

Syllabus for the trade
Of
INSURANCE AGENT

(SEMESTER PATTERN)

UNDER

Designed in: 2013

By
Government of India
CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE
Directorate General of Employment & Training
Ministry of Labour & Employment
EN - 81, SECTOR – V, SALT LAKE CITY
Kolkata – 700 091

List of members of Trade Committee meeting for the trade of INSURANCE AGENT held 12th December 2011 at Central Staff Training & Research Institute (CSTARI).

Sl. No.	Name & Designation Shri/Smt.	Representing Organisation	Remarks
1.	S.J.Amalan, Director	CSTARI, EN-81, Salt Lake, Kolkata-91	Chairman
2.	Rabin Debnath, Asstt. Director of Industrial Trg.	DTE. Of Indl. Trg., TE&T Dept., Govt. of West Bengal.	Member
3.	Sougata Saha, Director	Comtel Electronics (P) Ltd. Salt Lake, Kolkata.	Member
4.	Pijush Chatterjee, Manager	Hotel Kamala Residency, New Digha. Paschim Midnapore	Member
5.	M.C.Sharma, JDT.	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
6.	Dibyendu Paul, MD & CEO	PTIMA, BE-54, Salt Lake City, Sector-I, Kolkata-700 064	Member
7.	Dr. Ayan Dasgupta, Medical Practitioner	Dunlop, Kolkata-108.	Member
8.	Nisith Ranjan Seal, Director	Soft Tek, AB-19, Deshbandhu Nagar, Kolkata- 59.	Member
9.	Dr. Amarendu Mondal, Director	PTIMA, BE-54, Salt Lake City, Sector-I, Kolkata-700 064	Member
10.	Swami Nath Prasad, Director	Dream Merchant Privet Limited, Kolkata.	Member
11.	Kshetra Mohan Ghosh, Instructor	ITI, Howrah Homes, West Bengal.	Member
12.	Muktanand, Trg. Officer	RDAT (ER), Kolkata-64.	Member
13.	Gautam Sardar, Director	National Institute of Hotel Management, Kolkata.	Member
14.	Mrs. Mousami Panigrahi, Manager	SAPTAK Tour & Travels, Kolkata.	Member
15.	Ganesh Sen, Manager	Sunita Tourist & Travels, Andaman & Nicobar Island, Kolkata.	Member
16.	Pranabesh Maity, Officer	Life Insurance corporation of India, Kolkata.	Member
17.	Soma Das (Talukdar)	RVTI (W), Kolkata	member
18.	A.K.Mandal, ADT	ATI, Kolkata	Member
19.	L.K.Mukherjee, DDT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
20.	S.B.Sardar, ADT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
21.	Nirmalya Nath, ADT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
22.	Sipra Das, ADT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
23.	R.N.Manna, T.O.	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
24.	Hemant Kujur, D/Man	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
25.	Pradip Biswas, D/Man	CSTARI, EN-81, Salt Lake, Kolkata-91	Member

List of members attended the Workshop to finalize the syllabi of existing CTS into Semester Pattern held from 6th to 10th May'2013 at CSTARI, Kolkata.

