



Model Curriculum

QP Name: Insurance Agent

QP Code: BSC/Q3801

QP Version: 2.0

NSQF Level: 4

Model Curriculum Version: 1.0

Banking, Financial Services & Insurance (BFSI) Sector Skill Council of India || 1407, Lodha
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Training Parameters

Sector	BFSI
Sub-Sector	Fund Investment & Services
Occupation	Independent Financial Advisory and Agency
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3321.0100
Minimum Educational Qualification and Experience	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 years
Last Reviewed On	21/09/2021
Next Review Date	21/09/2024
NSQC Approval Date	
QP Version	2.0
Model Curriculum Creation Date	21/09/2021
Model Curriculum Valid Up to Date	21/09/2024
Model Curriculum Version	1.0
Minimum Duration of the Course	304 Hours, 0 Minutes
Maximum Duration of the Course	304 Hours, 0 Minutes

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner will be able to:

- Apply proper techniques to source insurance customers
- Draft a sample daily report on lead conversion for the sales of insurance policies
- Role play on how to assist customers in filling application form and providing pre-issuance services
- Employ appropriate practices to assist customers with post-sale services
- Dramatize how to communicate effectively with guests, colleagues, and superiors to achieve a smooth workflow
- Apply health, hygiene, and safety practices at the workplace
- Use resources at the workplace optimally

Compulsory Modules

The table lists the modules, their duration and mode of delivery.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Bridge Module	04:00	00:00	00:00	00:00	04:00
Module 1: Introduction to the Banking Sector and the Job Role of Insurance Agent	04:00	00:00	00:00	00:00	04:00
BSC/N3801- Source Insurance Customers NOS Version No. 2.0 NSQF Level 4	24:00	32:00	00:00	00:00	56:00
Module 2: Source Insurance Customers	24:00	32:00	00:00	00:00	56:00
BSC/N3802- Assist Customers in Filling Application Form and Providing Pre-Issuance Services NOS Version No. 2.0 NSQF Level 4	24:00	32:00	00:00	00:00	56:00
Module 3: Provide Pre-Issuance Services to the Customers	24:00	32:00	00:00	00:00	56:00
BSC/N3804- Assist Customers with Post-Sale Services NOS Version No. 2.0 NSQF Level 4	24:00	32:00	00:00	00:00	56:00

Module 4: Assist Customers with Post-Sale Services	24:00	32:00	00:00	00:00	56:00
BSC/N9903– Maintain Data Integrity Using Digital Tools NOS Version No. 2.0 NSQF Level 4	16:00	24:00	00:00	00:00	40:00
Module 5: Maintain Data Integrity	16:00	24:00	00:00	00:00	40:00
BSC/N9904- Communicate Effectively and Maintain Inclusivity at the Workplace NOS Version No. 2.0 NSQF Level 4	20:00	24:00	00:00	00:00	44:00
Module 6: Maintain Effective Communication and Service Standard	20:00	24:00	00:00	00:00	44:00
SSC/N9003– Maintain a Healthy, Safe and Secure Working Environment NOS Version No. 4.0 NSQF Level 4	08:00	16:00	00:00	00:00	24:00
Module 7: Maintain Health and Safety Standard	08:00	16:00	00:00	00:00	24:00
SGJ/N1702 - Optimize Resource Utilization at Workplace NOS Version No. 1.0 NSQF Level 3	12:00	12:00	00:00	00:00	24:00
Module 8: Material Conservation	04:00	04:00	00:00	00:00	08:00
Module 9: Energy/Electricity Conservation	04:00	04:00	00:00	00:00	08:00
Module 10: Waste Management/Recycling	04:00	04:00	00:00	00:00	08:00
Total Duration	132:00	172:00	00:00	00:00	304:00

Module Details

Module 1: Introduction to the Banking Sector and the Job Role of Insurance Agent

Bridge Module

Terminal Outcomes:

- Outline the overview of Skill India Mission
- Discuss about the Banking Industry and its sub-sectors
- Define the role and responsibilities of an Insurance Agent

Duration: 04:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the objectives and benefits of the Skill India Mission • Describe the scope of Banking Industry and its sub-sectors • Discuss job role and opportunities for a Insurance Agent • List the basic terminologies used in the banking services 	NA
Classroom Aids	
Whiteboard, Flip Chart, Markers, Duster, Projector, Laptop with charger, Projector screen, Power Point Presentation, 2.1 Laptop External Speakers.	
Tools, Equipment and Other Requirements	
NA	

