CHAPTER 1
Introduction

1.1 Introduction.

‘Health is wealth’ and this has been exemplified by the famous Sanskrit proverb “Shariram Aadyam Khalu Dharma Sadhanam”. But it is also true that man is mortal and during his life time this wealth requires support for its maintenance, not only for the person concerned but for his /her dependents also. From this point of view, a person requires income during the lifetime and some sort of income generating asset after his /her death for the dependents. Here lies the importance of insurance. Insurance serves as a cover for the loss in income generation due to death or other incidents leading to the stoppage of income generation and is an effective investment and tax saving tool during the person’s life time.

The object of insurance is to mitigate suffering in the event of an unforeseen contingency. The growth of the idea to an institution of the size and importance of life insurance business today is the result of a long period of evolution.

In India, insurance has a deep-rooted history. It finds mention in the writings of Manu (Manusmrithi), Yagnavalkya (Dharmasastra) and Kautilya (Arthasastra). These writings talk in terms of pooling of resources for re-distribution in times of calamities such as fire, floods, epidemics and famine. This was probably a pre-cursor to modern day insurance. Ancient Indian history has preserved the earliest traces of insurance in the form of marine trade loans and carrier contracts.

Apart from the value of life insurance to individuals, its social value is reflected in its benefit to the community at large. Insurance, as everybody now agrees, is the greatest blessing that modern times have bestowed upon mankind. It enables man to leap over the barrier of death; to overcome the grim fear that his loved ones may someday have to depend on the charity of others; it enables him to project himself into the future and in a real sense, even if he dies, to live again. The concept of insurance is based on collective cooperation.

To provide social justice to all the people, the Indian Government nationalised the life insurance industry, which finally took shape on September 1, 1956. The scheme of nationalization was a measure attempted and perfected over a period of years. The
nationalization of life insurance business was felt to be a need “in the public interest, as a public utility and as a social service.” Explaining the rationale behind nationalization, the then Finance Minister, Sri C.D. Deshmukh said, “Nationalization is justified on many other grounds of ideology, philosophy and the objective of a welfare state.”

The whole idea behind Insurance is that, it is a security tool which is designed to secure the financial status of an individual and also of his/her dependents, in case he/she undergoes an unforeseen loss related to health, property or liability. But the painful thing is even today, when insurance has become a necessity, many people do not know what actually insurance is all about and why it should be taken, what benefits does it provide and even if it is to be taken and who provides it?

With the insurance sector in full bloom, today, it would not be wrong to say that in the present market scenario, there is an insurance available for just about anything and everything. Insurance is no doubt an area of immense importance in regard to the financial and monetary sectors of every individual.

1.2 Rationale of the study.

The future success of the life insurance profession depends upon the knowledge and integrity of the people who advise customers – and are their first and most important point of contact. With the insurance sector in full bloom, today, it would not be wrong to say that in the present market scenario, there is an insurance available for just about anything and everything. In life insurance business, India ranked 9th among the 156 countries, for which data are published by Swiss Re.

Insurance is a domain where there is need for total professionalism, especially in the light of the relentless competition and the new distribution strategies being adopted by the players. The low awareness levels of the general populace put an additional layer of pressure in ensuring that the client has been enabled to make an informed decision while buying insurance. All this necessitates that the insurance professional is properly trained with all the skills necessary for understanding the entire mechanism and then conveying it to the prospective buyer.

A certain level of training has been mandated for the distribution personnel which however should not be interpreted as a mere formality that has to be fulfilled but has to be acted upon in the spirit with which it has been envisaged.
In several cases, it is observed that training itself is treated as a function that has to be gone through formally. Training should be treated as one of the top priorities and should be given its due place. Training has never been given the importance that it deserved in the Indian context. This has led to a situation where quality research in insurance is almost nonexistent. It is only more recently that scholarly work, at least to a limited extent, has been attempted and the results are there for everyone to see. Training has always played an important and integral part in furthering many kinds of human learning and development. In organizations this is possible only when the organization evaluate the effectiveness of the existing training programs on performance improvement of the employees and thereafter make suitable changes in the training policy to bridge the performance gaps in the employees and agents. Although there are many researches in training program however, a comparative study of the effectiveness of training program in life insurance industry in India between public and private sector have not been done.

