIFE INSURANCE)
Sector	: Insurance Sector
Code	: INS203
Entry Qualification	: 10 th Std. + INS 101
Terminal Competency	: After completion of training and passing the requisite examination, the trainee will have the necessary skills and knowledge for leading insurance sales teams and developing target market for insurance, and will be able to work as Sales Team Leader for Life Insurance Companies, Corporate Agents, Corporate Clients, Insurance Intermediaries, NGOs dealing with insurance, Micro-Finance Companies selling micro-insurance etc.
Duration	: 250 hours certificate course

PRACTICAL COMPETENCIES.	UNDERPINNING KNOWLEDGE (THEORY)
<ul style="list-style-type: none"> • Introduction to some of the actual products available in the market by providing sample copies. • Visit to various service providers to have a ‘feel’ of the actual working and procedures. • Role plays –Service providers, Intermediaries and insuring public (customers). • Role of I.T. and computers in the insurance working and providing hands on experience. • Identifying computer software, hardware and peripherals used in insurance working. • Introduction to underwriting documents and sample proposal forms, Agents Confidential Report (ACR), prospectus, 	<ul style="list-style-type: none"> • Principles and Practice of Risk Management • Concept of Insurance and its role in Risk Management • Introduction and History of Life Insurance • Principles and Practice of Life Insurance • Legal and regulatory aspect of Insurance • Fundamental Principles of insurance as applicable to Life Insurance and its effect. • Changing Insurance environment and Market Profile • Law and Business of Insurance • Market Research and New Product

<p>policy documents etc.</p> <ul style="list-style-type: none"> • Role play for Risk Assessment, underwriting, rating and issuance of policy documents. • Group activity and discussion to understand the concept and procedures of selling insurance and running a network of service providers. • Developing insurance selling kits and insurance charts for helping the sales force in selling an idea to the clients. • Understanding and planning the insurance agents' commission structure and the frequency of its payment to keep the insurance force motivated. • Designing an incentive scheme • Designing a programme for target selling and prospecting. • Addressing customer's gatherings and sales teams. • Preparing sales bulletins and charts. 	<p>Development</p> <ul style="list-style-type: none"> • Elements of Actuarial Science • Application of Life Insurance • Life Insurance Underwriting and Insurance Documents • Life Insurance Plans • Group Insurance, Health Insurance, Pension and Other special need plans • Unit Linked Insurance Plans (ULIP) • Pricing, Premium and Benefits • Sales operations and Distribution Channels • Legal aspects of Life Insurance • Life Insurance Finance • Claims Management and Reinsurance • MIS and IT Applications • Services Marketing and Customer Relationship Management • Effective team management, motivation and group dynamics • Effective communication and tools of communication • Conceptual selling and the art and science of selling. • Market segmentation and target marketing
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TOOLS AND EQUIPMENTS

EQUIPMENTS/TOOLS REQUIRED FOR CLASS ROOM

Computer	:	1
LCD Projector	:	1
Projection Screen	:	1(size 8/6) ft
White/Black Boards	:	1 (size 8/5) ft
Flip Chart Holder	:	2 Nos
Chairs with front writing boards	:	40 numbers
Public Address System (PAS)	:	1 set of sound boxes, amplifier, collar and stand mikes

EQUIPMENTS/TOOLS REQUIRED FOR CLASS ROOM

(Note: - For practical classes the students will have to be taken to the operational offices of insurance company with prior arrangement.)

Display Poster of Various sizes of different companies	:	10
Types of sales literature, pamphlets, brochures, proposal forms, prospectus forms etc.	:	100
Executive Bags for each candidate	:	40
Study material, writing pad, pen and calculation charts	:	40

LIST OF MEMBERS OF THE TRADE COMMITTEE

- | | | |
|----|--|--------|
| 1. | Mr. Masood Wahab, Chief Manager, OIC | Member |
| 2. | Mr. Mithilesh Sinha, Manager, OIC | Member |
| 3. | Mr. Dinesh Kumar Vaishnav, Manager, OIC | Member |
| 4. | Mr. A.K. Ambashta, SBM, LIC | Member |
| 5. | Mr. Imteyazul Haque, AO, UIIC | Member |
| 6. | Mr. Sunil Gupta, Joint Director Training, RDAT | Member |
| 7. | Mr. Partap Singh, Training Officer, RDAT | Member |



INSURANCE SALES ASSOCIATE

Name : Insurance Sales Associate
Sector : Insurance
Code : INS 104
Entry Qualification : Graduation or equivalent
Age : 21years
Terminal Competency : On successful completion of training, one should be able to explain various life and non-life insurance products, calculate EMI, Premium, Bonus and claims etc. following IRDA guidelines.

Duration : 480 hours

SI No	Practical Competencies	Underpinning Knowledge(Theory)
<u>Common for both Life & Non Life</u>		
1. Orientation to Insurance concept and Risk Management		
	<ul style="list-style-type: none"> ❖ Role plays- Service providers, Intermediaries & customers 	<ul style="list-style-type: none"> ❖ Purpose, need & concept of Insurance ❖ Introduction & History of Insurance ❖ Principles & Practice of Risk Management & role of Insurance in Risk Management ❖ Fundamental Principles of Insurance ❖ Mechanism of Insurance ❖ Insurance contract v/s Commercial contract ❖ Insurance marketing intermediaries & their roles ❖ Legal & regulatory aspect of Insurance- Insurance Act 1938, IRDA Act 1999, various regulations issued by IRDA etc
2. Premium, Bonus & Pricing(Life)		
	<ul style="list-style-type: none"> ❖ Analyzing the elements that go into the computation of premium by working out Office premium ❖ Show how Bonus are calculated when a policy benefit is to be illustrated to a prospect 	<ul style="list-style-type: none"> ❖ Elements of Actuarial Science ❖ Role of actuary & actuarial valuation ❖ Concept of premium & bonus ❖ Premium calculation
3. Life Insurance Products(Life)		

