

Impact Of Training And Development Programmes Of Lic Agents In Madurai Division

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LIC is the largest life insurance company in India with a huge presence in both urban and rural markets. It is to distribute unmatched and has a strong agent force which reaches out to every small town in India ensuring that their products are being offered to one and all in the country. To innovate and create new knowledge and skill in the development of human resource through training programmes. Training programmes have been classified as one of the most popular method of knowledge transfer among employees. The study focus on the impact of training given to the LIC agents and their performance before training and after training. It also focuses on the view points of the training programme. The perception of the LIC agents towards training and development programmes and gap in the training needs are considered. As per the needs of the study, both primary and secondary data has been collected for detailed discussion and analysis. The primary data has been gathered from 120 LIC agents to know about the impact and effectiveness of training programme. As per the statistical survey report of Madurai division, there are 9,502 LIC agents are functioning. By using Yamunae formula, the sample size decided is 120 respondents. LIC training programs positively impact employees by enhancing skills, improving productivity, boosting motivation, and ultimately leading to better customer service and increased sales. Well-trained agents are more likely to generate higher sales and revenue. Training can lead to reduce customer complaints and attrition

Keywords: Advisor training, Insurance Regulatory and Development Authority of India (IRDAI), LIC Agents, Life Insurance Business, Agent Training Centre, Divisional Training Centre, Branch Manager.

INTRODUCTION

Life Insurance Corporation is an institution which offers variety of insurance policies for the welfare the people and mobilize the savings of them in the form of premium. In the globalised era, LIC does not lose its goodwill because of its efficient management structure and performance of the employees. The LIC agents act as a link between public and management. The public often approach the LIC agent for new arrivals, premium payment, surrender procedure and claims settlement. They should render the services to their customers with calm and patience even though there is heavy workload. They are also engaged in record maintaining work.

How to Become LIC Agent

Becoming a LIC agent in India can be a rewarding career choice for individuals who are looking for a flexible and lucrative profession. As a LIC agent, an individual will have the opportunity to help people secure their financial future by providing them with life insurance policies and investment solutions.

Step 1: Understand the Role

Before diving into the process, it is crucial to have a clear understanding of the responsibilities and expectations of a LIC agent. LIC agents are tasked with selling life insurance policies to potential clients and providing them with advice on various insurance plans and investment options.

Step 2: Eligibility Criteria

To become a LIC agent, an individual need to meet the following eligibility criteria:

- Minimum age requirement is 18 years
- Should have completed at least a 10th standard education
- Good communication skills and a pleasant personality
- No criminal record

Step 3: Training and Certification

To become a LIC agent, an individual need to undergo training provided by the Life Insurance Corporation of India. The training program will equip an individual with the necessary knowledge and skills required to succeed in the role. Once an individual complete the training, they will be required to pass an examination conducted by the Insurance Regulatory and Development Authority of India (IRDAI).

Step 4: Application Process

After successfully completing the training and passing the examination, an individual can proceed with the application process. They can visit the official LIC website or approach the nearest LIC branch to get the necessary application forms. Fill out the forms accurately and submit them along with the required documents, such as age proof, educational certificates, identity proof, and address proof.

Step 5: Interview and Background Check

Once an application is submitted, LIC will conduct an interview to assess the suitability for the role. They may also conduct a background check to ensure that they have a good reputation and are trustworthy.

Step 6: Appointment as an Agent

If an individual successfully pass the interview and background check, he/she will be appointed as a LIC agent. They will receive an appointment letter specifying the agent code and other relevant details.

Step 7: Continuous Learning and Growth

Becoming a LIC agent is just the beginning of the journey. To excel in this field and maximize the earnings, it is important to update the knowledge and skills. To attend training sessions and workshops organized by LIC to stay updated with the latest insurance products and market trends. Build a strong network of clients and provide them with excellent customer service to ensure repeat business and referrals. Becoming a LIC agent in India offers a promising career path for those who are passionate about helping others and have good interpersonal skills.

