PREFACE

The Insurance Industry has become a major contributor to economic development as it acts as mobilizer of savings, a financial intermediary, a promoter of investment activities, a stabilizer of financial markets and a risk manager. The Indian insurance industry has evidenced a sea change during the post liberalization period as there have been strong waves of energy sweeping the sector. The enactment of Insurance Regulatory and Development Authority Act in 1999 has heralded in opening the doors for foreign investment with a share holding of 26 percent for life as well as non-life insurance business. The proliferation of innovative products and distribution channels as well as rising supervisory standards have also taken place during the period as a result India is reckoning to be one of the world’s most dynamic markets with significant untapped potential in rural areas.

Despite unprecedented progress witnessed by insurance industry, the management of sales force is caught in the cobweb as multidimensional issues need to be addressed and solutions have to be brought forth with. As there is acute dearth of studies on sales force management, an honest attempt is made in this research study to bridge the vacuum lying over.

The study is reckoning to become a guidepost for the Life Insurance Corporation in particular and the Insurance Industry in India in general as far as the management human resources especially sales force.

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