	<ul style="list-style-type: none"> ❖ Introduction to some of the actual products available in the market by providing sample copies 	<ul style="list-style-type: none"> ❖ Different types of Life Insurance plans & rationale for variation ❖ Annuities, Group Insurance, Health Insurance & special schemes ❖ Unit Linked Insurance Plan (ULIP) ❖ Riders
4. Underwriting & its practices & Insurance Documents(Life)		
	<ul style="list-style-type: none"> ❖ Introduction to underwriting documents, filling up Proposal Forms & Agents Confidential Report (ACR) ❖ Physical aspects of risks, its assessment, underwriting, rating & issuance of policy documents 	<ul style="list-style-type: none"> ❖ Meaning, importance & process of underwriting ❖ Methods of underwriting ❖ Types of underwriting – Financial, Medical & Non-Medical ❖ Types of Insurance Documents, their importance & legal implications
5. Policy Conditions & Claims Management(Life)		
	<ul style="list-style-type: none"> ❖ Numerical to be worked out to understand the concept of Paid-up & Surrender as well as the difference between these two Non-Forfeiture options ❖ Introduction to claim documents and sample claim files 	<ul style="list-style-type: none"> ❖ Grace Period, policy lapse & revival ❖ Non-Forfeiture clauses- Paid-up & Surrender ❖ Assignment & Nomination ❖ Claims & its types ❖ Claims procedure & relevant documents required ❖ Reinsurance
a. Premium & Rating(Non Life)		
	<ul style="list-style-type: none"> ❖ Analyzing the factors that influence premium rating class wise i.e. Fire, Marine & Miscellaneous 	<ul style="list-style-type: none"> Factors affecting risk in different classes of General Insurance ❖ Rating
b. Underwriting & its practices & Insurance Documents		
	<ul style="list-style-type: none"> ❖ Introduction to underwriting documents, specimen proposal forms, cover note, Prospectus, certificate of Insurance, Policy documents, endorsements. etc. ❖ Role Play for understanding Risk Assessment, Rating and issuance of Policy documents. 	<ul style="list-style-type: none"> ❖ Classifications of Non-Life Insurance – Fire, Marine and Miscellaneous. ❖ Underwriting practices and principles adopted for three classes of Insurance. ❖ Insurance Documents, their importance and legal implications.
c. Fire & Marine(Cargo) Insurance(Non Life)		
	<ul style="list-style-type: none"> ❖ Introduction to Fire & Marine(Cargo) proposal forms & claim forms to get a practical knowledge of the entire operation 	<ul style="list-style-type: none"> ❖ Theory & practice of Fire Insurance & claim procedure ❖ Fire Loss of Profit(LOP) Insurance ❖ Theory & practice of Marine(Cargo) Insurance & claim procedure
d. Motor & Heath Insurance(Non Life)		

	<ul style="list-style-type: none"> ❖ Introduction to Motor(Private & Commercial class) Insurance proposal & claim forms ❖ Introduction to Medclaim proposal form, prospectus & claim form for a better understanding of the office process 	<ul style="list-style-type: none"> ❖ Introduction to Motor Insurance, its principles & practices & claim procedure ❖ Principle & practice of Health Insurance, role of Third Party Administrator(TPA) & claim procedure
e. Miscellaneous, Rural & Engineering Insurance(Non Life)		
	<ul style="list-style-type: none"> ❖ Introduction to proposal forms of Miscellaneous, Rural & Engineering Insurance to gain a better insight into the theory & practice of these Insurances 	<ul style="list-style-type: none"> ❖ Theory & practice of various types of Miscellaneous Insurance ❖ Package Policies ❖ Theory & practice of Rural, Agricultural & Micro Insurance ❖ Theory & practice of Engineering Insurance ❖ Reinsurance
6. Insurance Marketing, Communication skills & Customer Relationship Management(Life & Non Life)		
	<ul style="list-style-type: none"> ❖ Group activity to understand Insurance selling technique ❖ Developing Insurance selling kits & charts for enabling field force in selling an idea to the clients ❖ Designing a program for target selling & prospecting ❖ Designing & understanding Insurance agent's commission structure to keep the sales force motivated ❖ Chalking out an incentive scheme for them ❖ Addressing customer's gathering & sales team ❖ Role of IT & computers in insurance working ❖ Visit to various service providers to get a feel of actual working environment in insurance & the procedures involved 	<ul style="list-style-type: none"> ❖ Changing Insurance scenario & Market Profile ❖ Sales operations & Distribution Channels ❖ Market Segmentation & target audience ❖ Essence of communication & its tools- Verbal & Non-Verbal communication ❖ Effective team management, motivation & group dynamics ❖ Application of customer relationship management (CRM) to retain/increase customer base.

TOOLS AND EQUIPMENTS

EQUIPMENTS/TOOLS REQUIRED FOR CLASS ROOM

Computer : 15 computers on twin sharing basis

LCD Projector : 1

Projection Screen/LCD TV	:	1
White/Black Boards/ Interactive Board	:	1
Flip Chart Holder	:	2 Nos
Chairs with front writing boards	:	30 numbers
Public Address System (PAS)	:	1 set of sound boxes, amplifier, collar, stand mikes and camera

EQUIPMENTS/TOOLS REQUIRED FOR CLASS ROOM

(Note: - For practical classes the students will have to be taken to the operational offices of Insurance Company with prior arrangement.)

Display Poster of Various sizes of different companies	:	10
Types of sales literature, pamphlets, brochures, proposal forms, prospectus forms etc.	:	100
Executive Bags for each candidate	:	30
Study material, writing pad, pen and calculation charts	:	30

List of members attended the Trade Committee Meeting for designing the course curricula under Skill Development Initiative Skill (SDIS) based on Modular Employable Skills (MES) on Insurance Sector held on 02.05.2012 at Conference Hall, CSTARI, Kolkata-91

Sl. No.	Name and Designation Mr. & Ms.	Organization	Remarks
1.	S. J. Amalan, Director	CSTARI., Kolkata-91,	Chairman
2.	Koushik Chatterjee, Asst Manager	ITC ,2 Lee Road , Kol-20	Member
3.	Sanjay Banerjee, Area Manager	ITC ,2 Lee Road , Kol-20	Member
4.	M.C. Sharma, JDT,	CSTARI, Kolkata	Member
5.	L.K. Mukherjee, DDT	CSTARI, Kolkata	Member
6.	G. Giri, DDT	CSTARI, Kolkata	Member
7.	S.B. Sardar, ADT	CSTARI, Kolkata	Member
8.	R.N. Manna, To	CSTARI, Kolkata	Member
9.	Rupnarayan Bose	CII, Kolkata	Member
10.	Arindam Saha, Zonal TRG, Manager	IL & FS, Education , Kol	Member
11.	Arindam Basu, Dy. Vice President	AXIS Bank, Kolkata-71	Member
12.	Rajib Basak, Sr. Business Associate LIC of India	137, V.I.P Road, Kol-52	Member
13.	Mainak Chowdhury, SBA	LIC ,P-95, LIC Township, Madhagram, Kol-	Member
14.	Nirmalya Nath, ADT	CSTARI, Kolkata	Member
15.	Indranil Ray Chowdhury	20/12, Northern Avenue, 1st Floor, Kol-37	Member
16.	Bishnu Prasad Das, Manager Sales,	LIC ,16, Hare Street, 4 th Floor Kol-91	Member
17.	Purnima . Sengupta,	CMI ,26 Shakespear Sarani, Kolkata-17	Member
18.	U. Mukherjee,	CMI ,26 Shakespear Sarani, Kolkata-17	Member
19.	Dilayend Paul, MD	PTIMA, BE-54, Salt Lake, Kol-64	Member
20.	Mainak Ranjan Chaki	Adity Birla ,1 Camac Street, Kol-17	Member
21.	Chandan Ray	Exterim System Ltd, 152 S.P. Mukherjee, 5 th Floor, Kol-26	Member
22.	Dr. Amarendu Mondal, Director	PTIMA, BE-54, Salt Lake, sector-1	Member
23.	K.L. Kuli, JDT	CSTARI, Kolkata	Member
24.	B.K. Singh, DDT	CSTARI, Kolkata	Member
25.	Atanu Sarkar, Co-Ordinator	PTIMA, BE-54, Salt Lake, Kol-64	Member
26.	D. Sengupta, Director & CEO	CMI ,26 Shakespear Sarani, Kolkata-17	Member
27.	Rabin Debnath, ADIT, WB	DIT, WB, Kolkata	Member
28.	Ishwar Singh, JDT	RDAT, Kolkata	Member

