

“A Study of Insurance Services adopted at CLC Spentex Industries Pvt. Ltd. Butibori, Nagpur.”

Ms. Poonam Asaram Raut, Mr. Gautam Prakash Kayapak

MBA Dept. Name Of Organization
T.G.P.C.E.T. Nagpur India
MBA Dept. Name Of Organization
T.G.P.C.E.T.

Abstract: The insurance services is the process of planning, implementing and controlling the efficient, cost-effective flow and storage of raw materials, in- process inventory, finished goods and related information from point of origin to point of consumption for the purpose of conforming to customer requirements. The mission of insurance services is to get the right goods or services to the right place, at the right time, and in the desired condition and quantity in relation to customers order. The insurance services of a country are an important tool for economic development of the country, as it helps in creation of wealth by linking saving with investment .It facilitates the flow of funds. From the households to business firms to aid in wealth creation and Development of the parties. Insurance services accumulate and analyze Financial data in order to make good insurance service decision in running the business .The basic objective of the financial information system is to Meet the firm's financial obligations as they come due, using the minimal amount of financial resource consistent with an established margin of safety . Output generating by the system include accounting reports operating and various what if analysis report..

Keywords: accumulate conforming, safety, insurance, inventory

I. Introduction

The insurance services is the process of planning, implementing and controlling the efficient, cost-effective flow and storage of raw materials, in- process inventory, finished goods and related information from point of origin to point of consumption for the purpose of conforming to customer requirements. The mission of insurance services is to get the right goods or services to the right place, at the right time, and in the desired condition and quantity in relation to customers order. The insurance services of a country are an important tool for economic development of the country, as it helps in creation of wealth by linking saving with investment .It facilitates the flow of funds. From the households to business firms to aid in wealth creation and Development of the parties. Insurance services accumulate and analyze Financial data in order to make good insurance service decision in running the business .The basic objective of the financial information system is to Meet the firm's financial obligations as they come due, using the minimal amount of financial resource consistent with an established margin of safety . Output generating by the system include accounting reports operating and various what if analysis report.

Objectives of the study

1. To study the prevailing human resource development practices of public and private life insurance companies operating in India.
2. To identify the different methodspreferably adopted by life insurance companies to train the sales force.
3. To examine the awareness level of marketing functionaries regarding use of outside agenciesfor training of sales force by life insurance companies.
4. To study the level of job satisfaction among marketing functionaries resulting from prevailing human resource development practices of public and private sector life insurance companies.

Scope of the Study

The scope of study is limited to public and private sector life insurance companies.

II. Research Methodology

The present study is based on secondary and primary data. The secondary data have been collected from various sources namely Annual Reports of IRDAI and Annual Reports of selected public and private life insurance companies operating in India. The study has also used some relevant information from the website of Insurance Regulatory and Development Authority of India (IRDAI). The primary data pertain to public sector

life insurance Company (LIC) and 3 major private life insurance companies operating in Punjab. These life insurance companies are ICICI Prudential Life Insurance Company Limited, Bajaj Allianz Life Insurance Company and HDFC Standard Life insurance company. The individual agents have been considered as a unit of investigation. A sample of 200 agents (100 from public sector life insurance company (LIC) and 100 from 3 selected private life insurance companies) spread over four districts of Punjab namely Ludhiana, Amritsar, Jalandhar and Patiala representing all the belts of Punjab namely Malwa, Doaba and Majha regions has been taken.

Reliability and Validity Analysis

To collect primary data a comprehensive questionnaire was prepared. The questionnaire was pre-tested on 20 respondents (10 each from the private and public sector life insurance companies). To test the reliability of the scale used in study, the value of Cronbach's alpha was calculated. The calculated value of Cronbach's alpha for public sector (0.828) and private sector (0.898) respondents regarding job satisfaction is found to be above the acceptable level of 0.70 (George and Mallery 2003). The calculated value of Cronbach's alpha for respondents of both the sectors taken together (0.881) shows that there is high internal consistency among items. In the light of results of reliability test and opinion of experts on content and face validity of scale, the final questionnaire was prepared.

Human Resource Development Practices

Human Resource Development focuses on enhancing learning culture in the life insurance companies. The life insurance companies in India aim at high job satisfaction, team work, high involvement of sales force, enhancing problem solving ability of sales force and to maintain good organizational climate through the development programmes of employees. The public and private life insurance companies have their own HRD departments which are responsible for preparing the training and development programmes for their sales force.

The Human Resource Development practices of public and private life insurers are discussed below.

Human Resource Development Practices of Public Sector Life Insurance Company (LIC) The HRD department of LIC plays a vital role in enhancing the performance of sales force to achieve and maintain the competitive advantage of the organization. LIC tries to maintain cordial and harmonious relations among employees. Training is provided through various programmes to upgrade the competences and skills of sales force. LIC has its own training centers where officers are posted as faculty. The services of external trainers are also used to update the sales force on recent changes occurring in the market. To train faculty members "Train the trainer" programme is conducted by the company. In LIC top development officers are sent to various management institutes of the country such as Indian Institute of Management Lukhnow, for Management Development Programme. The Million Dollar Round Table (MDRT) agents are sent to Management Development Institute (MDI) Gurgaon for two days specialized training on Management Development Programme. Management Development Centre (MDC) is the apex training center of the Life Insurance Corporation which plays a leading role in sharpening the skills of the middle and senior administrative and marketing officers of LIC

The Development officers (non SBAs) are also given specialized training through external training institutes like IIST Pune, Data Comp, Jivan Vidya Trust (JVT) etc. The induction trainings are conducted by LIC for newly appointed agents across the country. "Shaktimaanki Udaan" is an induction program organized by LIC for assistant sales managers. The customized Programme on "Business Leadership" is conducted by School of Business Hyderabad. The functional training is also provided to class 1 and class 3 employees of the organization. LIC has focused on strengthening performance of people by improving its training process during 2015-16. LIC has also won the Golden Peacock Award for HR Excellence in Training for the year 2016. Moreover, the agents are also given loans under Agent Housing scheme. LIC has sanctioned 41.29 crores of loans during 2015-16 under Agent Housing scheme. The company has well designed performance appraisal system to appraise the performance of its employees on regular basis.

Summary And Suggestions

From the above discussion it is concluded that human resource development practices focuses on enhancing learning culture in the life insurance companies. The public and private life insurance companies have their own HRD departments which are responsible for preparing the training and development programmes for their sales force. The life insurance companies preferably train their sales personnel by providing them study material at frequent intervals of time to update the sales force on recent changes occurring in the market. The lectures in the class room commonly referred to as class room training is another popular method of training in the industry. The life insurance companies also give case studies to sales personnel in order to improve their problem solving and decision making ability. A significant difference is also observed in awareness among

respondents on the issue of participation of outside agency in training. It is also interesting that the respondents with post graduate qualification are least aware while those with qualification below graduation were comparatively more aware on the issue of participation of outside agency in training. Further, those who are less experienced are comparatively more aware on the issue of participation of outside agency in training than those who are having more experience. It is found in the study that respondents are less satisfied from support of supervisors; it is therefore suggested that supervisors should be given strict instructions by the management of life insurers to support and help marketing personnel of the company. It will enhance the interest of marketing functionaries and thus more life insurance business can be procured by them. Some of the respondents are less satisfied from the behavior and cooperation of office staff with the marketing personnel. Therefore the attempts should be made by life insurance companies to make harmonious relationships among office staff and marketing functionaries. It is also suggested that in the public sector more emphasis should be laid on practical training rather than class room training. The agents should also be fully equipped with competitive marketing strategy to function in a competitive market because many of them might have worked in monopoly market structure. Since the public sector respondents are less satisfied from the independence of doing work, it is therefore suggested that the public sector should provide more independence to sales force in their assignments. The private life insurers should strictly utilize the services of National Skill Development Council (NSDC) and Banking Financial Services and Insurance Sector Skill (BFSI) in a phased manner in order to improve training practices. Since the private sector's respondents are less satisfied from working hours and performance appraisal system of private insurers, it is therefore suggested that private sector life insurers should also try to improve their performance appraisal system in order to improve goodwill among marketing functionaries. The private sector should also try to provide more flexibility in the working hours of marketing functionaries. IRDA is the regulatory body for insurance sector. However, it should also undertake independent studies in the industry to know the various aspects or problems related to the marketing functionaries. Such studies can also be undertaken by educational institutions which can be financed by IRDA.

References

- [1]. Agadi, Ramesh, Bais, Singh, Santosh, “Problems of HRD in Insurance Sector”, Journal of Contemporary Research in Management, 2008, pp.33-48.
- [2]. Bais, Singh, Santosh, “Human Resource Development (HRD) In Insurance Sector (A Study with Special Reference to Life Insurance Corporation of (LIC) India)”, EXCEL International Journal of Multidisciplinary Management Studies, Vol.1 Issue 3, 2011, pp.196-227.
- [3]. Patre, Smruti, Rahul, Gawande, Vinod, “An Exploratory Study on level of Job Satisfaction and Intent to Leave Among Sales Workforce of Private Sector Insurance Companies with Reference to Nagpur City” Journal of Strategic Human Resource Management, Volume 1 Issue 3 October 2012, pp.39-50.
- [4]. Kaur, Hardeep, “Job Satisfaction during Recession Period: A Study on Public & Private Insurance in Punjab”, International Journal of Advanced Research in Management and Social Sciences, Vol. 1, No. 1, 2012, pp.24-42.
- [5]. Singh, Anita, “Job Satisfaction In Insurance Sector: An Empirical Investigation”, International Journal of Engineering and Management Science, VOL.3 (4), 2012, pp.425-432.
- [6]. Yadav, Babita, Gour, Singh, Hari, Rokade, Varsha, “Analytical Study on Employee Job Satisfaction of HDFC Standard Life Insurance”, International Journal in Management and Social Science, Vol.2, Issue-11, 2014, pp.198-218.
- [7]. Tiwari, Usha, “An Analysis of Job Satisfaction And Its Impact on Employees Performance at Life Insurance Corporation (LIC) of India”, Abhinav International Monthly Refereed Journal of Research in Management & Technology, Vol. 3, Issue 11 2014, pp.15-21.
- [8]. Dolai, Dolly, “Perception of Employees on HRD Climate in Insurance Sector: Public vs. Private” PARIPEX - Indian Journal of Research, Volume : 4, Issue 7, 2015, pp.328-330
- [9]. Dash, Swetapadma, Das, Kumar, Kishore, “HRD Climate in Insurance Sector: A Study with Special Reference to Life Insurance Corporation of (LIC) India”, International Journal of Research in IT and Management, Vol. x, Issue x, August 2016, pp. 5-18.
- [10]. Kothari, C.R., Research Methodology Methods and Techniques, New Age International (P) Limited Publishers, New Delhi, Second Revised Edition, 2004. Internet Sources
- [11]. <http://www.pondiuni.edu.in/sites/default/files/HRDt200813.pdf>
- [12]. https://books.google.co.in/books?id=nCkXmZjs0XcC&printsec=frontcover&dq=job+satisfaction&hl=en&sa=X&redir_esc=y#v=onepage&q=job%20satisfaction&f=false
- [13]. <https://books.google.co.in/books?id=4IdbmX4pDpkC&pg=PA180&dq=job+satisfaction+definition&hl=en&sa=X&ved=0ahUKEWjk2au4n6nTAhVMpo8KHxlrc2oQ6AEIQzAG#v=onepage&q=job%20satisfaction%20definition&f=false>

- [14]. <https://www.icicprulife.com/content/dam/icicpru/aboutus/FinancialInformation/AnnualReports/FY2015.pdf>
- [15]. <https://www.hdfclife.com/iwov-resources/pdf/financial/2015-16/public/HDFC-Life-Annual-Report-FY-2015-16.pdf>
- [16]. <https://www.bajajallianzlife.com/pdf/annual-report/BALIC-Annual-Report-15-16.pdf>
- [17]. <https://www.bajajallianzlife.com/pdf/annual-report/BALIC-Annual-Report-15-16.pdf>
- [18]. [<https://www.licindia.in/getattachment/Bottom-Links/annual-report/LIC-Annual-Report-2015-16.pdf.aspx> Human Resource Development Practices: A Study of Public and Private Life Insurance Companies DOI: 10.9790/487X-1906021021 www.iosrjournals.org
- [19]. https://www.licindia.in/Bottom-Links/annual-report/LIC_ANNUAL_-REPORT_2014_15-pdf
- [20]. <https://www.licindia.in/>
- [21]. <https://www.hdfclife.com/>
- [22]. <https://www.bajajallianz.com/Corp/new-index.jsp>