Module 2: Source Insurance Customers

Mapped to BSC/N3801, v 2.0

Terminal Outcomes:

- Apply appropriate techniques to analyze customer’s profile and segment them based on their occupation, income and lifestyle
- Role play a situation to suggest appropriate insurance products to the potential customers based on their requirements
- Prepare a sample strategic plan for the customer to invest in different insurance policies
- Draft a sample daily report on lead conversion for the sales of insurance policies

Duration: 24:00	Duration: 32:00
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Describe the procedure of conducting market survey using digital and non-digital tools to identify potential customers, based on the types of insurance policies targeted to be sold • Discuss effective approaches and techniques to analyze customer’s profile and perform customer segmentation based on financial and non- financial parameters • Explain the methods of identifying and understanding the customer’s needs to cover themselves adequately against financial losses and their requirement of insurance policies • List various types of insurance covers • Describe detailed features of products and services offered by the insurance companies • Discuss various risk and return of non-insurance products • Explain the effective techniques of handling customer objections • Describe the standard procedure of the insurance companies • Explain various formats used in preparing sales reports 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Show how to promote and market the insurance products to the potential customers through digital and non-digital channels • Role play a situation to suggest and apprise appropriate insurance products with financial projections to the potential customers based on their requirements, such as life, health, motor, fire, building, etc. as well as the extent of insurance cover based on their income, expenditures, dependents, liabilities, and financial goals • Prepare a sample strategic plan for the customer to invest in different insurance policies to meet the identified goals and financial requirements • Role play on how to set sales targets for self in coordination with the insurance relationship manager • Draft a sample daily report on conversion of lead into sales of insurance policies • Employ proper methods to maintain customer's information and data as per standard rules and regulations
<p>Classroom Aids</p> <p>Training kit (Trainer guide, Presentations), White board, Marker, Projector screen, Power Point Presentation Laptop with charger, Participant Handbook and Related Standard Operating Procedures, 2.1 Laptop External Speakers.</p>	
<p>Tools, Equipment and Other Requirements</p> <p>Sample customer’s profile, Sample of different insurance schemes, Sample strategic plan for the</p>	



customers, Sample daily report on lead conversion to the sale of insurance policies etc.

Module 3: Provide Pre-Issuance Services to the Customers

Mapped to BSC/N3802, v 2.0

Terminal Outcomes:

- Dramatize on how to quote premium for the chosen insurance product by the customer based on the detailed information provided
- Role play on how to assist the customers in completing application forms and handle their queries
- Dramatize a situation to assist the customers with scheduling appointments for medical check-up

Duration: 24:00	Duration: 32:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the regulations or guidelines of IRDAI • Outline the terms and conditions and related material facts for an insurance policy • List various types of insurance covers • State the significance of obtaining all supporting documents and payment of first premium from the customer as per applicable standards • Explain the standard procedure to submit application to the underwriting team with supporting documents for processing • Describe the standard procedure to coordinate with underwriting team and the vendor partners • State the significance of regular follow-up on medical reports and ensuring the same is received by the underwriting team 	<ul style="list-style-type: none"> • Role play on how to quote premium for the chosen insurance product by the customer based on the detailed information provided and assist the customers with completing application forms and handle their queries • Dramatize a situation to disclose and explain all the policy terms and conditions and related material facts to the customer • Dramatize a situation on how to assist the customer in submitting the filled application along with the supporting documents for further processing • Perform the steps to obtain the input from underwriting team regarding possible medical check-up/planned visit/valuation of building, plant, and machinery, etc. • Role play on how to assist the customers in scheduling appointments for medical check-up and coordinating with underwriting team for re-assessment of premium after medical report • Dramatize on how to inform customers about any changes in premium value/sum insured • Apply proper practices to facilitate collection and refund payment as per customer’s instructions
Classroom Aids	
Training kit (Trainer guide, Presentations), White board, Marker, Projector screen, Power Point Presentation Laptop with charger, Participant Handbook and Related Standard Operating Procedures, 2.1 Laptop External Speakers.	