Sl. No.	Name & Designation	Organisation	Remarks
1.	R.N. Bandyopadhyaya, Director	CSTARI, Kolkata-91	Chairman
2.	K. L. Kuli, Joint Director of Training	CSTARI, Kolkata-91	Member
3.	K. Srinivasa Rao, Joint Director of Training	CSTARI, Kolkata-91	Member
4.	L.K. Mukherjee, Deputy Director of Training	CSTARI, Kolkata-91	Member
5.	Ashoke Rarhi, Deputy Director of Training	ATI-EPI, Dehradun	Member
6.	N. Nath, Assistant Director of Training	CSTARI, Kolkata-91	Member
7.	S. Srinivasu, Assistant Director of Training	ATI-EPI, Hyderabad-13	Member
8.	Sharanappa, Assistant Director of Training	ATI-EPI, Hyderabad-13	Member
9.	Ramakrishne Gowda, Assistant Director of Training	FTI, Bangalore	Member
10.	Goutam Das Modak, Assistant Director of Trg./Principal	RVTI, Kolkata-91	Member
11.	Venketesh. Ch. , Principal	Govt. ITI, Dollygunj, Andaman & Nicobar Island	Member
12.	A.K. Ghate, Training Officer	ATI, Mumbai	Member
13.	V.B. Zumbre, Training Officer	ATI, Mumbai	Member
14.	P.M. Radhakrishna pillai, Training Officer	CTI, Chennai-32	Member
15.	A.Jayaraman, Training officer	CTI Chennai-32,	Member
16.	S. Bandyopadhyay, Training Officer	ATI, Kanpur	Member
17.	Suriya Kumari .K , Training Officer	RVTI, Kolkata-91	Member
18.	R.K. Bhattacharyya, Training Officer	RVTI, Trivandrum	Member
19.	Vijay Kumar, Training Officer	ATI, Ludhiana	Member
20.	Anil Kumar, Training Officer	ATI, Ludhiana	Member
21.	Sunil M.K. Training Officer	ATI, Kolkata	Member
22.	Devender, Training Officer	ATI, Kolkata	Member
23.	R. N. Manna, Training Officer	CSTARI, Kolkata-91	Member
24.	Mrs. S. Das, Training Officer	CSTARI, Kolkata-91	Member
25.	Jyoti Balwani, Training Officer	RVTI, Kolkata-91	Member
26.	Pragna H. Ravat, Training Officer	RVTI, Kolkata-91	Member
27.	Sarbojit Neogi, Vocational Instructor	RVTI, Kolkata-91	Member
28.	Nilotpal Saha, Vocational Instructor	I.T.I., Berhampore, Murshidabad, (W.B.)	Member
29.	Vijay Kumar, Data Entry Operator	RVTI, Kolkata-91	Member

GENERAL INFORMATION

1. **Name of the Trade** : INSURANCE AGENT
2. **N.C.O. Code No.** : 510.10.
3. **Duration** : 06 months (1 Semester)
4. **Power Norms** : 2 Kw
5. **Space Requirements** : 37.50 Sq.mt.
6. **Entry Qualification** : Passed 10th Class Examination
7. **Unit Size (No. of students)**: 25
8. (A) **Instructor's / Trainer's Qualification** : MBA/BBA in Risk and insurancemanagement with one year experience in the relevant field.
OR
P.G. Diploma/ Diploma in Risk and insurance management with two year experience in the relevant field.
OR
NAC/NTC in the trade of Insurance Agent with three years experience in Training / selling products of Insurance / Mutual Fund Industry.
8. (B) **Desirable Qualification** : Preference will be given to Instructor's Craft Certificate(CIC)

Note: At least one Instructor must have Degree/Diploma in relevant field.

SYLLABUS FOR THE TRADE OF “INSURANCE AGENT” UNDER CTS

Duration: Six months

First Semester

Semester Code:INA: SEM I

Week No.	Trade Practical	Trade Theory
01-06	<p align="center"><u>INSURANCE PRINCIPLES:</u></p> <ul style="list-style-type: none"> ➤ Preparation of example sheets regarding the insurance interest, re-insurance and double insurance. ➤ Proforma or format of Insurance Policy. ➤ Filling up of various types of proposals forms and policy forms. ➤ Practical training in preparation of claims forms with examples. ➤ Examples of Indemnity, Subrogation and contribution. ➤ Assessment of proximate cause in practice. ➤ Drafting of Under writing proposals. ➤ Knowledge of General Safety, Occupational health and hygiene 	<p><u>INTRODUCTION TO INSURANCE:</u></p> <p>Purpose & need of Insurance. Insurance as a Social Security Tool. Role of Insurance in the development of economy.</p> <ul style="list-style-type: none"> ➤ Meaning, origin of Insurance, Importance and objective of Insurance, Investment and risk coverage, concept of re-insurance and double insurance. Insurance Business and its scope in India. ➤ Principles of Insurance; Contract of Insurance, Insurable interest, Indemnity, Subrogation, contribution and Proximate Cause, Moral Hazard. ➤ Types of Insurance: Life, Property, General and liability. Their Salient features, objectives and functions. The Insurances Act., 1938. ➤ Under writing knowledge of all types of insurance Polices and procedures for issuing polices. ➤ Insurance Administration: <ul style="list-style-type: none"> • Prospectus • Proposal Forms • Policy Forms. • Policy Privileges • Conditions & Restrictions. • Endorsements. • Renewal Procedure • Revival. • Settlement of Claims. • Fundamentals of Agencies. • Definition of an Agent • Functions of the Agent. • Procedure for becoming an agent. • Remuneration to the Agent. • Code of conduct. • Obligation of Insurance Agent.