1.3 The Concept of Insurance.

"Insurance is a contract between two parties whereby one party called the insurer, in exchange for a fixed sum called premium, promises the other party, called the insured, to pay, a fixed amount of money on the happening of a certain event."

According to Black and Skipper, insurance can be defined under two different perspectives as follows:

Economic Perspective – Insurance is a financial intermediation function by which individuals exposed to a specified contingency each contribute to a pool from which covered events suffered by participating individuals are paid. Individuals purchase the right to collect from the pool if the insured contingency occurs. Insurance then is a contingent claim contract on the pool’s assets.

Legal Perspective – Insurance is an agreement (the insurance policy or the insurance contracts), by which one party, like policy owner, pays stipulated consideration, called premium, to the other party called Insurer in return for which the insurer agrees to pay a defined amount of money or provide a defined service if a covered event occurs during the policy term.
The Concept and meaning of Life Insurance

Life insurance is a contract that pledges payment of an amount to the person assured (or his nominee) on the happening of the event insured against. The contract is valid for payment of the insured amount during:

- The date of maturity, or
- Specified dates at periodic intervals, or
- Unfortunate death, if it occurs earlier.

Among other things, the contract also provides for the payment of premium periodically to the Corporation by the policyholder. Life insurance is universally acknowledged to be an institution, which eliminates 'risk', substituting certainty for uncertainty and comes to the timely aid of the family in the unfortunate event of death of the breadwinner. By and large, life insurance is civilisation's partial solution to the problems caused by death. Life insurance, in short, is concerned with two hazards that stand across the life-path of every person:

1. That of dying prematurely leaves a dependent family to fend for itself.
2. That of living till old age without visible means of support.

Meaning of Life Insurance

According to Insurance Act, 1938; under Section 2 (ii) of Life Insurance (Amendment) Act, 1950 “Life Insurance Business” means

The business of effecting contracts of insurance upon human life including any contract where the payment of money is assured on death or the happening of any contingency dependent on Human Life

And any contract which is subject to payment of premium for a term dependent on Human Life & shall be deemed to include

(a). The granting of disability and double or triple indemnity accident benefits, if so provided in the contract of insurance.

(b). The granting of annuities upon human life, and the granting of Superannuation allowances and Annuities payable out of any fund applicable solely to the relief and maintenance of persons engaged or who have been engaged in any particular profession, trade or employment or of the dependents of such persons.

Insurance is a protection against financial loss arising on the happening of an unexpected event. Insurance companies collect premiums to provide for this protection.
A loss is paid out of the premiums collected from the insured and the Insurance Companies act as trustees of the amount collected. Insurance is a form of risk management which is mainly used to protect an individual against the risk of prospective financial loss, if any. Insurance can be used as a tool to shield an individual against potential risks like untimely death, travel accidents, death, unemployment, theft, property destruction by natural calamities, fire mishaps etc. Different types of insurance are used to cover different properties and assets. All we have to do is pay the insurance entities a specified amount, that is premium, so that they can take care of us by providing a financial back up in case of a sudden health emergency or a fatal incident.

1.4 The Need for Life Insurance Coverage.

One never knows what is going to happen. This is the main reason why one should have Insurance. Basically it is an individual's choice whether they want to have an insurance policy or not but by taking insurance a person can have peace of mind and need not worry about the financial consequences in case of any untimely death or unforeseen event. Whether it is a fire, a car accident, illness or a death, the financial consequences can be desolating. But if you are insured you can avoid this situation. Life insurance is needed if there is someone who would suffer economic hardship if one would die. Families having young children have a clear need for life insurance. While there can be a value for all the assets that one may acquire or possess the human life can never be valued in terms of money. Hence it has always been difficult to explain the need for life insurance in quantitative terms.

The problems of a family dependent on the earning of one of its members in case of the premature death of many counts in case of such a premature death of the breadwinner. The loss of moral support and protection that was being provided by the person is not quantifiable. But a premature death of the person can have financial loss to be suffered by the other members of the family in terms of

I). The loss of the income contribution made by the person after meeting his own expenses of maintenance.

II). The loss potential future increase in earnings and the contribution to the family out of such increased income.
III). The need to spend more for the physical services that he/she had been providing to the other members of the family, which have to be replaced.