List of Members attended in the “ **Insurance Sector**” Under Skill Development Initiative Scheme(SDIS) based on Module Employable Skills(MES) held at CSTARI, Conference Hall, Salt Lake City Kolkata, on 29.01.2015

Sl No.	Name & Designation	Organization with address	Remarks
1.	R. N. BANDOYPADHAYAYA, Director	CSTARI KOLKATA-91	Chairman
2.	RABIN DEBNATH Principal	Director of Industrial Training, West Bengal	Member
3.	L.K MUKHERJEE,DDT	CSTARI, Kolkata	Members
4.	N.NATH , ADT	CSTARI, Kolkata	Member
5.	A. J. TALUKDAR Zonal Training Head	PNB METLIFE INSURANCE CO LTD.	Member
6.	RUPAYAN BOSE,CEO	CEO, 1 BS BE-337 SALT LAKE KOLKATA-64	Member
7.	RICHARD S. ROZARIO	BMA WEALTH CREATORS TOPSIA VISAWAKARMA PVT CO	Member
8.	AMARNATH AUDDY	BMA WEALTH CREATOR SALT LAKE SEC-V KOL-91	Member
9.	GOUTAM ROY, Director	PRIMERO SKILLS, Mumbai	Member
10.	ANANT SINGHI,COO	RELIANCE GENERAL INSURANCE	Member
11.	RAMESH VISWANATHAN	RELIANCE LIFE INSURANCE	Member
12.	PULAK SHARMA	RELIANCE LIFE INSURANCE	Member
13.	DIMPLE TRIPATHI Zonal Trg. Manager	RELIANCE LIFE INSURANCE	Member
14.	PRADIP DAS,ZONAL MANAGER (EAST)	PRIMERO SKILLS, Mumbai	Member
15.	KEKA BOSE,MANAGER EAST	INDIA INFOLINE	Member
16.	JAYANTI DAS,MANAGING PARTNER	PRIMERO SKILLS	Member
17.	RANJAN RAY CHAUDHURI	PRIMERO SKILLS	Member
18.	ADRIYA BHOWMIK,TRAINING HEAD	IIFL, Kolkata	Member
19.	GOUTAM NANDI	CSTARI, Kolkata	Member
20.	D. SENGUPTA,CEO	CONSTRUCTION MANAGEMENT INC (CMI) PVT LTD	Member
21.	SANJEEV RIWARI	RELIANCE LIFE INSURANCE	Member
22.	P. K. GANGULI,TO	CSTARI KOLKATA	Member
23.	T. K. GHOSH,T.O.	CSTARI KOLKATA	Member
24.	M. K. BATBYAL	CSTARI KOLKATA	Member

Course Matrix

INSURANCE SECTOR

Level	Name of Module (New)
I	1) Sales Advisor-Life Insurance
I	2) Senior Sales Advisor- Life Insurance
I	3) Tele Caller - Life Insurance

Preface

The redesigned modules of Financial Sector-Insurance consist of the following modules

Module No	Module Name	Space Norms	Power Norms	Unit Size	Instructor's Qualification
M1	Sales Advisor- Life Insurance	60 sq .m (Minimum size of one side to be 04m)	2 KW	20	As per General Information of each module
M2	Senior Sales Advisor- Life Insurance	60 sq .m (Minimum size of one side to be 04m)	2 KW	20	As per General Information of each module
M3	Tele Caller - Life Insurance	60 sq .m (Minimum size of one side to be 04m)	2 KW	20	As per General Information of each module

MODULE-1

General information for **Sales Advisor- Insurance**

Name of Sector	Financial Sector-Insurance
Name of Module	Sales Advisor- Life Insurance
Old MES Code	INS 501
Duration of Course	400 hours (300 hours- Domain &100 hours- soft skills)
Entry Qualification of Trainee	Minimum 10th Standard
Unit size (No. Of trainees)	20
Power Norms	2 KW
Space Norms (Workshop and Class Room)	25Sq.mtr Minimum size of one side to be 04m.
Instructors Qualification	Insurance: <ul style="list-style-type: none">• Graduate or post graduate in commerce or management with certification from IRDA• Work experience of at least 5 years in the industry with good domain knowledge both in product knowledge and regulatory aspects.• Domain knowledge on finer aspects of ethical selling and customer relationships.• The trainer should be well versed in the local language and English. Soft Skill <ul style="list-style-type: none">• Graduate or post graduate in commerce or management• 3 years' experience in the insurance domain as a supervisor managing people , processes and performance• A minimum of 3 years of training experience in various aspects of soft skills including communication, grooming, etiquette (phone and personal), customer service, persuasion, ethics, etc.• The trainer should be well versed in the local language and English

Objectives:

- Explain the evolution and nature of insurance.
- Explain the purpose and need of insurance.
- List the insurance products offered by various insurance providers
- Acquire knowledge about the market players in the insurance sector of India.
- Define the common terms used in the insurance sector.
- Explain the purpose and importance of different types of insurance protection as a risk management strategy
- Practice mapping the policy with the customer needs.
- Explain the benefits and returns linked with the policy.
- Demonstrate skills while dealing with different types of customers
- Practice FAB-bing while proposing a policy to the customer.
- Visit to various service providers to have 'feel' of the actual working and procedures.
- Demonstrate skills while handling customers while on the job.
- Make necessary calculations as per the requirement.
- Offer solutions as per the customer needs.
- Make a sale as per the prescribed standards
- Practice selling skills while making a sale.
- Perform documentation as per the requirement.
- Demonstrate skills while working on a computer.
- Demonstrate facing interview skills

Terminal Competency:

After completion of training the trainee will be able to work as an Insurance sales person in various insurance companies.

Course Contents for Module: -Sales Advisor- Life Insurance

Practical Competencies	Underpinning Knowledge (Theory)
<p><u>Orientation to Insurance concept and industry</u></p> <ul style="list-style-type: none"> • Understand the basics and nature of insurance • Explain the evolution and nature of insurance • Explain how insurance operates today – different classes of insurance • Explain the importance of insurance • Explain how insurance takes care of unexpected eventualities. 	<ul style="list-style-type: none"> • Meaning, • Purpose and • Need of insurance • Career prospects in the industry • Market potential in India • Types of insurance- General, Life, Medical
<p><u>Products available in the market- An Overview</u></p> <ul style="list-style-type: none"> • List the types of insurances available in the market. • Explain what a particular type of insurance caters to. • List the insurance products offered by various insurance providers • Acquire knowledge about the market players in the insurance sector of India. • Define the common terms used in the insurance sector. 	<ul style="list-style-type: none"> • General Insurance & its types • Life Insurance & its types • Medical Insurance & its types • Insurance providers in market • Common insurance terminologies
<p><u>Risk</u></p> <ul style="list-style-type: none"> • Identify possible risks. • Explain the purpose and importance of different types of insurance protection as a risk management strategy • Explain strategies for handling risk. 	<ul style="list-style-type: none"> • Concept of risk • Risk assessment • Assignment of risk • Transfer

