

**College of Insurance
Insurance Institute of India, Mumbai
Bancassurance
Program ID: CPB2
(From: 06th to 07th July, 2020)**

Relevance of the Program:-

Corporate Agency distribution Channel and Bancassurance has emerged as a major contributor to the growth of insurance in India. With increase in competition and other forces impacting net interest margins [NIM], banks are today in search of newer and non-traditional avenues to increase their revenue (bottom line). In this endeavor they are looking for sources which can give fee based income and commission. They can garner good revenue through distribution of insurance products. Again, banks and financial institutions are today seeking to become one stop financial boutiques that offer end to end solutions for a range of life cycle needs felt by the customers. Insurance, as a most effective vehicle for risk mitigation and long term financial security, is a vital part of individual portfolios.

The IRDAI regulations provide that a bank [as corporate agent] may have a tie up with a maximum of three life insurers, three general insurers and three health insurers in each category for soliciting, procuring and servicing of Insurance Business. As per the regulation, the Corporate Agent is responsible for compliance of certain regulations including maintenance of certain records and accounts. The corporate agents are also subject to inspection by the Regulator periodically.

The Principal Officer is the nodal officer appointed at the bank, with responsibility for management of Bancassurance activities and to ensure compliance with the regulation. The role of the Principal Officer is onerous. He /she has to supervise the activities of the Corporate Agency and play a vital role in the success of the Corporate Agent both in respect to sale and service of Insurance Products. He also bears the onus in the matter of regulatory compliance, including its inspection by the regulatory authority. The role calls for a deep understanding, not only of the fundamentals of insurance and its practice, but also, of marketing and strategic skills for developing the specified persons, connecting to customers and building the business. Above all, it calls for understanding of the regulation and its compliance.

This Program is designed, based on an appreciation of the difficulties faced by Principal Officers in understanding and complying with the requirements of the corporate agents' regulations.

The programme is suitable for Principal Officers of both banks in the business of Insurance distribution and other corporate agents as well. Its aim is to enhance the competencies of the Principal Officer who is the back bone of the Corporate Agency system and the driving force for success of its business on the one hand and playing compliance officer role on the other. Other officials of the Corporate Agents may also attend because of the relevance of the program to them.

Program Objective:-

The participant would understand and get insights on

- Understanding and playing his/her role as Principal Officer effectively in the context of the new Corporate Agents Regulation.
- Developing strategies for effectively reaching out and connecting to Bank Customers
- Business Promotion and marketing through Specified Persons and regulatory compliance relating to appointment of specified persons
- Maintaining records and books of account
- Compliance with Regulations including inspection requirements

Participant Profile:-

Though the programme is designed, mainly keeping Principal Officers of banks in mind, it can equally apply to principal officers of other financial institutions which today operate as corporate agents.

Program Content:-

The program would focus on the following

- Opportunities and challenges in Bancassurance
- The new regulations and the role Principal officer of Corporate agents.
- Role of the specified persons.
- Facing Inspection and compliance.
- Maintenance of records and books of account by Corporate Agents.
- Marketing strategies for Development of Bancassurance Business.
- Empowering specified persons and building Sales champions.
- Marketing and Positioning of insurance in customer portfolios - the Personal financial planning context.
- Customer Service Imperatives: Underwriting, Claims Administration and Servicing roles.

Course Coordinator:-

Mr P K Rao – 022-26544203 Email: pkrao@iii.org.in

Program Duration & Timing: -

2 days & from 10.00 a.m. to 05.00 p.m.

Course Fees:-

- **Participants requiring residential facilities: Total amount Required –Rs. 11800-i.e. (Rs. 10000/- plus 9% CGST + 9% SGST).**

The fees cover tuition, course material, A/C single room accommodation in the Institute's campus and full boarding (bed tea/coffee, breakfast, lunch, light refreshments in the evening and dinner). All rooms are fully furnished with attached bathroom and Internet facility.

Rooms are reserved from 12.00 noon onwards the day prior to the commencement of the program. The participants can stay till 12.00 noon next day after the conclusion of the program.

- **Non-residential participants: Total amount Required –Rs. 8496/-i.e. (Rs. 7200/- plus 9% CGST + 9% SGST).**

The fees cover tuition, course material and day boarding (i.e. tea/coffee during tea breaks and lunch for actual days of training).

Training Venue:-

Please follow below link / QR Code for Training Venue

<https://qr.go.page.link/qs2Qb>



Parking Facility:-

Public parking available at 5 minutes walking distance (Behind US Consulate).

Respond to:-

Ms E. D'souza	college_insurance@iii.org.in	022-26544210
Mr D V Govekar		022-26544247
Ms S S Vaidya		022-26544266
Ms A P Dalvi		022-26544254
Mr P M Tare		022-26544251
Ms N B Bagde		022-26544234

**College of Insurance
Insurance Institute of India,
G Block, Plot No. C – 46, Near American Consulate, Bandra Kurla Complex,
Bandra (East), Mumbai – 4000051**

Information for Registration

Registration:-

- To register online, visit menu Enrolment – Online Enrolment on website www.coi.org.in else follow link - <http://www.coi.org.in/web/guest/programme-calendar>
- For offline registration, mail us at college_insurance@iii.org.in and please see below details for bank transfer.

Name of the Beneficiary:-	Insurance Institute of India
Name of Bank & Address :-	Axis Bank Ltd, Fort Branch, Jeevan Prakash Building, Sir P M Road, Mumbai – 400001.
Account No.:-	0040 10100 143462
IFSC Code:-	UTIB 000 000 4
MICR Code:-	400211002
Swift Code:-	AXISINBB004

- The confirmation of registration for the program will be subject to receipt of payment before the commencement of the program.

Training Venue:-

Insurance Institute of India, (College of Insurance), G Block, Plot No. C – 46, Near American Consulate, Bandra Kurla Complex, Bandra (East), Mumbai – 4000051

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<https://qrgo.page.link/qs2Qb>



Parking Facility:-

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G Block, Plot No. C – 46, Near American Consulate, Bandra Kurla Complex,
Bandra (East), Mumbai – 400051**

Nomination Form

- 1) Participant Name: _____
- 2) Program Name: _____
- 3) Program Period: _____
- 4) Address: _____

- 5) Educational Qualification: _____
- 6) Date of Birth: _____
- 7) Position Held: _____
- 8) Mobile No: _____
- 9) Telephone No.: _____
- 10) E-Mail: _____
- 11) Alternate E-Mail: _____
- 12) Sponsoring Organisation: _____
- 13) Food preference: Vegetarian Non-Vegetarian
- 14) Hostel Facility Required: Yes No
- 15) Details of Fee Paid: Cheque / D.D. No. _____ dt. _____
Drawn on _____ Bank, for Rs. _____

Please
affix your
photograph
here

Signature & seal of the authority
of the Sponsoring organisation

Signature of the Participant

*Name of Co-ordinator: _____
Mobile No: _____ Tel. No.: _____
Email-Id.: _____ Company Name: _____

*This column is mandatory for those participants who are sponsored by company.