IV). The outstanding debts / or cost of treatment etc., if any that had to the undergone for the terminal illness.

V). The cost of cremation / burial, performance of religious rites and the expenses in connection with estate settlement etc.

VI). The responsibility to meet increased “specific costs” such as children’s education, start in life, marriage etc.

Hence the need for insurance is well pronounced for every individual whose replacement value, though not measurable directly, can be estimated indirectly by way the income of the individual at that time and the potential income generating capacity of his. Many theories have been put forward and most prominent among them being the “Human Life Value” concept, which has been first applied to Life Insurance in the 1880s, became accepted and developed over time.

**1.5 Why Buy Life Insurance?**

It is necessary to buy life insurance for the following reason:

1. Provides financial security for the family. Acts as a tool for Protection.

2. Mitigate financial risks associated with Total /Partial Disability; Critical Illness; Hospitalisation Expenses; Old Age; Death.

3. The tearing of the Joint Family fabric, makes insurance attractive for financial independence of the nuclear family.

4. Is a SAVINGS vehicle. Enjoys Tax benefits (Front End Benefits of Section 80C, 80(D); Back end 10(10)D - Maturity/Withdrawal Benefits are Tax Free)

**Table No: 1 Comparison between life insurance and other financial instruments**

<table>
<thead>
<tr>
<th>INSTRUMENT</th>
<th>Safety of Capital Preservation</th>
<th>Liquidity</th>
<th>Post tax returns</th>
<th>Tax Efficiency</th>
<th>Risk Cover*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provident Fund</td>
<td>High</td>
<td>Low</td>
<td>Good</td>
<td>Good</td>
<td>None</td>
</tr>
<tr>
<td>Shares</td>
<td>Uncertain</td>
<td>Good</td>
<td>Uncertain</td>
<td>Low</td>
<td>None</td>
</tr>
<tr>
<td>Bonds</td>
<td>Average</td>
<td>Average</td>
<td>Low</td>
<td>Low</td>
<td>None</td>
</tr>
<tr>
<td>Fixed Deposits</td>
<td>High</td>
<td>Average</td>
<td>Low</td>
<td>Low</td>
<td>None</td>
</tr>
<tr>
<td>Mutual Funds</td>
<td>Average</td>
<td>High</td>
<td>Uncertain</td>
<td>Average</td>
<td>None</td>
</tr>
<tr>
<td>Postal Savings Schemes</td>
<td>High</td>
<td>Low</td>
<td>Average</td>
<td>Average</td>
<td>None</td>
</tr>
<tr>
<td>LIFE INSURANCE</td>
<td>HIGH</td>
<td>AVERAGE</td>
<td>GOOD</td>
<td>HIGH</td>
<td>YES</td>
</tr>
</tbody>
</table>

Source: LICI Agents Training Manual
1.6 Benefits and advantages of Life Insurance.

Life Insurance provides the twin benefits of savings as well as security. The following benefits explain why insurance should be purchased and why this investment tool should be made an integral part of one's financial plans.

Life Insurance provides:

1. **Risk Cover:**
   Life today is full of uncertainties and one has to deal with unexpected consequences. In this scenario Life Insurance ensures that people as well as their loved ones continue to enjoy a good quality of life against any unforeseen event or circumstances.

2. **Compulsory investment:**
   Life Insurance not only provides for financial support in the event of untimely death and accidents but also acts as a long term investment. One can meet all the goals, be it children's education, their marriage, building a dream home or planning a relaxed life after retirement. An insurance policy compels you to make an investment which in the long term turns out to be a saving.

3. **Builds the habit of thrift:**
   Life Insurance is a long term contract where as a policyholder, a person have to pay a fixed amount periodically. This builds the habit of long term savings.

4. **Protection against health expenses:**
   Life Insurers through riders or stand alone health insurance plans offer the benefits of protection against critical diseases and hospitalization expenses. This benefit has critical importance due to the increasing incidence of medical costs.

5. **Annuities are a source of assured income:**
   Life Insurance is one of the best instruments for retirement planning. The money saved during the earning life span is utilized to provide a steady source of income during the retired phase of life.

6. **Growth through dividends:**
   Some policies offer an opportunity to participate in the economic growth without taking the investment risk. The investment income is distributed among the policyholders through annual dividends or bonus.
7. **Facilities of loans without affecting the policy benefits:**  
Policyholders have the option of taking loan against the policy. This helps them meet the unplanned life stage needs without adversely affecting the benefits of the policy they have bought.