<ul style="list-style-type: none"> • Recognize the role of risk. • Explain how insurance transfers risk to a third party. 	
<p><u>Products in Insurance</u></p> <ul style="list-style-type: none"> • Introduction to some of the actual products available in the market by providing sample copies. • Identify various insurance policies available in the market • Mapping the policy with the customer needs • Explain the benefits and returns linked with the policy 	<ul style="list-style-type: none"> • Insurance Products (Term, Endowment & ULIP)-concept, features, types etc. • Life Insurance Products • General Insurance Products • Medical Insurance Products • Different types and rationale for variation, riders, annuities, group insurance, special schemes etc. • Underwriting –meaning, importance and process • Medical and non-medical underwriting. • Concept of Premium, Bonus, HLV and premium calculation
<p><u>Life Insurance</u></p> <ul style="list-style-type: none"> • Examine the different types of insurance available. • Identify the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family’s future. • Identify key terms associated with insurance and risks: natural disaster, liability, disability, deductibles, and risk management. • Practice the technique of calculating sum assured • Suggest the supplementary benefits added in the primary life insurance policy purchased by the insured. 	<ul style="list-style-type: none"> • Concept of Premium, Bonus, HLV • Principle of calculating sum insured • Rider Concept
<p><u>Insurance marketing intermediaries</u></p> <ul style="list-style-type: none"> • Explain the role holders involved in the sale of insurance. • Identify who sells insurance to whom and how agents and brokers are compensated. 	<ul style="list-style-type: none"> • Their role and legal implications – <ul style="list-style-type: none"> ○ Agents, ○ Corporate Agents (Bank and Non-Bank) ○ Brokers

<p><u>Calculations in Insurance:</u></p> <ul style="list-style-type: none"> • Make the necessary calculations w.r.t. an insurance policy, 	<ul style="list-style-type: none"> • Human Life Value (HLV) • Premium • Bonus • Surrender and Reduced paid up • Other financial instruments
<p><u>Legal and Regulatory aspects</u></p> <ul style="list-style-type: none"> • Describe the regulators of insurance industry, what they do, why they do it and issues regarding regulations. • List the legal and regulatory effects of insurance. 	<ul style="list-style-type: none"> • Insurance Act 1938 • IRDA Act 1999, • Various regulations issued by IRDA etc
<p><u>Process Adherence</u></p> <ul style="list-style-type: none"> • Explain the process involved in the sale of an insurance. • Explain the process involved in claiming the insurance. • Demonstrate compliance with the insurance related policies. 	<ul style="list-style-type: none"> • Sale of insurance • Insurance Claims – procedure (including rationale behind it) and relevant documents. • Insurance compliance
<p><u>Making a Sale</u></p> <ul style="list-style-type: none"> • List various types of customer profiles • Demonstrate skills while dealing with different types of customers • Assess the specific need of the customer • Identify the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Proposing a product thereby mapping customer needs with the product offered • Practice up selling while proposing a product. • Suggest a plan keeping in view the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Use a proper sales pitch in terms of insurance selling at different life stages 	<ul style="list-style-type: none"> • Customer profiling • Assessing needs • Offering a product- information & comparison • Up selling • Product Fab-bing • Explaining the product – premium, bonus, benefits and working • Elimination of doubts • Closure of sale • After sales service

<ul style="list-style-type: none"> • Eliminate doubts w.r.t. the policy offered • Complete formalities w.r.t the product offered • Demonstrate ethical selling while making a sale. 	
<p><u>Documentation</u></p> <ul style="list-style-type: none"> • Understanding the purpose of a proposal form and how to fill it. • Writing the Agents Confidential Report (ACR). • List the documentation related to claims and verification. 	<ul style="list-style-type: none"> • Introduction to various insurance documents (Proposal Form Etc), their importance and legal implications. • Understanding the Policy document and its terms and conditions. • Concept and implication of assignment and nomination. • Agents Confidential Report (ACR) • Documentation for verification and claim
<p><u>Speak well</u></p> <ul style="list-style-type: none"> • Applying effective communication techniques with enhanced self-belief • Demonstrating usage of desired voice tone/pitch/volume • Demonstrating understanding of Non-Verbal cues 	<ul style="list-style-type: none"> • Importance of Personality Development in Career Growth • Introduction to Communication – verbal and non-verbal • Identify the elements of customer service • Personality Development • Communicate with Customers
<p><u>Basics of Computer</u></p> <ul style="list-style-type: none"> • Identifying Computer hardware and peripherals used in a Retail outlet • Demonstrating use of internet, e-mail, telephone, fax and photocopier. • Demonstrating keyboard skills in a simulated environment • Identifying computer software used in insurance working. 	<ul style="list-style-type: none"> • Understanding the Hardware • Introduction to computer peripherals • Computer peripherals used in a Retail outlet • Introduction to Internet explorer • Apply key board skills • Operating data entry equipment • Computer software used in insurance
<p><u>Working on a Tab</u></p> <ul style="list-style-type: none"> • Demonstrate skills while working on a tab. 	<ul style="list-style-type: none"> • Operating a tab • Working on the preloaded software
<p><u>Orientation to Customer Service</u></p> <ul style="list-style-type: none"> • Identifying the elements of customer service • Identifying the customer needs • Providing Moment of Truth customer service 	<ul style="list-style-type: none"> • Introducing Customer Service • Moment of Truth • Proactive behavior • Persuasion skills • Negotiation Skills • Business etiquettes

<ul style="list-style-type: none"> • Demonstrating persuasion skills while interacting with customer • Demonstrating proactive behavior at work • Demonstrating etiquette in day-to-day work life. • Practice negotiation skills while making a sale. • Demonstrating self-motivation. • Explaining importance of working in a team. • Demonstrate team work. 	<ul style="list-style-type: none"> • Self-motivation • Team Work
<p><u>Facing Interview Skills</u></p> <ul style="list-style-type: none"> • Identifying essentials of a resume • Demonstrating effective resume writing • Demonstrating facing interview skills 	<ul style="list-style-type: none"> • Resume writing • Facing the interview
<p><u>On the Job Training</u></p> <ul style="list-style-type: none"> • Visit to various service providers to have 'feel' of the actual working and procedures. • Make necessary calculations as per the requirement. • Offer solutions as per the customer needs. • Make a sale as per the prescribed standards 	<ul style="list-style-type: none"> • Profiling • Assessing customer needs • Offering a product • Pitching a product • Product Fab-bing • Making calculations • Making a sale
<p><u>Employability Skills –</u> <u>Note: some topics under this module may be an overlap w.r.t. the specific modules suggested in the syllabus w.r.t. the role requirements. In such a case, the topics will be merged with the employability skills modules.</u></p> <ul style="list-style-type: none"> • Practice employability skills while working in a professional set-up or as an entrepreneur. 	<ul style="list-style-type: none"> • As per the Soft & Entrepreneurship Skills listed under Modular Employable Skills (MES) / Skill Development Initiative Scheme (SDIS) <ul style="list-style-type: none"> ○ Development Competency / Proficiency in English /Vernacular ○ Effective Communication ○ Self &Time Management ○ Motivation Technique ○ Interpersonal Skill Development ○ Computer Literacy ○ Life Skills ○ Entrepreneurship ○ Occupational safety , Health and Environment Education

List of Tools & Equipment for module:-Sales Advisor- Life Insurance

Sl no	Name of Tool/ Equipment	Quantity
1.	Computer with latest configuration	1 No.
2.	Tablet	4 Nos.
3.	LCD Projector	1 No.
4.	Projection Screen	1 No.
5.	White/ Black Boards	1 No.
6.	Flip Chart	10 Nos.
7.	Flip Chart Holder	1 No.
8.	Markers	As Required
9.	Reference material: Literature, pamphlets, brochures, proposal forms etc.	As Required

MODULE-2

General information for **Supervisor of Sales Advisor - Life Insurance**

Name of Sector	Financial Sector-Life Insurance
Name of Module	Senior Sales Advisor - Life Insurance
Old MES Code	INS 702
Duration of Course	400 hours (300 hours- Domain & 100 hours- soft skills)
Entry Qualification of Trainee	Minimum 12th Standard
Unit size (No. Of trainees)	20
Power Norms	2 KW
Space Norms	25sq.m Minimum size of one side to be 04m.
Instructors Qualification	Insurance: <ul style="list-style-type: none">• Graduate or post graduate in commerce or management with certification from IRDA• Work experience of at least 5 years in the industry with good domain knowledge both in product knowledge and regulatory aspects.• Domain knowledge on finer aspects of ethical selling and customer relationships.• The trainer should be well versed in the local language and English. Soft Skill <ul style="list-style-type: none">• Graduate or post graduate in commerce or management• 3 years' experience in the insurance domain as a supervisor managing people , processes and performance• A minimum of 3 years of training experience in various aspects of soft skills including communication, grooming, etiquette (phone and personal), customer service, persuasion, ethics, etc.• The trainer should be well versed in the local language and English

Objectives:

- Explain the evolution and nature of insurance.
- Explain the purpose and need of insurance.
- List the insurance products offered by various insurance providers
- Acquire knowledge about the market players in the insurance sector of India.
- Define the common terms used in the insurance sector.

- Explain the purpose and importance of different types of insurance protection as a risk management strategy
- List the legal and regulatory effects of insurance.
- Practice mapping the policy with the customer needs.
- Explain the benefits and returns linked with the policy.
- Demonstrate skills while dealing with different types of customers
- Practice FAB-bing while proposing a policy to the customer.
- Visit to various service providers to have 'feel' of the actual working and procedures.
- Demonstrate skills while handling customers while on the job.
- Make necessary calculations as per the requirement.
- Offer solutions as per the customer needs.
- Make a sale as per the prescribed standards
- Practice selling skills while making a sale.
- Perform documentation as per the requirement.
- Demonstrate team management skills.
- Demonstrate skills while working on a computer.
- Demonstrate facing interview skills

Terminal Competency: After completion of training the trainee will be able to work as a supervisor of an Insurance sales person in various life insurance companies.

Course Contents for Module:-Senior Sales Advisor - Life Insurance

Practical Competencies	Underpinning Knowledge (Theory)
<p><u>Orientation to Insurance concept and industry</u></p> <ul style="list-style-type: none"> • Understand the basics and nature of insurance • Explain the evolution and nature of insurance • Explain how insurance operates today – different classes of insurance • Explain the importance of insurance • Explain how insurance takes care of unexpected eventualities. 	<ul style="list-style-type: none"> • Meaning • Purpose and • Need of insurance • Career prospects in the industry • Market potential in India • Types of insurance- General, Life, Medical
<p><u>Products available in the market- An Overview</u></p> <ul style="list-style-type: none"> • List the types of insurances available in the market. • Explain what a particular type of insurance caters to. • List the insurance products offered by various insurance providers • Acquire knowledge about the market players in the insurance sector of India. • Define the common terms used in the insurance sector. 	<ul style="list-style-type: none"> • General Insurance& its types • Life Insurance& its types • Medical Insurance & its types • Insurance providers in market • Common insurance terminologies
<p><u>Risk</u></p> <ul style="list-style-type: none"> • Identify possible risks. • Explain the purpose and importance of different types of insurance protection as a risk management strategy. • Explain strategies for handling risk. • Recognize the role of risk. • Explain how insurance transfers risk to a third party. 	<ul style="list-style-type: none"> • Concept of risk • Risk assessment • Assignment of risk • Transfer
<p><u>Products in Insurance</u></p> <ul style="list-style-type: none"> • Examine the different types of insurance available. 	<ul style="list-style-type: none"> • Insurance Products – concept, features, types etc. • Different types and rationale for

<ul style="list-style-type: none"> • Identify the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Identify key terms associated with insurance and risks: natural disaster, liability, disability, deductibles, and risk management. • Suggest the supplementary benefits added in the primary life insurance policy purchased by the insured. 	<p>variation, riders, annuities, group insurance, special schemes etc.</p> <ul style="list-style-type: none"> • Life Insurance Products • General Insurance Products • Medical Insurance Products • Underwriting –meaning, importance and process • Medical and non-medical underwriting. • Concept of Premium, Bonus, HLV and premium calculation
<p><u>Insurance marketing intermediaries</u></p> <ul style="list-style-type: none"> • Explain the role holders involved in the sale of insurance. • Identify who sells insurance to whom and how agents and brokers are compensated. 	<ul style="list-style-type: none"> • Their role and legal implications – <ul style="list-style-type: none"> ○ Agents, ○ Corporate Agents (Bank and Non- Bank) ○ Brokers
<p><u>Calculations in Insurance</u></p> <ul style="list-style-type: none"> • Make the necessary calculations w.r.t. an insurance policy, 	<ul style="list-style-type: none"> • Human Life Value (HLV) • Premium • Bonus • Surrender and Reduced paid up • Other financial instruments
<p><u>Legal and Regulatory aspects</u></p> <ul style="list-style-type: none"> • Describe the regulators of insurance industry, what they do, why they do it and issues regarding regulations. • List the legal and regulatory effects of insurance. 	<ul style="list-style-type: none"> • Insurance Act 1938 • IRDA Act 1999, • Various regulations issued by IRDA etc
<p><u>Process Adherence</u></p> <ul style="list-style-type: none"> • Explain the process involved in the sale of an insurance. • Explain the process involved in claiming the insurance. • Demonstrate compliance with the insurance related policies. 	<ul style="list-style-type: none"> • Sale of insurance • Insurance Claims – procedure (including rationale behind it) and relevant documents. • Insurance compliance
<p><u>Making a Sale</u></p> <ul style="list-style-type: none"> • List various types of customer profiles • Demonstrate skills while dealing with different types of customers • Assess the specific need of the customer • Identify the life insurance needs of an individual on basis of income, expenses, liabilities and investments in 	<ul style="list-style-type: none"> • Customer profiling • Assessing needs • Offering a product- information & comparison • Up selling • Product FAB bing • Explaining the product – premium, bonus, benefits and working • Elimination of doubts