Tools, Equipment and Other Requirements

Various insurance scheme, Sample application form, supporting documents etc. , Sample medical report

Module 4: Assist Customers with Post-Sale Services

Mapped to BSC/N3804, v 2.0

Terminal Outcomes:

- Apply proper practices to ensure the issuance and delivery of policy documents to the customer
- Role play on how to assist customers with the process of change of address, nominee, frequency of premium payments, etc.
- Describe various formats used in preparing reports and procedures to prepare them

Duration: 24:00	Duration: 32:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the standard operating procedure to notify beneficiaries/nominees for insurance policies and process the claim of life and non-life insurance policies • Describe the methods of analyzing any change in customer's financial goals through regular meetings/follow-up with them • State the significance of building and maintaining long-term relationships with the customers • Describe the methods of handling customer queries/complaints and helping them to get the resolution from the insurance organization • Explain the methods of collating necessary documents as per the checklist • Describe the procedure to handle requests regarding partial/complete withdrawal or surrender of the policy, obtaining loan against the policy, etc. while assisting customers • Discuss various formats used in preparing reports and procedures to prepare them 	<ul style="list-style-type: none"> • Apply proper practices to ensure the issuance and delivery of policy documents to the customer • Role play a situation on how to advise customers to make investment decisions according to their new requirements and initiate the process requests for payment of money-back • Dramatize a situation to assist customers with the process of change of address, nominee, frequency of premium payments, etc. and handle and resolve customer queries and complaints • Role play on how to assist the beneficiary/nominee to fill the claim form in the event of any damage/accident/hospitalization/death • Role play a situation on how to notify the customer in case of maturity of the policy and obtain necessary documents and submit them for release of maturity amount and request for renewal and inform the customer for renewal of policy before the due date • Show how to update and maintain records of all post-sale services provided to customer for all the claims settled
Classroom Aids	
Training kit (Trainer guide, Presentations), White board, Marker, Projector screen, Power Point Presentation Laptop with charger, Participant Handbook and Related Standard Operating Procedures, 2.1 Laptop External Speakers.	
Tools, Equipment and Other Requirements	
Insurance related documents, Various formats of documents etc.	

Module 5: Maintain Data Integrity

Mapped to BSC/N9903, v 2.0

Terminal Outcomes:

- Describe the procedure to maintain data integrity
- Apply appropriate practices to maintain data privacy and security

Duration: 16:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the usage of digital technology to capture data • Describe various ways to check data for accuracy and validity • Explain the procedure to generate reports for data analysis • State the significance of a complete and accurate database • Discuss the standard processes and protocols to be maintained for data integrity • Describe the methods to secure digital and paper documents • Elaborate the standard procedures for disposing of the digital and paper records • Discuss the standard procedure for dissemination of data 	<ul style="list-style-type: none"> • Demonstrate how to use digital technology for data capturing, data processing, and data retrieval as per standards • Apply appropriate practices to check the accuracy and validity of the loaded data • Employ appropriate methods to verify all exceptions and questionable data items • Apply appropriate practices to comply with the processes and protocols laid down for ensuring data privacy and security • Show how to secure digital and paper documents • Apply appropriate practices to manage data access, data acquisition, and data utilization • Demonstrate how to dispose of digital data and paper records securely • Demonstrate how to configure data and disseminate relevant information to others
Classroom Aids	
Training kit (Trainer guide, Presentations), Whiteboard, Marker, Projector, Laptop, Presentation, and Participant Handbook	
Tools, Equipment and Other Requirements	
Sample form, formats, Related Standard Operating Procedures (as a part of PH), etc.	

Module 6: Maintain Effective Communication and Service Standard

Mapped to BSC/N9904, v 2.0

Terminal Outcomes:

- Explain professional protocols and etiquette of effective communication with customers and colleagues
- Describe the ways to show sensitization towards different age groups, gender, and persons with disabilities

Duration: 20:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of professionalism, etiquette, and code of ethics to be maintained at the workplace • List some active listening techniques • Describe the methods and importance of effective communication • State the significance of maintaining clarity, honesty, and transparency while communicating with the customers and colleagues as well as not defaming the competitors • Recall various ways to handle complaints and conflicts • Discuss the significance of passing on essential information to the colleagues timely • State the importance of helping the colleagues with specific issues and problems • Outline the procedure of receiving feedback constructively • Explain the standard policies on gender and age sensitivity • Discuss the standard policy with regards to People with Disabilities (PWD) 	<ul style="list-style-type: none"> • Dramatize appropriate communication skills and etiquette while interacting with customers and colleagues • Role play on how to actively listen to the issues or requirements and respond timely and appropriately • Dramatize a situation on how to address customer queries as per standards. • Employ appropriate practices to seek and incorporate regular feedback as per standards • Apply appropriate procedures to escalate any negative feedback to the reporting authority • Role play appropriate behavioural etiquette towards all ages, genders, and differently-abled people as per specification
Classroom Aids	
Training kit (Trainer guide, Presentations), Whiteboard, Marker, Projector, Laptop, Presentation, and Participant Handbook	

