

CURRICULUM

FOR THE TRADE OF

LIFE INSURANCE AGENT

UNDER

APPRENTICESHIP TRAINING SCHEME



Government of India

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
DIRECTORATE GENERAL OF TRAINING

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1. BACKGROUND

1.1 Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act enacted in 1961 with the objective of regulating the program of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades and in optional trades to impart Apprenticeship Training on the job in industry to school leavers, graduates/diploma holders, PMKVY, MES-SDI trainees and ITIs pass-outs to develop skilled manpower for the industry. There are five categories of apprentices namely; trade apprentice, graduate, technician, technician (vocational) apprentices and optional trade apprentice.

Qualifications and period of apprenticeship training of trade apprentices and optional trade apprentices vary from trade to trade. The apprenticeship training for trade apprentices and optional trade apprentices consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

1.2 Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3 Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.

2. RATIONALE

[Need for Apprenticeship in Life Insurance Agent]

1. It will enhance the ability to greet the customer, understand various reasons of them visiting the branch and guide them to the particular desk
2. It will enhance the ability to differentiate between applications for different insurance products and plans
3. Will be able to fill the form, identify the mistakes in the application form and know the timelines for processing these application forms
4. It will enhance the ability to Guide customers on required KYC documents, Offer alternatives in case of lack of documentation
5. It will enhance the ability to verify with the customers on required KYC documents, verify the original KYC documents with the photocopies.
6. It will enhance the ability to be able to fill forms independently into the centralized database.
7. It will enhance the ability to verify and validate the application documents and maintaining a record for them.
8. It will be able to independently access and understand various digital platforms
9. It will be able to guide customers through electronic servicing of insurance policies and educate customers about dos and don'ts on digital platforms
10. It will be able to do financial/medical underwriting for insurance applications.
11. It will be able to process requests for insurance policy servicing.
12. It will enhance the ability to resolve customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to the management.
13. It will enhance the ability handle processing and maintenance of all insurance back office functions.

3. JOB ROLES: REFERENCE NCO

Brief description of Job roles:

Life Insurance Agent –

Life Insurance Executives, sell insurance policies to individuals and then ensure collection of monthly or yearly payments from the policy holder. If the policy holder dies or policy matures, agents ensure that beneficiaries receive the designated financial settlement from the policy.

ALIGNED TO: NCO-2015/ NIL

4. GENERAL INFORMATION

- | | | | |
|----|-----------------------------------------------------------|---|-----------------------------------------------------------------------------------------|
| 1. | Name of the Trade | : | Life Insurance Agent |
| 2. | Job Role Code | : | BSC/Q0101 |
| 3. | Duration of Apprenticeship Training | : | 12 months |
| | (Break up of Apprenticeship Training) | | |
| | (i) Duration of Basic Training | : | Nil |
| | (ii) Duration of Practical Training/
On -job Training) | : | 12 months |
| 4. | Entry Qualification | : | Passed Life Insurance Agent
Job Role under PMKVY |
| 5. | Selection of Apprentices | : | The apprentices will be selected
as per Apprentice Act,1961
amended time to time. |

Note: Industry may impart training as per above time schedule, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However the flexibility should be given keeping in view that no safety aspect is compromised and duration of industry training to be remain as 1 year.

5. COURSE STRUCTURE

Training duration details: -

Time (in months)	1-12											
Practical Training (On - job training)	Block – I											
Components of Training ↓	Duration of Training in Months →											
	1	2	3	4	5	6	7	8	9	10	11	12
Practical Training Block - I												

6. SYLLABUS

6.1 PRACTICAL TRAINING (ON-JOB TRAINING)

(BLOCK – I)

DURATION: 12 MONTHS

GENERAL INFORMATION

- | | | |
|------------------------------------|---|---------------------------------------------------------------------------------------|
| 1) Name of the Trade | : | Dealer Life Insurance Agent |
| 2) Batch size | : | a) Apprentice selection as per Apprenticeship Guidelines
b) As per NAPS Guidelines |
| 3) Examination | : | a) The internal assessment will be held on completion of the block |
| 4) Instructor Qualification | : | |

- | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| i) Degree/Diploma in bachelor of commerce/business administration /retail management from recognized university/Board with one/two year post qualification experience respectively in the relevant field. |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