<p>07-- 10</p>	<p><u>INSURANCE DOCUMENT</u> Capital need analysis. Human Life Value (HLV) Life Insurance Products.</p> <p>Preparation of various Life Insurance Policy Documents.</p> <ul style="list-style-type: none"> ➤ Filing up of Proposal Forms, Personal statements and medical reports. ➤ Calculations of Policy loans, Procedure of transferring the Policy from one office to another ➤ Drafting of nomination and assignment forms. ➤ Preparation and completion of Register of Claims. ➤ Practical calculation of Bonus ➤ Calculation of interest on loan. ➤ Practical example of investigating premature claims. ➤ Visit and study of working procedure in life insurance offices. 	<ul style="list-style-type: none"> ➤ Nature, principles and objectives. ➤ Difference from other types of Insurance; Annuity contracts – purpose and classification; difference from Life Insurance Policies and annuity contracts, types of Life Insurance Policies – different plans of assurances – Proposal forms. Personal statement and Medical report, Agents confidential report, role of life insurance in the national economy, Development, Social security, funds for Government exchequer. ➤ Policy Holders servicing: Policy loans, Loan bonds, Stamp Duty, interest on loan, defaults in payment of interest, Age Proof, alteration of policies, Loss of Policy, Duplicate Policy and transfer of Policy from one office to another, nomination and assignments, Calculation of premium, Various types of valuation of Insurance. ➤ Claims settlements: Maturity and death claims. Procedure and requirement for admission of claims Proof of title, Double accident and Disability Benefits, investigating premature claims and settlement of claims, Register of claims, out standing claims. ➤ Functions of Insurance Organizations: Survival benefits, Surrender value, loan value, The Life Insurance Act, 1956. ➤ <u>Investment:</u> ➤ Valuation and distribution of Bonus to Policy Holders. Life Insurance fund, reserve and surplus, distribution of surplus to Policyholders and government. Kinds of Bonus, interim bonus, final and additional bonus and one time bonus, Principles of investment of life fund.
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<p>11 --15</p>	<p>OTHER DISTRIBUTION CHANNEL:-</p> <p>General Insurance:</p> <ul style="list-style-type: none"> ➤ Introduction of General Insurance, Basic Principles of Insurance. ➤ Filling up proposal forms, Types of five policies etc. ➤ Actual calculation of Premium, Preparation of endorsements and renewals, Drafting of fire policies, Preparation of claims, scrutiny of fire, losses etc. ➤ Read and observe clauses of various Marine Policies. ➤ Preparation of claims amount relating to marine losses. ➤ Preparation of proposal forms, cover notes, Policy forms of Motor Insurance. ➤ Gather practical experience of classifying various risks and their coverage. ➤ Calculate premium on certain proposals of Motor insurance. ➤ Ascertain claim amount of Motor Losses. ➤ Similarly gather practical experience in connection with Accident Insurance, Cattle Insurance, Crop Insurance, health Insurance etc. 	<p>(A) Fire Insurance:</p> <ul style="list-style-type: none"> ➤ Basic Principles of Fire Insurance, Scope and significance of fire Insurance, Proposals and acceptance. ➤ Type of Fire Insurance Policies. ➤ Premium Calculation in Fire Insurance. ➤ Endorsement & renewals of Fire Policies. ➤ Claim Settlement of Fire Policies. <p>(B) Marine Insurance:</p> <ul style="list-style-type: none"> ➤ Principles of Marine Insurance ➤ Scope of Marine Insurance in India ➤ Proposal forms and cover notes. ➤ Types of Marine Policies. Institute clause of marine Insurance. ➤ Marine losses. ➤ Claim settlement. ➤ General and Particular average. <p>(C) Motor Insurance:</p> <ul style="list-style-type: none"> ➤ Principles of Motor Insurance ➤ Scope and significance of Motor Insurance in India. ➤ Proposal Forms and cover notes. ➤ Policy forms and certificate of Insurance. ➤ Classification of risks and its coverage. ➤ Extra benefits and rebates. ➤ Methods of Premium calculation. ➤ Claim settlement. <p>(D) Accident and Liability Insurance:</p> <ul style="list-style-type: none"> ➤ Principles of accident Insurance and Liability Insurance. ➤ Physical and Moral Hazards. ➤ Proposal forms, Policy forms. ➤ Classification of risks. ➤ Endorsements. ➤ Methods of rating, ➤ Extra benefits. ➤ Contingent liability, ➤ Indemnity. ➤ Claim settlement. ➤ Re-insurance.
