



Model Curriculum

Qf Name: Insurance Agent

Qf Code: BSC/Q3801

Qf Version: 4.0

NSQF Level: 3

Model Curriculum Version: 1.1

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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	21/09/2021
Qf Version	4.0
Model Curriculum Creation Date	21/09/2021
Model Curriculum Valid Up to Date	21/09/2024
Model Curriculum Version	1.1
Minimum Duration of the Course	420 Hours, 0 Minutes
Maximum Duration of the Course	420 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	26:00	47:00	40:00	00:00	113:00
Module 2: Source Insurance Customers	26:00	47:00	40:00	00:00	113:00
BSC/N3802- Assist Customers in Filling Application Form and Providing Pre-Issuance Services NOS Version No. 2.0 NSQF Level 4	26:00	47:00	40:00	00:00	113:00
Module 3: Provide Pre-Issuance Services to the Customers	26:00	47:00	40:00	00:00	113:00
BSC/N3804- Assist Customers with Post-Sale Services NOS Version No. 2.0 NSQF Level 4	40:00	50:00	40:00	00:00	130:00

Module 4: Assist Customers with Post-Sale Services	40:00	50:00	40:00	00:00	130:00
NG-Lx-ES-00002-2022-v1-DGT: Employability Skills (60 Hours) NOS Version No. 1.0 NSQF Level 4	24:00	36:00	00:00	00:00	60:00
Module 5: Employability Skills	24:00	36:00	00:00	00:00	60:00
Total Duration	120:00	180:00	120:00	00:00	420:00

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: 26:00	Duration: 47:00
<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: 26:00	Duration: 47:00
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: 40:00	Duration: 50:00
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: Employability Skills

Mapped to NG-Lx-ES-00002-2022-v1-DGT, V1.0

Terminal Outcomes:

- Introduction to employability skills
- Constitutional values - citizenship
- Becoming a professional in the 21st century
- Basic English skills
- Career development & goal setting
- Communication skills
- Diversity & inclusion
- Financial and legal literacy
- Essential digital skills
- Entrepreneurship
- Customer service
- Getting ready for apprenticeship & jobs

Duration: 24:00	Duration: 36:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss employability skills required for jobs in various industries • Explain ways to explore learning and employability portals • Discuss the significance of legal values, including civic rights and duties, citizenship, responsibility towards society etc. And personal values and ethics such as honesty, integrity, caring and respecting others, etc. • Explain the significance of 21st century skills for employment • Describe the benefits of the continuous learning • Explain how to read and understand routine information, notes, instructions, mails, letters etc. Written in english • List the difference between job and career • Communicate and behave appropriately with all genders and pwd • Discuss how to escalate any issues related to sexual harassment at workplace according to posh act • List common components of salary and compute income, expenses, taxes, investments etc • Discuss relevant rights and laws and use legal aids to fight against legal exploitation • Identify and list different types of entrepreneurship and enterprises and 	<ul style="list-style-type: none"> • Demonstrate how to follow environmentally sustainable practices • Role play the 21st century skills such as self-awareness, behaviour skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. In personal and professional life • Practice the use basic english for everyday conversation in different contexts, in person and over the telephone • Write short messages, notes, letters, e-mails etc. In english • Prepare a sample career development plan with short- and long-term goals, based on aptitude • Practice following verbal and non-verbal communication etiquette and active listening techniques in various settings • Roleplay how to work collaboratively with others in a team • Roleplay how to escalate any issues related to sexual harassment at workplace according to posh act

<p>assess opportunities for potential business through research</p> <ul style="list-style-type: none"> Identify and list sources of funding, anticipate, and mitigate any financial/legal hurdles for the potential business opportunity Explain how to identify different types of customers Identify and list apprenticeship opportunities and register for it as per guidelines and requirements 	<ul style="list-style-type: none"> Show how to select financial institutions, products and services as per requirement Practice how to carry out offline and online financial transactions, safely and securely Operate digital devices and carry out basic internet operations securely and safely Demonstrate the use of e- mail and social media platforms and virtual collaboration tools to work effectively Practice the of use basic features of word processor, spreadsheets, and presentations Develop a sample business plan and a work model, considering the 4ps of marketing product, price, place and promotion Role play how to respond to customer requests and needs in a professional manner Show how to follow appropriate hygiene and grooming standards Create a sample professional curriculum vitae (résumé) Practice how to search for suitable jobs using reliable offline and online sources such as employment exchange, recruitment agencies, newspapers etc. And job portals, respectively Show how to apply to identified job openings using offline /online methods as per requirement Demonstrate how to answer questions politely, with clarity and confidence, during recruitment and selection
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<p>Classroom Aids:</p>
<p>Charts, Models, Video presentation, Flip Chart, White-Board/Smart Board, Marker, Duster</p>
<p>Tools, Equipment and Other Requirements</p>
<p>PPE, Basic Stationary, digital devices as per the requirement.</p>

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, v2.1”, 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, v2.1”, 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
Qf	Qualification
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