Tools, Equipment and Other Requirements

Sample of escalation matrix, Organisation structure

Module 7: Maintain Health and Safety Standard

Mapped to SSC/N9003, v 4.0

Terminal Outcomes:

- Employ appropriate health, hygiene, and safety practices at the workplace
- Apply precautionary health measures

Duration: 08:00	Duration: 16:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the legislative requirements and standard procedures for health, safety, and security and the role and responsibility of a Business Correspondent & Business Facilitator concerning the same • Discuss the concept, types, and reporting procedure of health and safety hazards found at the workplace • List the hazards that can be dealt with safely, competently, and within limits of authority of a Business Correspondent & Business Facilitator • Outline the limits of a Business Correspondent & Business Facilitator’s responsibility for dealing with hazards • Discuss the standard emergency procedures for different emergencies and the importance of following them • State the importance of maintaining high standards of health, safety, and security • Discuss various types of breaches in health, safety, and security, and procedure to report the same • State the implications of non-compliance with the health and safety standards • Elaborate the evacuation procedures for workers and visitors • Discuss the ways to summon medical assistance and the emergency services, where necessary • Discuss the importance of reporting the health, safety, and accident • Discuss the role of government agencies in the areas of safety, health, and security and their norms and services 	<ul style="list-style-type: none"> • Apply appropriate practices to comply with standard health, safety, and security policies and procedures • Role-play a situation on reporting safety and security breaches or any hazards to the designated person • Apply appropriate practices to correct the hazards that can be dealt with safely, competently, and within the limits of authority • Employ appropriate practices to follow the organization’s emergency procedures promptly, calmly, and efficiently • Dramatize a situation on how to recommend opportunities for improving health, safety, and security to the designated person • Prepare a sample health and safety record legibly and accurately • Demonstrate the evacuation procedure during emergency

Classroom Aids
Training kit (Trainer guide, Presentations), Whiteboard, Marker, Projector, Laptop, Presentation, and Participant Handbook
Tools, Equipment and Other Requirements
Personal Protection Equipment: Safety glasses, Head protection, Rubber gloves, Safety footwear, Fire extinguisher, First aid kit, Sample reports

Module 8: Material Conservation

Mapped to SGJ/N1702, v 1.0

Terminal Outcomes:

- Discuss optimal usage of material including water in various tasks/activities/processes

Duration: 04:00	Duration: 04:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the types of hazards, risks, and threats associated with handling different materials • Discuss the role of workstation layout, electrical and thermal equipment used in the material conservation • Discuss organizational procedures for minimizing waste • Elucidate practices of efficient and inefficient management and utilization of material and water at the workplace • Discuss the ways to manage material and water usage at work effectively 	<ul style="list-style-type: none"> • Show how to check for spills and leakages in various materials applicable in the job • Demonstrate how to plug the spills and leakages appropriately • Role play a situation on how to escalate any issues related to repair of spills and leakages to the concerned authority effectively • Demonstrate the standard practices to be followed for cleaning tools, machines and equipment effectively
Classroom Aids:	
Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook	
Tools, Equipment and Other Requirements	
Materials and tools and equipment used at work	

Module 9: Energy/Electricity Conservation

Mapped to SGJ/N1702, v 1.0

Terminal Outcomes:

- Discuss optimal usage of energy/electricity

Duration: 04:00	Duration: 4:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define electricity • Discuss the basics of electricity • List the energy-efficient devices that are used in the job • Discuss the ways to identify electrical problems that can arise during work • Discuss the standard practices to be followed for conserving electricity in the job • State the impact of improperly connected electrical equipment and appliances on the tasks being performed 	<ul style="list-style-type: none"> • Apply suitable techniques to check the equipment/machinery for the desired level of functioning • Employ appropriate methods to rectify faulty equipment/machinery safely • Role play a situation on how to report equipment faults and maintenance lapses to the concerned personnel effectively
Classroom Aids:	
Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook	
Tools, Equipment and Other Requirements	
Energy saving devices	

Module 10: Waste Management/Recycling

Mapped to SGJ/N1702, v 1.0

Terminal Outcomes:

- Discuss the importance of minimal waste generation
- Demonstrate how to dispose of waste as per industry approved standards

Duration: 04:00	Duration: 04:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the various types of recyclable, non-recyclable, and hazardous waste • State the significance of different coloured dustbins • List the different types of waste to be segregated • State the importance of waste management • Discuss the standard methods for waste disposal • List the sources of pollution. • Discuss the ways to minimize various types of pollution 	<ul style="list-style-type: none"> • Demonstrate the standard practices to be followed for segregating waste into respective categories • Show how to dispose of non-recyclable waste appropriately and safely • Demonstrate the standard practice for depositing recyclable and reusable materials at a designated place • Show how to dispose of hazardous waste safely and appropriately
Classroom Aids:	
Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook	
Tools, Equipment and Other Requirements	
Non-recyclable, recyclable waste bins	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Banking, Financial Services, and Insurance/ Retail Asset management	5	Banking, Financial Services, and Insurance/ Retail Asset management	1	Banking, Financial Services, and Insurance/ Retail Asset management	NA

Trainer Certification	
Domain Certification	Platform Certification
“Insurance Agent”, “BSC/Q3801, v2.0”, Minimum accepted score is 80%	“Trainer”, “MEP/Q2601, v1.0” with a scoring of minimum 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Banking, Financial Services, and Insurance/ Retail Asset management	5	Banking, Financial Services, and Insurance/ Retail Asset management	1	Banking, Financial Services, and Insurance/ Retail Asset management	NA

Assessor Certification	
Domain Certification	Platform Certification
“Insurance Agent”, “BSC/Q3801, v2.0”, Minimum accepted score is 80%	“Assessor”, “MEP/Q2701, v1.0” with the scoring of minimum 80%

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDSM/SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records
- If the batch size is more than 30, then there should be 2 Assessors.

2. Testing Environment: Assessor must:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels / Framework:

- Question papers created by the Subject Matter Experts (SME)
- Question papers created by the SME should be verified by the other subject Matter Experts along with the approval required from SSC
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 is for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage and are stored in the Hard Drives

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NOS	National Occupational Standards
TVET	Technical and Vocational Education and Training
DD	Demand Draft
GST	Goods and Services Tax
MIS	Management Information System
NEFT	National Electronic Funds Transfer
PAN	Permanent Account Number
TAT	Turnaround time

Model Curriculum

Microfinance Executive

**SECTOR: BANKING, FINANCIAL SERVICES AND
INSURANCE (BFSI)**

SUB-SECTOR: LENDING

OCCUPATION: MICROFINANCE OPERATIONS

REF ID: BSC/Q2401, V1.0

NSQF LEVEL: 3

 <p>Skill India सिखे नये - गुंथे नये</p>	 <p>BFSI BFSI Sector Skills Council of India</p>	 <p>N-S-D-C National Skill Development Corporation Transforming the skill landscape</p>
<h1>Certificate</h1>		
<h2>CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS</h2>		
is hereby issued by the		
BFSI SECTOR SKILLS COUNCIL OF INDIA		
for the		
MODEL CURRICULUM		
Complying to National Occupational Standards of Job Role/ Qualification Pack: 'Microfinance Executive' QP No. 'BSC/Q2401 NSQF Level 3'		
Date of Issuance:	September 26, 2018	 Authorised Signatory (Construction Skill Development Council)
Valid up to:	October 30, 2020	
* Valid up to the next review date of the Qualification Pack		