8. **Tax Benefits:**  
Insurance plans provides attractive tax-benefits both at the time of entry and at the time of exit under many plans.

**Advantages of Life Insurance.**

**If we live.**
1. Encourages systematic saving.
2. Eliminates personal selection of investments.
3. Provides a safe investment.
4. Is good property.

**If we Die.**
1. Creates an immediate Estate, in a convenient way.
2. Worth the Face Value – Sum Assured.

1.7 **Types of Life Insurance Products.**  
There are many products available in the life insurance market. Based on the benefit patterns, the Life Insurance products can be categorized as:

[A]. **The Traditional Life Insurance plans:**
i. Term Insurance
ii. Whole Life Insurance
iii. Endowment Insurance
iv. Annuities
v. Savings plans

[B]. **The Market Linked Life Insurance plans:**
v. The Unit Linked Insurance Plans (ULIPs).
**Life Insurance Products essentially serve 3 different needs:**

The three different needs that life insurance products serve are

1. The need for Protection.
2. The need for Saving.
3. The need for Investment.

This is shown in the diagram below.

**Diagram:** 1 Diagram showing the various needs served by life insurance.


### 1.8 Objectives of the study.

The following objectives have been formulated for the study:

1. To examine the need of training in Life Insurance Business.
2. To enquire into the behavioral aspects related to the training.
3. To evaluate the training programs in obtaining new business.
4. To find out the agents’ perception about the different methods and attributes of training.
5. To analyse the role of trainers in life insurance business.
6. To examine the feedback values of the training programmes.

1.9. Research Queries.

To achieve the objectives of the study, the following research queries have been formulated.

1. Whether there is need of training in life insurance business?
2. What are the behavioral aspects related to training in life insurance business?
3. Whether the training programs have been effective to achieve the goals of the training?
4. What are the agents’ perception about the different methods and attributes of training?
5. What are the roles of trainers in life insurance business?
6. How does feedback value of the agents’ affect the training programs?

1.10 Research Methodology.

Research Design:

Both exploratory and descriptive research design are adopted in this study. The research design is exploratory in the sense that it attempts to study the perception of the trainers about the need of training in life insurance business among the agents in both public and private sectors and to find out the agents perception about the different methods and attributes of training. Further, the study attempts to compare how far the training programs have been successful in sourcing new business. The exploratory study is followed by descriptive study as it focuses to enquire into the behavioral aspects related to the training and the perception of the agents about the different methods of training; to understand the opinion of the trainers with reference to the importance of training for the agents and the role of training in developing the overall efficiency and productivity of the agents. Statistical techniques have been applied for drawing inferences.

The study will cover LICI, HDFC Life Insurance, Bajaj Allianz Life Insurance Company Limited and Bharti-AXA Life Insurance Company Ltd. since these are the fastest growing and largest insurance companies in India.
1.11 Sources of Data:
The study consists of both primary data with some inputs from secondary sources.

**Primary sources:**
Primary data was collected using a questionnaire. The Questionnaires for the agents has been developed with reference to the objectives of the study after personal interactions with the agents and the trainers of LICI, HDFC Life, Bajaj Allianz Life Insurance Company Limited and Bharti-AXA Life Insurance Company Ltd.

**Secondary sources:**
The information has been gathered from secondary sources such as internet, books and journals. Secondary data have been collected from official documents of the LICI, HDFC Life Insurance Company Limited, Bajaj Allianz Life Insurance Company Limited and Bharti-Axa Life Insurance. In addition to above, data has been collected from bulletins, books, journals, newspapers, monographs and publications published by different organizations and publishers on the subject.
First, the researcher made a study of the training objectives of the insurance companies to train its agents through secondary sources such as internet, insurance magazines, and journals and so on. Then, the researcher collected information about the training programs conducted for advisors of LICI, HDFC Life Insurance & Bajaj Allianz Life Insurance Company Limited and Bharti-Axa Life Insurance by interacting with some of the advisors already working with the company.