- 5) **Infrastructure for On-Job Training** : - As per Annexure – I

6.1.1 BROAD SKILL COMPONENT TO BE COVERED DURING ON-JOB TRAINING

BLOCK – I

1. Customer interaction at the branch
2. Tele calling - Inbound and Outbound
3. Accompanying Sales Force in the field
4. Independent Frontline Sales

DURATION: 12 MONTHS (52WEEKS)	
SL NO	LIST OF PRACTICAL SKILLS TO BE COVERED DURING ON JOB TRAINING
1	Receiving Walk in Customers & Directing them to respective counters Helping Customers Fill Various Forms
2	Receiving applications from customers, verify the KYC documents with originals, guide the customers on correct KYC documents, and accept the KYC documents.
3	Helping customers and educating them with the Digital Interface
4	Taking the customers through electronic servicing of insurance policies
5	Educate customers about do's and don'ts on digital platforms
6	Fill the forms electronically & scanning the documents
7	Opening the call, Greeting the customer, Practicing the pitch and explain the product to close the call
8	Take appointments on phone, follow up with them, asking for references
9	Accompany frontline sales in the field Observe senior's behaviour in the field Observe how senior pitches product Observe how senior handles objections Get various forms filled from the customer Inform the customer of the documentation required Collect requisite documentation Forward documentation to processing team Keep customer updated about status of application
10	Cold Call customers and generate appointments Visit customers' houses / offices to pitch products Handle objections Generate sale Obtain referrals Service the customer

7. ASSESSMENT STANDARD

7.1 Assessment Guideline:

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration to be given while assessing for team work, avoidance/reduction of scrape/wastage and disposal of scarp/wastage as per procedure, behavioral attitude and regularity in training.

The following marking pattern to be adopted while assessing:

- a)** Weightage in the range of 60-75% to be allotted during assessment under following performance level:

For this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of craftsmanship.

In this work there is evidence of:

- Good skill levels in the use of hand tools, machine tools and workshop equipment
- Many tolerances while undertaking different work are in line with those demanded by the component/job.
- A fairly good level of neatness and consistency in the finish
- Occasional support in completing the project/job.

- b)** Weightage in the range of above 75%- 90% to be allotted during assessment under following performance level:

For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of craftsmanship.

In this work there is evidence of:

- good skill levels in the use of hand tools, machine tools and workshop equipment
- The majority of tolerances while undertaking different work are in line with those demanded by the component/job.
- a good level of neatness and consistency in the finish
- little support in completing the project/job

- c) Weightage in the range of above 90% to be allotted during assessment under following performance level:

For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a high standard of craftsmanship.

In this work, there is evidence of:

- High skill levels in the use of hand tools, machine tools and workshop equipment
- Tolerances while undertaking different work being substantially in line with those demanded by the component/job.
- A high level of neatness and consistency in the finish.
- Minimal or no support in completing the project

7.2 FINAL ASSESSMENT- ALL INDIA TRADE TEST (SUMMATIVE ASSESSMENT)

SUBJECTS	Marks	Sessional Marks	Full Marks	Pass Marks	Duration of Exam.
Practical	280		282	60%	2 hrs.
Trade Theory	120		120	60%	2 hrs.
Grand Total	400		400	-	

Note: - The candidate pass in each subject conducted under all India trade test.

8. FURTHER LEARNING PATHWAYS

Employment opportunities:

On successful completion of this course, the candidates shall be gainfully employed in the following industries:

1. Banks
2. Insurance Companies
3. BPO

INFRASTRUCTURE FOR ON-JOB TRAINING

TRADE: LIFE INSURANCE AGENT

Actual training will depend on the existing facilities available in the establishments. However, the industry should ensure that the broad skills defined against On-Job Training part (i.e. 12 months) are imparted. In case of any short fall the concern industry may impart the training in cluster mode/ any other industry/ at ITI.

GUIDELINES FOR INSTRUCTORS AND PAPER SETTERS

1. Due care to be taken for proper & inclusive delivery among the batch. Some of the following some method of delivery may be adopted:
 - A) LECTURE
 - B) LESSON
 - C) DEMONSTRATION
 - D) PRACTICE
 - E) GROUP DISCUSSION
 - F) DISCUSSION WITH PEER GROUP
 - G) PROJECT WORK
 - H) INDUSTRIAL VISIT
2. Maximum utilization of latest form of training viz., audio visual aids, integration of IT, etc. may be adopted.
3. The total hours to be devoted against each topic may be decided with due diligence to safety & with prioritizing transfer of required skills.