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<p>16 -- 18</p>	<p>Financial Planning & Taxation.</p> <p>New Account Regulations</p> <p>Group Insurance.</p>	<p>Income Tax:</p> <ul style="list-style-type: none"> ➤ Definition of income, Person and assessment year and Previous year. ➤ Residential Status: resident not orderly and non-resident. Heads of income: Salary, House property, income from business and profession, Capital gains and income from other sources. <p>(E) Other cases:</p> <ul style="list-style-type: none"> ➤ Tax rebates under Income Tax, Gift Tax and Wealth Tax.
<p>19 -- 24</p>	<p>INSURANCE MARKETING:</p> <ol style="list-style-type: none"> 1. Visit Insurance office and prepare a chart of marketing organization along with their functions. 2. Needs for Insurance Policy. 3. Visit prospective Policy holders who are: - <ul style="list-style-type: none"> ➤ Willing to purchase the insurance policy. ➤ Not willing to purchase insurance policy. ➤ Do not know about the Insurance. ➤ Who criticize the insurance policy. ➤ Unaware of insurance policy 4. Prepare selling designs for Pre-approach, approach, interview, objections & closing. 5. Reply the various objections raised by prospective Policyholders. 6. Finalize the Insurance Business. 7. Read LIC, GIC agents' manuals. 8. Familiarization with IRDA Regulation on agents .(Insurance Regulatory & Development Authority) 9. Prepare different types of Insurance Policies such as: <ul style="list-style-type: none"> ➤ Endowment Policy, whole life policy, pension plans, Motor Insurance, Marine Insurance, Fire Insurance, Crops Insurance etc, Cattle Insurance. 10. Find out various noise and barriers of Communication. 	<ol style="list-style-type: none"> 1. Concepts of marketing. Difference between marketing and sales. 2. Marketing Techniques: Salesmanship Prospecting, Selling Process, Pre-approach, approach, interview, objection closing, and Post Sales service. LIC Agents manual and GIC Agents manual. 3. Knowledge of different Insurance Plans: Endowment, Whole life, Pension Plans, Group Insurance Plans, Salary savings scheme, Annuity Plans. Latest Insurance Plans Motor policy, Marine policy, Five Policy, Crop Policy, Cattle Policy, Health Policy etc. 4. Communication: Methods of communication, Encoding, Decoding, Transmissions, Insurance Appeals, Logical Real, Ethos and Sentimental. 5. Motivation: Commission. Renewal commission. Bonus, Gratuity. Recognition of merits Prizes and Gifts. Clubs namely B. Manager, Div. Manager, Zonal Manager and chairman. 6. Names of different Private Insurance companies.

	<p>11. Prepare different types of Insurance appeals such as Logos, Ethos and Pathos.</p> <p>12. Motivate Insurance Agents for Underwriting different types of Insurance policies.</p> <p>13. Inspire prospects to purchase policies of Insurance for lives, Properties, liabilities etc.</p> <p>14. Design motivational techniques to enhance insurance business by agents.</p> <p>15. Recognition/Meritocracy</p> <p>16. Appreciate Insurance Agents on their success.</p>	<p>Nature and types of their business. Difference between LIC, GIC and Private companies</p>
25	Revision	
26	Examination	

TRADE: INSURANCE AGENT
LIST OF TOOLS & EQUIPMENT

Sl. No.	Name of the Items	Qty.
1	PC with Latest configuration	1 No.
2	Printer (Dot Matrix)	1 No.
3	Software MS Office, Windows	1 No.
4	LCD Projector along with Screen	1 No.
5	Demonstration Stand	2 Nos.
6	Suggested Books: Life Insurance --IC-33	3 Nos.