To assess the training effectiveness and its transfer to the job, a combination of various methodologies would be adopted. Earlier studies have revealed that any single research tool/techniques of measuring the training effectiveness may not reveal the realistic picture. Therefore, a multi-pronged data collection methodology is being used which include apart from the questionnaire and interviews, observation, in-depth case studies of the selected organization, in-depth case studies of individual trainees, etc. Some online journals were also consulted for reference.
### 1.12 Sampling Design

**Sample size:** The sample size consists of 600 agents and 107 trainers.

**Sample classification:**

<table>
<thead>
<tr>
<th>Agents / Life Advisors</th>
<th>Sex</th>
<th>Male (N=374)</th>
<th>Female (N=226)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Count</td>
<td>%</td>
<td>Count</td>
</tr>
<tr>
<td>LIC</td>
<td></td>
<td>180</td>
<td>48.1</td>
<td>120</td>
</tr>
<tr>
<td>Bajaj Allianz</td>
<td></td>
<td>60</td>
<td>16.0</td>
<td>40</td>
</tr>
<tr>
<td>HDFC Life</td>
<td></td>
<td>64</td>
<td>17.1</td>
<td>36</td>
</tr>
<tr>
<td>Bharti AXA</td>
<td></td>
<td>70</td>
<td>18.7</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>374</td>
<td>100</td>
<td>226</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Trainers</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>Count</td>
<td>Count</td>
</tr>
<tr>
<td>LIC</td>
<td>55</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Bajaj Allianz</td>
<td>17</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td>HDFC Life</td>
<td>14</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>Bharti AXA</td>
<td>9</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>95</td>
<td>12</td>
<td>107</td>
</tr>
</tbody>
</table>

The sample consists of 300 public and 300 private sector agents; 55 public sector trainers and 52 private sector trainers.

Among 300 public sector agents, 180 consist of male agents and 120 consist of female agents. Among the 300 private sector agents, 194 consist of male life advisors and 116 consists of female agents of different age groups.

Among the 55 public sector trainers, all are male trainers and among the 52 trainers from the private sector, 40 consists of male trainers and 12 consists of female trainers of different age groups.

As the study aims at understanding the effectiveness of training programs in public and private sector life insurance companies among the agents and trainers of different age groups, educational qualifications and work experience, few organizations were selected.
as sample for distribution of questionnaires. Prior permission and appointment was taken from select organisations.

**Sectoral Classification:**
The classification of the agents of public and private sectors is shown in the table below.

<table>
<thead>
<tr>
<th>AGENTS</th>
<th>PUBLIC SECTOR (N = 300)</th>
<th>PRIVATE SECTOR (N = 300)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LICI</td>
<td>BAJAJ ALLIANZ LIFE</td>
</tr>
<tr>
<td>N=300</td>
<td>N=100</td>
<td>N=100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TRAINERS</th>
<th>PUBLIC SECTOR (N = 55)</th>
<th>PRIVATE SECTOR (N = 52)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LICI</td>
<td>BAJAJ ALLIANZ LIFE</td>
</tr>
<tr>
<td>N = 55</td>
<td>N = 22</td>
<td>N = 18</td>
</tr>
</tbody>
</table>

**Sampling Technique:**
Two sampling techniques were adopted in two stages in the study. In the initial stage, judgemental sampling technique was adopted. Since the study concentrates on studying the effectiveness of training programs in life insurance business, the respondents (agents and trainers) were drawn from public and private sectors by using judgemental sampling technique. Moreover, the male and female respondents of different age groups, educational qualifications and work experience constitute the sample. So, questionnaires were purposefully administered on those agents and trainers who fulfill the criteria of constituting the sample.

In the second stage, convenience sampling was adopted. This was done because very few responses could have been collected from private sector agents and trainers. So, these three private sector life insurers were selected as per convenience as well as they being the fastest growing private sector insurance companies.

For the study, one public sector life insurance company and three private sector life insurance companies have been purposively selected. The public sector life insurance company is Life Insurance Corporation of India (LICI). The private sector life insurance companies are Bajaj Allianz Life Insurance Company Ltd., HDFC Life and Bharti-Axa Life Insurance Company Ltd.
The justification for taking up only three private sector companies is that these companies had started business in India during the early part of the reforms (2000-2001). Bajaj Allianz Life Insurance and HDFC Life have a considerable market share among all the private life insurers and Bharti AXA Life is one of the fastest growing new life insurance Company during 2007 to 2009. Moreover, these three organisations have proper training infrastructure and procedures and lay considerable emphasis on training. However, for general understanding of the training inputs and methods that are practiced, the various parameters and information related to training from all the existing public as well as private sector life insurance companies is used in the study.