LIC ADVISOR TRAINING

As per the guidelines laid down by the Insurance Regulatory and Development Authority of India (IRDAI), class-room training is mandatory before an individual becomes an advisor of an insurance company. The duration of the LIC advisor training depends on the type of agency applied by the agents. So, if a person want to become a LIC advisor, he/she has to undertake the prescribed LIC advisor training of 25 hours to get knowledge about the concepts of insurance. The training module consists of:

- Concept and working of insurance
- The insurance market in India
- Principles on which insurance works
- Classification of insurance
- Health and personal accident insurance
- Documents required to apply for an insurance policy
- Premiums
- Claims
- Protection of policyholder's interests
- Grievance redressal mechanisms
- AML and KYC guidelines
- Do's and Don'ts of a PoSP (Point of Sale Person)

STATEMENT OF PROBLEM

Human Resource is the most vital resources for the reason that is the only resource which has got brain. Even the computer brain which has been developed it. Development is a systematic process of learning and growth by which managerial personnel gain and apply knowledge, skills, attitudes and insight to manage the work in their organization effectively and efficiently. Training helps an individuals to improve their work performance better. Training is the corner stone of sound management for its makes employees more effective and productive. It is actively and intimately connected with all the personnel or managerial activities. It is an integral part of the whole management programme, with all its many activities functionally interrelated. There is a need for training men so that new changed techniques may be taken advantaged of and improvement affected in the old method, which are more fully inefficient. Training is offered to increase the productivity, to improve the quality, to help a company fulfill its future personnel need, to improve organizational climate and personnel growth.

LIC agents are expected to understand the customer's needs and sell products accordingly. This process involves high level of persuasion and a sustained effort for a long

period of time. The selling process requires a certain level of analytical skill and knowledge of the different financial tools; also there are employability skills necessary for getting, keeping and being successful in a job. They are the skills and attitudes that enable employees to get along with their colleagues, to make critical decisions, solve problems develop respect and ultimately become strong ambassadors for the organization.

The basic employability skill such as customer relationship building, product knowledge, communications skills and problem solving skills are considered as vital part of the business functionality. Absence of such qualities makes it difficult to answer different questions that the customers pose to the agents. At the same time failing on any one of the skills may directly hamper the performance of the agents thus leading to low life insurance penetration. Hence to ensure that these skill gaps are mend, the noted factors are considered as main interest area of the study. This process of identification will bridge the gap between the present and required skills. By keeping this in mind, an attempt has been made to analyse the impact of training and development programmes of LIC agents in Madurai division.

SCOPE OF THE STUDY

The study focus on the impact of training given to the LIC agents and their performance before training and after training. It also focuses on the view points of the training programme. The perception of the LIC agents towards training and development programmes and gap in the training needs are considered. The financial position of LIC and job satisfaction of the LIC agents are not taken into account.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

1. To examine the impact of training programme in Life Insurance Business.
2. To analyse the role of trainers in life insurance business.
3. To analyze the impact on employees and employers towards training and development programme.
4. To give suggestions on the basis of findings of the study.

RESEARCH METHODOLOGY

Research methodology indicates research design, types of data used, methods used to collect the data, sampling design, sampling technique and statistical tools used to analyse the data. .

Research Design

The Research design adopted by the researcher is descriptive in nature as it collects primary data from LIC agents and Trainers and also gathers secondary data about history of Life Insurance Corporation and training modules.

Types of Data Used

As per the needs of the study, both primary and secondary data has been collected for detailed discussion and analysis.

Primary data

The primary data has been gathered from 120 LIC agents to know about the impact and effectiveness of training programme.

Tools for Primary Data Collection

The primary data has been collected with the help of well structured and pre tested questionnaire for LIC agents. For the purpose of survey of sample respondents, pretest has been conducted among 10 LIC agents. The pretest is done to analyse the effectiveness of the questionnaire. The questionnaire has been modified on the basis of pretesting.

Secondary data

The secondary data has been collected from standard text books, reports, records and relevant websites.

Sampling Framework

As per the statistical survey report of Madurai division, there are 12,570 LIC agents are functioning. By using Yamunae formula, the sample size decided is 120 respondents.

Sampling Technique

Stratified sampling technique has been applied for the selection of 120 LIC agents on the basis of their designation.

Tools of analysis

The statistical tools are applied on the basis of suitability of the data. Percentage analysis, One Way ANOVA and mean score analysis has been used to analyse the primary data.