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This course encompasses 7 out of 7 National Occupational Standards (NOS) of “Microfinance Executive” Qualification Pack issued by “BFSI Sector Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Basics of Microfinance</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code BSC/N2401</p>	<ul style="list-style-type: none"> • Interpret the basic concept of Microfinance • Comprehend the importance of Microfinance • Asses the risks associated with Microfinance • Evaluate the MSME segment • Comprehend Priority sector lending • Assess the criticality of priority sector lending to the country and the organization • Describe Self-Help Group and Joint liability Group, their composition and their mission 	White board, Marker, Overhead projector, Laptop, Internet access
2	<p>Basics of lending</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code BSC/N2401</p>	<ul style="list-style-type: none"> • Illustrate various loan products that are offered by banks and Micro Finance companies • Illustrate various financial facilities offered by banks and Micro Finance companies • Differentiate between secured and unsecured loans • Compare different types of liens assigned to assets viz, Pledge, hypothecation, Mortgage and Assignment • Comprehend basic concepts of loans like fixed, reducing and floating rate of interest, EMI, Drawing power and sanctioned limit • Describe Kisan Credit card, its features and benefits • Recognise the regulatory authorities like RBI and NABARD 	White board, Marker, Overhead projector, Laptop, Internet access
3	<p>Products that can be cross-sold to Microfinance customers</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code BSC/N2401</p>	<ul style="list-style-type: none"> • Interpret the basic concepts of Mutual Funds • Collect information about different aspects and features of MF • List down various products and schemes available in Mutual Funds • Formulate the process of approaching and marketing various mutual funds schemes to prospective customers based on their needs • Interpret the basic concepts of Life Insurance and General Insurance • Interpret the concept, Huma Life Value and Mortality • List down different life and non-life products 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none">Formulate the process of approaching and marketing various insurance schemes to prospective customers based on their needsDistinguish between different types of FDs including Tax Saver FD and RD	
4	Source micro-finance customers Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 15:00 Corresponding NOS Code BSC/N2401	<ul style="list-style-type: none">Formulate the process of scoping and mapping of the territory assigned and identification of customers and groupsList down the activities that can be conducted to identify potential customerPractice the process of discussions with potential clientsPractice presenting the micro-finance products to the potential customers and groupsPractice cross-selling of other products to the customer	White board, Marker, Overhead projector, Laptop, Internet access
5	Soft skills required in sourcing micro-finance customers Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 10:00 Corresponding NOS Code BSC/N2401	<ul style="list-style-type: none">Interpret the sales process consisting of Planning, Execution, Monitoring and ReviewDevise strategies to generate leadsEvaluate the process and advantages of prioritizing, filtering and churning of leadsPractice the process of obtaining appointmentsFormulate the process of meeting the customerPractice on how of narrowing down upon the need of the customer.Choose the right solution to offering and practice handling objectionsDevise a process of closing the call and completing the documentationRecognise the importance of grooming standards & Etiquettes in sales	White board, Marker, Overhead projector, Laptop, Internet access
6	Assist with micro-finance application process Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 10:00 Corresponding NOS Code BSC/N2402	<ul style="list-style-type: none">Analyse the entire process of application for each Microfinance product (Loans and investment)Practice filling up application forms for each Microfinance productDiscuss the KYC policy and the documents that need to be collected from the customerList down the financial documents that need to be collected from the customerUnderline the areas in which extreme due diligence is to be followed	White board, Marker, Overhead projector, Laptop, Internet access

Sr. No.	Module	Key Learning Outcomes	Equipment Required
7	<p>Disburse micro-finance loan</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code BSC/N2403</p>	<ul style="list-style-type: none"> Describe the process of disbursement of loan after the loan has been sanctioned by the credit team Examine the genuineness of documents submitted by the customer Examine the process of personal discussions that need to be conducted with the customer before disbursement List down the formalities that need to be conducted before disbursement Underline the areas in which extreme due diligence is to be followed 	White board, Marker, Overhead projector, Laptop, Internet access
8	<p>Follow-up with customers to collect receivables</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code BSC/N2404</p>	<ul style="list-style-type: none"> Comprehend the concept of Special Mention Cases and NPAs Discuss bucketing of asset products into Standard Assets, Sub-standard Assets, Doubtful assets and Loss assets Identify the personal attributes to be exhibited in the process of recovery Differentiate between intentional defaulter and financial defaulter Formulate the procedure of debt recovery Discuss the process of credit counselling with case studies Device a Debt management plan with case studies List down the Do's and don'ts in recovery process as prescribed by IBA Discuss the legal aspects involved in repossession of securities 	White board, Marker, Overhead projector, Laptop, Internet access
9	<p>Soft-skills required in the collection process</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code BSC/N2404</p>	<ul style="list-style-type: none"> Discuss the basics of communication Apply various forms of communication List down various factors that make communication effective Demonstrate interpersonal skills Demonstrate negotiation skills Practice the art of handling difficult customers 	White board, Marker, Overhead projector, Laptop, Internet access
10	<p>Communicate effectively and achieve customer satisfaction</p> <p>Theory Duration (hh:mm) 05:00</p>	<ul style="list-style-type: none"> Employ attentive listening and paraphrase in order to understand the customer Demonstrate sensitivity to: language, gender, cultural and social differences in addressing customers, superiors and colleagues 	White board, Marker, Overhead projector, Laptop, Internet access