<p>order to secure the family's future.</p> <ul style="list-style-type: none"> • Proposing a product thereby mapping customer needs with the product offered • Practice up selling while proposing a product. • Suggest a plan keeping in view the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Use a proper sales pitch in terms of insurance selling at different life stages • Eliminate doubts w.r.t. the policy offered • Complete formalities w.r.t the product offered • Demonstrate ethical selling while making a sale. 	<ul style="list-style-type: none"> • Closure of sale • After sales service
<p><u>Documentation</u></p> <ul style="list-style-type: none"> • Understanding the purpose of a proposal form and how to fill it. • Writing the Agents Confidential Report (ACR). • List the documentation related to claims and verification. 	<ul style="list-style-type: none"> • Introduction to various insurance documents (Proposal Form Etc), their importance and legal implications. • Understanding the Policy document and its terms and conditions. • Concept and implication of assignment and nomination. • Agents Confidential Report (ACR) • Documentation for verification and claim
<p><u>Recruitment</u></p> <ul style="list-style-type: none"> • Profile candidates w.r.t. the job requirements. • Follow the selection criteria while recruiting the sales advisors. • Practice the policy of right candidate for the right job. 	<ul style="list-style-type: none"> • Profiling • Interviewing & Selection Skills
<p><u>Team Management</u></p> <ul style="list-style-type: none"> • The importance of managing your team. • How to set expectations. • How to motivate your team. • How to diagnose performance problems. • Different leadership styles. 	<ul style="list-style-type: none"> • Team Management • Team Expectations • Building a successful team • Team Motivation – Providing the spark • Diagnosis of performance problems • Situational leadership

<p><u>Motivation</u></p> <ul style="list-style-type: none"> • Understand the concept of Motivation. • Identify the causes for de-motivation. • Understand how to motivate your Advisors. 	<ul style="list-style-type: none"> • What is Motivation? • Why do advisors get de-motivated? • Effects of de-motivation • Understanding Motivation • What motivates an Advisor? • Different Needs of an Individual • Motivating an advisor
<p><u>Retention of Advisors</u></p> <ul style="list-style-type: none"> • Identify the importance of advisor retention. • Identify the reasons of Advisors drop out. • Take steps to improve Advisor retention. 	<ul style="list-style-type: none"> • Recruitment – The Role of the Sales Advisor • What is Sales Advisor Retention? • Why do Sales Advisors dropout? • How to improve Advisor Retention
<p><u>Managing Performance & Discipline</u></p> <ul style="list-style-type: none"> • List the parameters used to measure agent’s performance. • Learn different styles of leadership necessary for managing advisors. • Identify the key drivers of the business. • Conduct a weekly review meeting. • Follow steps involved in managing performance & discipline. 	<ul style="list-style-type: none"> • Understanding People and Leadership styles <ul style="list-style-type: none"> ○ The Learning Curve ○ 4 stages of Learning ○ The Life of an Advisor ○ Leadership Styles • Recognizing the Key Drivers of Performance • Managing Performance <ul style="list-style-type: none"> ○ Activity Management ○ Conducting a Weekly Review Meeting ○ Daily follow-up with Advisors ○ My market 50 ○ My market 100 • Handling & Enforcing Discipline
<p><u>Activity Management</u></p> <ul style="list-style-type: none"> • Explain the importance of activity management. • Monitor & evaluate Advisor activity. • Identify developmental needs and take corrective action. 	<ul style="list-style-type: none"> • Revisit the Sales Process • Activity to be Managed • Monitoring Activity • Evaluation of Activity Ratios • Development Action Plans • Action Plan Procedures
<p><u>Advisor Development Methods</u></p> <ul style="list-style-type: none"> • Explain different methods of Advisor development. • Conduct interesting sessions aimed at Advisor development. • Develop an Action Plan. 	<ul style="list-style-type: none"> • A Review of Advisor Development Methods • Preparing for development sessions • Evaluating development sessions • Implementing an Advisor development Action Plan
<p><u>Building A Tier 2 Agency</u></p> <ul style="list-style-type: none"> • Identify the Tiered Agency Structure. • Understand the qualification criteria for Tier 2 Advisors. • Identify potential Tier 2 Advisors. • Explain the Contract Maintenance 	<ul style="list-style-type: none"> • The Tiered Agency Structure • Qualification Criteria for Tier 2 Advisors • Identification of potential Tier 2 Advisors • Building up the Tier 2 team

Criteria.	<ul style="list-style-type: none"> • Compensation Potential
<u>Goal Setting for Advisors</u> <ul style="list-style-type: none"> • Identify the importance of goal setting. • Set goals effectively. • Explain the concept of SMART goals. • Set meaningful goals for Advisors. 	<ul style="list-style-type: none"> • The Process of Goal Setting • Conducting a Values Conversation • Setting financial goals • The “Do”s& “Don’t”s of Goal Setting • The “A”s of Goal Setting
<u>Business Planning</u> <ul style="list-style-type: none"> • Learn & understand the business planning process. • Understand the various parameters used for developing a business plan. • Develop a business plan. 	<ul style="list-style-type: none"> • Business planning process • Parameters of a business plan • Develop a business plan for yourself • Develop a business plan for your advisors
<u>Joint Field Work</u> <ul style="list-style-type: none"> • Record factual observations of advisors during a sales call • Identify the necessary skills and behaviors in the sales process. • Give factually based feedback to an advisor to enhance their performance. • Provide coaching to the advisor. 	<ul style="list-style-type: none"> • Concept of Joint Field Work • Benefits of Joint Field Work • Preparing for Joint Field Work • Conducting Joint Field Work • Do’s & Don’ts of Joint Field Work • Feedback & Coaching Sessions
<u>Speak well</u> <ul style="list-style-type: none"> • Applying effective communication techniques with enhanced self-belief. • Demonstrating usage of desired voice tone/pitch/volume. • Demonstrating understanding of Non-Verbal cues. 	<ul style="list-style-type: none"> • Importance of Personality Development in Career Growth • Introduction to Communication – verbal and non-verbal • Identify the elements of customer service • Personality Development • Communicate with Customers
<u>Basics of Computer</u> <ul style="list-style-type: none"> • Identifying Computer hardware and peripherals used in a Retail outlet. • Demonstrating use of internet, e-mail, telephone, fax and photocopier. • Demonstrating keyboard skills in a simulated environment. • Identifying computer software used in insurance working. 	<ul style="list-style-type: none"> • Understanding the Hardware • Introduction to computer peripherals • Computer peripherals used in a Retail outlet • Introduction to Internet explorer • Apply key board skills • Operating data entry equipment • Computer software used in insurance
<u>Working on a Tab</u> <ul style="list-style-type: none"> • Demonstrate skills while working on a tab. 	<ul style="list-style-type: none"> • Operating a tab • Working on the preloaded software
<u>Orientation to Customer Service</u> <ul style="list-style-type: none"> • Identifying the elements of customer service. • Identifying the customer needs. • Providing Moment of Truth customer 	<ul style="list-style-type: none"> • Introducing Customer Service • Moment of Truth • Proactive behavior • Persuasion skills • Negotiation Skills

<p>service.</p> <ul style="list-style-type: none"> • Demonstrating persuasion skills while interacting with customer. • Demonstrating proactive behavior at work. • Demonstrating etiquette in day-to-day work life. • Practice negotiation skills while making a sale. • Demonstrating self-motivation. • Explaining importance of working in a team. • Demonstrate team work. 	<ul style="list-style-type: none"> • Business etiquettes • Self-motivation • Team Work
<p><u>Facing Interview Skills</u></p> <ul style="list-style-type: none"> • Identifying essentials of a resume. • Demonstrating effective resume writing. • Demonstrating facing interview skills. 	<ul style="list-style-type: none"> • Resume writing • Facing the interview
<p><u>On the Job Training</u></p> <ul style="list-style-type: none"> • Visit to various service providers to have 'feel' of the actual working and procedures. • Demonstrate skills while handling customers while on the job. • Make necessary calculations as per the requirement. • Offer solutions as per the customer needs. • Make a sale as per the prescribed standards • Demonstrate team management skills effectively. • Plan business and team activities. 	<ul style="list-style-type: none"> • Profiling • Assessing customer needs • Offering a product • Pitching a product • Product Fab-bing • Making calculations • Making a sale • Team management • Planning
<p><u>Employability Skills –</u> <u>Note: some topics under this module may be an overlap w.r.t. the specific modules suggested in the syllabus w.r.t. the role requirements. In such a case, the topics will be merged with the employability skills modules.</u></p> <ul style="list-style-type: none"> • Practice employability skills while working in a professional set-up or as an entrepreneur. 	<ul style="list-style-type: none"> • As per the Soft & Entrepreneurship Skills listed under Modular Employable Skills (MES) / Skill Development Initiative Scheme (SDIS) <ul style="list-style-type: none"> ○ Development Competency / Proficiency in English / Vernacular ○ Effective Communication ○ Self & Time Management ○ Motivation Technique ○ Interpersonal Skill Development ○ Computer Literacy ○ Life Skills

	<ul style="list-style-type: none"> ○ Entrepreneurship ○ Occupational safety , Health and Environment Education
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List of Tools & Equipment for module:-Supervisor of Sales Advisor - Life Insurance

Sl No	Name of Tool/ Equipment	Quantity
1.	Computer with latest Configuration	1 No.
2.	Tablet	4 Nos.
3.	LCD Projector	1 No.
4.	Projection Screen	1 No.
5.	White/ Black Boards	1 No.
6.	Flip Chart	10 Nos.
7.	Flip Chart Holder	1 No.
8.	Markers	As Required
9.	Reference material: Literature, pamphlets, brochures, proposal forms etc.	As Required

MODULE-3

General information for **Tele Caller - Life Insurance**

Name of Sector	Financial Sector-Life Insurance
Name of Module	Tele Caller - Life Insurance
Old MES Code	INS 502
Duration of Course	400 hours (300 hours- Domain 100 hours-soft skills)
Entry Qualification of Trainee	Minimum 10th Standard
Unit size (No. Of trainees)List the legal and regulatory effects of insurance.	20
Power Norms	2 KW
Space Norms	25sq.m Minimum size of one side to be 04 m.
Instructors Qualification	Insurance <ul style="list-style-type: none">• Graduate or post graduate in commerce or management with certification from IRDA• Work experience of at least 5 years in the industry with good domain knowledge both in product knowledge and regulatory aspects.• Domain knowledge on finer aspects of ethical selling and customer relationships.• The trainer should be well versed in the local language and English Soft Skill <ul style="list-style-type: none">• Graduate or post graduate in commerce or management• 3 years' experience in the insurance domain as a supervisor managing people , processes and performance• A minimum of 3 years of training experience in various aspects of soft skills including communication, grooming, etiquette (phone and personal), customer service, persuasion, ethics, etc.• The trainer should be well versed in the local language and English

Objectives

- Explain the evolution and nature of insurance.
- Explain the purpose and need of insurance.
- List the insurance products offered by various insurance providers
- Acquire knowledge about the market players in the insurance sector of India.
- Define the common terms used in the insurance sector.
- Practice effective communication at the Call center.
- Demonstrate correct pronunciation while interacting in English.
- Demonstrate call handling skills while on a telephone call.
- Comply with relevant standards, policies, procedures and guidelines when making telesales calls.
- Demonstrate skills while handling customers.
- Demonstrate skills while dealing with different types of customers
- Demonstrate skills while handling customers while on the job.
- Perform documentation as per the requirement.
- Demonstrate skills while working on a computer.
- Demonstrate facing interview skills
- Visit to various service providers to have 'feel' of the actual working and procedures.
- Demonstrate skills while handling customers while on the job.
- Make calls as per the standards.
- Offer solutions as per the customer needs.
- Attain an appointment for the sales advisor.
- Complete the necessary reporting w.r.t. each call.

Terminal Competency: After completion of training the trainee will be able to work as a tele-caller in various life insurance companies.

Course Contents for Module:-Tele Caller - Life Insurance

Practical Competencies	Underpinning Knowledge (Theory)
<p><u>Orientation to Insurance concept and industry</u></p> <ul style="list-style-type: none"> • Understand the basics and nature of insurance. • Explain the evolution and nature of insurance. • Explain how insurance operates today – different classes of insurance. • Explain the importance of insurance. • Explain how insurance takes care of unexpected eventualities. • Identify the career prospects for Tele Marketing Executive industry in the insurance sector. • Understand the market potential of insurance sector in India. 	<ul style="list-style-type: none"> • Meaning • Purpose and • Need of insurance • Career prospects in the industry • Market potential in India • Types of insurance- General, Life, Medical
<p><u>Products available in the market- An Overview</u></p> <ul style="list-style-type: none"> • List the types of insurances available in the market. • Explain what does a particular type of insurance caters to. • List the insurance products offered by various insurance providers. • Acquire knowledge about the market players in the insurance sector of India. • Define the common terms used in the insurance sector. 	<ul style="list-style-type: none"> • General Insurance & its types • Life Insurance & its types • Medical Insurance & its types • Insurance providers in market • Common insurance terminologies
<p><u>Risk</u></p> <ul style="list-style-type: none"> • Identify possible risks. • Explain the purpose and importance of different types of insurance protection as a risk management strategy. • Explain strategies for handling risk. 	<ul style="list-style-type: none"> • Concept of risk • Risk assessment • Assignment of risk • Transfer

<ul style="list-style-type: none"> • Recognize the role of risk. • Explain how insurance transfers risk to a third party. 	
<p><u>Simulated Products</u></p> <ul style="list-style-type: none"> • Practice product handling skills using 	<ul style="list-style-type: none"> • Work with sample products <ul style="list-style-type: none"> ○ General insurance ○ Life insurance ○ Medical insurance
<p><u>Insurance marketing intermediaries</u></p> <ul style="list-style-type: none"> • List the role holders involved in the sale of insurance. • Identify who sells insurance to whom and how agents and brokers are compensated. 	<ul style="list-style-type: none"> • Their role and legal implications – <ul style="list-style-type: none"> ○ Agents, ○ Corporate Agents (Bank and Non- Bank) ○ Brokers
<p><u>Legal and Regulatory aspects</u></p> <ul style="list-style-type: none"> • Describe the regulators of insurance industry, what they do, why they do it and issues regarding regulations. • Explain the role of IRDA for insurance sector. • List the legal and regulatory effects of insurance. 	<ul style="list-style-type: none"> • Insurance Act 1938 • IRDA Act 1999 • Various regulations issued by IRDA etc.
<p><u>Communicating Effectively at Call Centre</u></p> <ul style="list-style-type: none"> • Practice basics of communication at all times. • Practice effective communication at the Call center. • Communicate effectively in at least one local language. • Listen effectively and orally communicate information accurately. 	<ul style="list-style-type: none"> • Basics of communication on the call • Building positivity in communication while communicating at the call center • Voice matching on a call • Listening skills on a call
<p><u>Analyzing Voice Quality</u></p> <ul style="list-style-type: none"> • Practice the desired voice quality while handling calls at the call center. 	<ul style="list-style-type: none"> • Voice clarity (audibility & clarity) • Word stress / stress in connected speech • Pitch, pacing & pausing • Rhythm & smoothness of speech • Intonation • Rate of speech / Linking
<p><u>Controlling Breath & Body</u></p> <ul style="list-style-type: none"> • Focus on Postures and Gestures During Calls. 	<ul style="list-style-type: none"> • Breathing techniques while on a call • Breath control and Relaxation • Jaw Movement Exercises • Body Language while on a call: <ul style="list-style-type: none"> ○ Correct Body posture ○ Gestures

<p><u>Avoiding mistakes/ errors in a call</u></p> <ul style="list-style-type: none"> • Identify common errors committed while on a telephone call. • Avoid the common errors while handling a call. 	<ul style="list-style-type: none"> • Common errors while interacting • Confusing pitch with loudness, the monotone
<p><u>Making a Call</u></p> <ul style="list-style-type: none"> • Identify the stages in a call. • Adhere to the call structure while handling calls at the call center. • Practice guidelines while handling telephonic calls. • Use prescribed scripts while interacting over the phone. • Make convincing sales pitches to customers following standard scripts. • Comply with relevant standards, policies, procedures and guidelines when making telesales calls. • Use the equipment used for tele calling effectively. • Identify types of dialers. • Practice skills while working on a dialer. 	<ul style="list-style-type: none"> • Stages of a call • Basic Guidelines for making calls • Do's & Don'ts • Scripts • Tele-calling equipment • Auto- Dialer
<p><u>Steps in a telesales call in Insurance</u></p> <ul style="list-style-type: none"> • Prepare prior to making/receiving a telephone call. • Practice scripts while making/receiving calls. • Establish contact with customers, following your organization's procedures. • Introduce yourself and the purpose of your call, following standard scripts. • The importance of introducing yourself and the purpose of the call. • Discover needs by following effective probing. • Obtain information from the customers to acquire information. • Identify customer needs. • Propose a product offered by the insurance company basis the customer need. • Give a brief information about the product. • Practice up selling while suggesting a product. • Handle queries/ objections w.r.t. the product effectively. • Differentiate between a query, request and complaint. 	<ul style="list-style-type: none"> • Pre preparation- Sales funnel, prospecting • Developing a call • Capturing accurate information • Proposing a product • Up selling • Query/ objection handling • Seeking appointment • Closure of a call • After sales service

<ul style="list-style-type: none"> • Handle objection in line with the authority and organizational processes. • Seek an appointment for the sales advisor. • Confirm the appointment with the prospect. • Demonstrate skills while closing a call. • Complete necessary reporting post call closure. • Provide after sales service to the customers. 	
<p><u>Customer Centricity</u></p> <ul style="list-style-type: none"> • Identify moments of truth on a telephone call. • Identify steps to give the customer the desired moment of truth. • Identify customer types while on a call • Describe customer centricity. • Identify the common reasons for customer dissatisfaction. • Demonstrate how to ensure a “wow” experience. • Adapt different styles and approaches when working with customers. • Adapt a style and approach to meet customer preference. • Practice self-motivation while dealing with customers. • Build and maintain positive and effective relationships with customers. 	<ul style="list-style-type: none"> • Knowing Your Customer • Customer Centered Approach • Steps to customer interaction • Dealing with rejection & self-motivation
<p><u>Reporting</u></p> <ul style="list-style-type: none"> • Define a report. • List types of reports. • Formulate the reports with the required data. • Analyze reports. • Complete accurate well written work with attention to detail. • Write in at least one local language. • Analyze data and activities. • Pass on relevant information to others. 	<ul style="list-style-type: none"> • Reports to be generated at a call center • Analyze reports
<p><u>Basics of Computer</u></p> <ul style="list-style-type: none"> • Identifying Computer hardware and peripherals used in a Retail outlet • Demonstrating use of internet, e-mail, telephone, fax and photocopier. • Demonstrating keyboard skills in a simulated environment 	<ul style="list-style-type: none"> • Understanding the Hardware • Introduction to computer peripherals • Computer peripherals used in a Retail outlet • Introduction to Internet explorer

<ul style="list-style-type: none"> Identifying computer software used in insurance working. 	<ul style="list-style-type: none"> Apply key board skills Operating data entry equipment Computer software used in insurance
<p><u>Facing Interview Skills</u></p> <ul style="list-style-type: none"> Identifying essentials of a resume Demonstrating effective resume writing Demonstrating facing interview skills 	<ul style="list-style-type: none"> Resume writing Facing the interview
<p><u>On the Job Training</u></p> <ul style="list-style-type: none"> Visit to various service providers to have ‘feel’ of the actual working and procedures. Make calls as per the standards. Offer solutions as per the customer needs. Attain an appointment for the sales advisor. Complete the necessary reporting w.r.t. each call. 	<ul style="list-style-type: none"> Profiling Assessing customer needs Offering a product Pitching a product Making calls to prospects Data entry & Updating Reporting
<p><u>Employability Skills –</u> <u>Note: some topics under this module may be an overlap w.r.t. the specific modules suggested in the syllabus w.r.t. the role requirements. In such a case, the topics will be merged with the employability skills modules.</u></p> <ul style="list-style-type: none"> Practice employability skills while working in a professional set-up or as an entrepreneur. 	<ul style="list-style-type: none"> As per the Soft & Entrepreneurship Skills listed under Modular Employable Skills (MES) / Skill Development Initiative Scheme (SDIS) <ul style="list-style-type: none"> Development Competency / Proficiency in English /Vernacular Effective Communication Self & Time Management Motivation Technique Interpersonal Skill Development Computer Literacy Life Skills Entrepreneurship Occupational safety , Health and Environment Education

List of Tools & Equipment for module: - Tele Caller - Life Insurance

Sl. No	Name of Tool/ Equipment	Quantity
1.	Computer with latest Configuration	4 Nos.
2.	Dialer	1 per candidate
3.	LCD Projector	1 No.
4.	Projection Screen	1 No.
5.	White/ Black Boards	1 No.
6.	Flip Chart	10 Nos.
7.	Flip Chart Holder	1 No.
8.	Markers	As Required
9.	Reference material: Literature, pamphlets, brochures, proposal forms etc.	As Required
10.	Lab with tele-calling equipment and CRM software	System & equipment -1per candidate