Area of the Study

The area of the study is Madurai division.

RESULTS AND DISCUSSION

In this section, opinion of LIC agents towards impact of training programme and level of effectiveness of training programme are studied.

Table 1 Opinion of the LIC Agents towards Impact of Training Programme

Impact	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Total
Immediate impact	44 (36.67)	57 (47.5)	15 (12.5)	2 (1.67)	2 (1.67)	120 (100)
Long term impact	35 (29.17)	61 (50.83)	20 (16.67)	4 (3.33)	0 (0)	120 (100)
Short term impact	24 (20)	49 (40.83)	36 (30)	6 (5)	5 (4.17)	120 (100)
Quantitative impact	29 (24.17)	61 (50.83)	27 (22.5)	1 (0.83)	2 (1.67)	120 (100)

Qualitative impact	33 (27.5)	56 (46.67)	28 (23.33)	1 (0.83)	2 (1.67)	120 (100)
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Source: Primary data

One way ANOVA has been used to examine the opinion of the LIC agents towards impact of training programme. The null hypothesis framed is that there is no significant difference in the opinion of LIC agents towards impact of training programme.

Table 2 Opinion of the LIC Agents towards Impact of Training Programme – One Way ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	146.95	4	36.7375	0.557981	0.006562	0.043568
Within Groups	987.6	15	65.84			
Total	1134.55	19				

Source: Primary data

As the calculated value of ANOVA test is 0.557981 which is significant as its p value is less than 0.05 ($0.006562 < 0.05$) and the calculated value (0.557981) is more than the table value (0.043568), the null hypothesis is rejected. There is a significant difference in the opinion of LIC agents towards impact of training programme

Level of Effectiveness of Training Programme

Table 3 indicates the level of effectiveness of training programme.

Table 3 Level of Effectiveness of Training Programme

Effectiveness	Very Effective	Effective	Neutral	Ineffective	Very Ineffective	Total
Relevant and Up-to-Date	46	31	23	12	8	120
Comprehensive and Detailed	42	51	10	6	11	120
Practical and Applicable	55	25	10	7	23	120
Engaging and Interactive	36	73	2	2	7	120
Update Training Content Regularly	69	15	10	9	17	120
Include More Practical Application	30	55	18	7	10	120
Focus on Soft Skills	78	13	16	7	6	120

Use Blended Learning Approaches	38	48	31	2	1	120
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Source: Primary data

Mean score analysis has been used to analyse the level of effectiveness of training programme and the results are given in Table 4.

Table 4 Level of Effectiveness of Training Programme– Mean Score Analysis

	Very effective	Effective	Neutral	Ineffective	Very Ineffective	Total	Mean Score
Relevant and Up-to-Date	190	192	93	4	1	480	4.00
Comprehensive and Detailed	210	204	30	12	11	467	3.89
Practical and Applicable	275	100	30	14	23	442	3.68
Engaging and Interactive	180	292	6	4	7	489	4.08
Update Training Content Regularly	345	60	30	18	17	470	3.92
Include More Practical Application	150	220	54	14	10	448	3.73
Focus on Soft Skills	390	52	48	14	6	510	4.25
Use Blended Learning Approaches	190	192	93	4	1	480	4.00

Source: Primary data

The statement ‘Focus on Soft Skills’ got a dominant score of 4.25 followed by ‘Engaging and Interactive’ (4.08). the lease score is obtained by the statement ‘Practical and Applicable’ (3.68).

SUGGESTIONS

On the basis of findings of the study, some suggestions are offered to LIC to improve the quality of the training programme.

- LIC has to give practical oriented training to the LIC agents as the statement ‘Practical oriented and appreciable’ and ‘include more practical application’ got lease score.
- Regular training and development programs should be conducted for LIC agents to enhance their knowledge, attitudes, and practices.
- LIC of India should invest in technology-based training solutions to reach a wider audience and improve training effectiveness.
- The insurance industry should prioritize training and development programs to support agent performance and business success.

CONCLUSION

LIC training programs positively impact employees by enhancing skills, improving productivity, boosting motivation, and ultimately leading to better customer service and increased sales. Well-trained agents are more likely to generate higher sales and revenue. Training can lead to reduce customer complaints and attrition

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