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code BSC/N9902</p>	<ul style="list-style-type: none"> • Demonstrate: positive attitude, correct body language, dress code, gestures and etiquette • List down work output requirements, and receive feedback with positive attitude • Demonstrate cooperation, coordination, and collaboration to achieve shared goals • Analyse and address problems by educating, eliminating or escalating • Aim to gain customer loyalty and satisfaction 	
11	<p>Maintain Integrity and Ethics</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code BSC/N9903</p>	<ul style="list-style-type: none"> • Demonstrate ethical behavior and refrain from indulging in unfair trade and/or corrupt practices • Formulate a process to maintain records meticulously • Value and protect customer's information • Value and protect data and information related to business or commercial decisions • Avoid misrepresentation or misinformation • Demonstrate and practice ethics in day-to-day processes • Avoid defaming products and services of competition 	White board, Marker, Overhead projector, Laptop, Internet access
12	<p>Focus on Teamwork</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code BSC/N9904</p>	<ul style="list-style-type: none"> • Share relevant inputs, feedback and insights to build mutual trust • Exchange, defend and rethink ideas • Support team members to accomplish goals • Facilitate group decision and use conflict management technics to deal with conflict productively 	White board, Marker, Overhead projector, Laptop, Internet access
	<p>Total Duration</p> <p>Theory Duration 125:00</p> <p>Practical Duration 115:00</p>	<p>Unique Equipment Required: White board, Marker, Overhead projector, Laptop, Internet access</p>	

Grand Total Course Duration: **240 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by [BFSI Sector Skill Council of India](#))

Trainer Prerequisites for Job role: “Microfinance Executive” mapped to Qualification Pack: “BSC/2401”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “BSC/2401”.
2	Personal Attributes	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organized and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	Minimum Educational Qualifications	Graduate
4a	Domain Certification	Certified for Job Role: “Microfinance Executive” mapped to QP: “BSC/2401”. Minimum accepted score as per SSC guideline is 70%.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601”. Minimum accepted score as per SSC guideline is 80%.
5	Experience	<ul style="list-style-type: none"> • Minimum 3 years’ experience as a trainer in the BFSI domain • Minimum 2 years’ experience as a trainer of Microfinance Executive subjects Experience in Microfinance Executive services a plus

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Microfinance Executive
Qualification Pack	BSC/Q2401
Sector Skill Council	BFSI

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by SSC.
3	Assessment will be conducted for all compulsory NOS, as well as the selected elective/option NOS/ set of NOS.
4	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/ training center (as per assessment criteria below)
5	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on this criterion.
6	To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7	In case of unsuccessful completion, the trainee may seek reassessment on the Qualifications Pack.

Compulsory NOS					
Total Marks: 200			Marks Allocation		
Assessment Outcomes	Element	Assessment Criteria for Outcomes	Total Marks	Theory	Practical
BSC/N2401- Source new customers	Assigning an area for sourcing clients	PC1. know the territory assigned and identify customer groups by economic activity of the territory PC2. survey the given territory and assess business potential, keeping the requirements of eligibility of target customers as per company norms and the various statutory regulations in mind	30	20	10
	Acquiring potential clients	PC3. organise group meetings in association with local panchayats or local government bodies PC4. distribute pamphlets with product details PC5. conduct initial discussions with potential clients to understand their financial needs PC6. form small borrower groups by economic activity or common borrowing needs PC7. explain the micro-finance process, loan amounts and repayments as well as group responsibilities	30	20	10
	Resolving queries and cross selling	PC8. ensure that potential customers fully understand all aspects of the micro-finance process and responsibilities PC9. educate the customers on the benefits of micro-finance, interest rates, fees and charges PC10. sell other products such as insurance and pension schemes, both private and public, as per company's policy	20	10	10
	Performing general administrative work	PC11. update details of customers acquired and their status into the information systems/ records PC12. prepare and submit periodic reports on status of acquired customers to supervisor/ manager PC13. discuss and set revenue/ account targets with supervisor/ manager, as per company's policy PC14. prepare reports on targets achieved and review future target PC15. prepare status reports on defaults, insurance claims, etc.	20	10	10
Total			100	60	40
BSC/N2402- Assist with micro-finance	Obtaining requisite documents	PC1. obtain all KYC related documents from client PC2. obtain all biometric inputs of customers into the designated IT systems	10	5	5

application process		PC3. assist with filling in the application form PC4. go back for any missing information or document, if required PC5. obtain credit rating, as per company's policy			
	Verifying documents	PC6. verify validity of all KYC documents PC7. perform documentation re-check at the NBFC/ micro-finance company PC8. read credit check conducted by team at the branch PC9. pursue referrals enquiring about the past records/ business of the customer to ensure safety of dealing with customer	10	5	5
	Maintaining records	PC10. input all data requirements into the system for verification and approval/ handover application to credit-check team	10	5	5
	Performing general administrative work	PC11. update details of accounts opened and their status into information system or records PC12. prepare and submit periodic reports on status of acquired customers to designated superior PC13. discuss and set revenue or account targets with superior, as per company's policy PC14. prepare reports on targets achieved and review future target PC15. follow proper procedures as laid down by the bank in handling sensitive and confidential customer information	10	5	5
		Total	40	20	20
BSC/N2403- Disburse microfinance loan	Checking status of loan application	PC1. check status of loan application from credit check team inform customer if loan has been approved	5	5	0
	Signing documents and disbursing loans	PC2. assist customers to come to the branch to complete formalities PC3. ensure the disbursement of loan within stipulated time period	5	5	0
		Total	10	10	0
BSC/N2404- Collect receivables and follow-up	Following-up and collecting any loan repayments, fees and charges	PC1. ensure that collection process and legal guidelines are adhered to PC2. conduct biometric verification of all those present to record attendance at group meetings PC3. report to branch, deposit all cash collected and sign-off on the drop PC4. perform all accounting formalities for cash collected PC5. interact with different teams at appropriate verticals and if required engage them collections	10	10	0

		PC6. follow-up and recovery of overdue from the defaulter/ debtors			
	Updating settlements	PC7. update settlement details, if any, for loan repayments collected PC8. recommend doubtful overdue cases for writing off in coordination with credit department	10	0	10
	Reporting frauds	PC9. seek proof of insurance in case of theft or loss of cash and report to senior management PC10. report any fraudulent activity in the field to vigilance PC11. recommend policy initiatives PC12. follow up with legal cell for any legal actions taken on non-recoverable(s)	10	10	0
		Total	30	20	10
BSC/N9902- Communicate effectively and maintain customer-centric service orientation	Communicating with BFSI customers and colleagues	PC1. practice good listening, speaking and personal presentation PC2. address escalated customer concerns with poise and educate colleagues on good practices in customer handling PC3. teach colleagues to be sensitive to: language, gender, cultural and social differences in addressing customers, superiors and colleagues PC4. clearly communicate work output requirements, targets, performance indicators, incentives and give feedback on work performance with positive attitude PC5. train staff to cooperate, coordinate, and collaborate to achieve shared goals	5	0	5
	Maintaining service orientation	PC6. organize regular feedback collection as per company's SOP PC7. address problems by quick decision making PC8. train staff to aim to gain customer loyalty and satisfaction PC9. promote clarity, honesty and transparency in dealing with customers and colleagues PC10. educate team on adverse consequences of avoid mis-selling and misinforming PC11. maintain focus on enhancing brand value of company through superior customer service	5	0	5
		Total	10	0	10
BSC/N9903- Maintain integrity and ethics	Maintaining integrity of transactions and ensuring data security	PC1. refrain from indulging in unfair trade and/or corrupt practices PC2. maintain records meticulously as per company's policy, follow	5	5	0

		<p>prescribed rules and regulations and ensure transparent dealings</p> <p>PC3. avoid using company's funds, property or resources for undertaking personal activities</p> <p>PC4. protect customer's information and avoid IP infringement</p> <p>PC5. protect data and information related to business or commercial decisions</p>			
	Practising ethical behaviour	<p>PC6. avoid misrepresentation or misinformation</p> <p>PC7. demonstrate and practice ethics in day-to-day processes and dealings with customers and colleagues</p> <p>PC8. avoid defaming products and services of companies in competition</p> <p>PC9. consult supervisor or senior management when in situations that may require differentiating between ethical and unethical</p>	5	5	0
		Total	10	10	0
BSC/N9904- Focus on teamwork	Developing healthy team climate	<p>PC1. share relevant inputs, feedback and insights to build mutual trust</p> <p>PC2. exchange, defend and rethink ideas</p> <p>PC3. support team members to accomplish goals</p> <p>PC4. facilitate group decision making and deal productively with conflict</p>	0	0	0
		Total	0	0	0
		Grand Total	200	120	80
		Percentage Weightage:		60%	40%
		Minimum Pass% to qualify (aggregate):		70%	