1.13 Research Instruments/ Tools of data analysis.
During the course of study the researcher used SPSS, statistical computer software for converting the raw data into meaningful and systematic cross tables. SPSS was used to derive the cross table analysis which were applied to find out the differences between public and private sector organisations in terms of the agents preferences about the different methods of training and to prove the objectives and research queries. Frequency and percentages were used from the cross tabulation to find out the inferences which have helped in the analysis. Mean score was also used to find out the preferences of various parameters and draw a comparative analysis. These quantitative tools were used and with their results inferences were drawn and the findings of the study were derived. Further, diagrammatic representations in the form of bar diagrams were used wherever applicable.

1.14 Significance of the study.
Training has never been given the importance that it deserved. This has led to a situation where quality research in insurance is almost nonexistent. It is only recently that scholarly work, at least to a limited extent, has been attempted and the results are there for everyone to see.

Training has always played an important and integral part in furthering many kinds of human learning and development. In organizations this is possible only when they evaluate the effectiveness of the existing training programs and thereafter make suitable changes in the training policy to bridge the performance gaps of the agents.
Insurance is a domain where there is need for total professionalism, especially in the light of the relentless competition and the new distribution strategies being adopted by the players. The low awareness levels of the general populace put an additional layer of pressure in ensuring that the client has been enabled to make an informed decision while buying insurance. All this necessitates that the insurance professional is properly trained with all the skills necessary for understanding the entire mechanism and then conveying it to the prospective customer.

A certain level of training has been mandated for the distribution personnel which however should not be interpreted as a mere formality that has to be fulfilled but has to be acted upon in the spirit in which it has been envisaged.

1.15 Limitations of the study.

1. The study is limited to only the single public sector organisation and a few private sector organisations.
2. The effectiveness of training programs and the results are drawn on the basis of responses collected from 600 agents and 107 trainers only.
3. The study is limited to the time period from 2007-2008 to 2011-12.
4. The nature of study is behavioral. Many a times, the agents did not express their view or only partially revealed their experiences at the work place.
5. There was lack of active cooperation from the agents while distributing questionnaires. Many of the questionnaires were not returned and some were received either blank or half filled in.

Periodicity of the study:
The study will cover the entire period from 2007-08 to 2011-12.

Summary of Chapter 1.
The whole idea behind Insurance is, it is a security tool which is designed to secure the financial status of an individual and also of his/her dependents, in case he/she undergoes an unforeseen loss related to health, property or liability. Life Insurance provides the twin benefits of savings as well as security. But the painful thing is even today, when
insurance has become a necessity, many people do not know what actually insurance is? Why it should be taken? What benefits does it provide and even if it is to be taken, who provides it?

The need for insurance is well pronounced for every individual whose replacement value, though not measurable directly, can be estimated indirectly by way the income of the individual at that time and the potential income generating capacity of his. The most prominent theory being the “Human Life Value” concept, which has been first applied to Life Insurance in the 1880s, became accepted and developed over time.

The future success of the life insurance profession depends, above all, upon the knowledge and integrity of the people who advise customers – and are their first and most important point of contact. With the insurance sector in full bloom, today, it would not be wrong to say that in the present market scenario, there is an insurance available for just about anything and everything. In life insurance business, India ranked 9th among the 156 countries, for which data are published by Swiss Re.

The present study is an attempt to make a comparative study between private and public sector life insurance companies and examine the need of training in Life Insurance Business, enquire into the behavioral aspects (communication skills, etc) related to the training. It will also find out the agents perception about the different methods and attributes of training, examine how far the training programs have been successful in obtaining new business and examine the feedback values of the training programs and suggest improvements.

Altogether 600 respondents from Guwahati have been taken for the study which included agents/life advisors and trainers of LIC Zonal Office, the Regional Offices of Bajaj Allianz Life Insurance, HDFC Life Insurance and Bharti-AXA Life Insurance Company Ltd. The findings and recommendations have been suggested after analyzing the primary data obtained from the responses received from the questionnaire designed as per the objectives of the study,

References:


