



Human Resource Development in LIC of India

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Abstract

The Life Insurance Corporation of India established in 1956. It was a big step by the Union Government to nationalize the life insurance business. The government passed an act in the parliament to nationalize the life insurance business. This act called as Life Insurance Corporation Act 1956. The LIC was a single life insurance player in the Indian Market till the year 2000. The Government of India was open the Insurance Market in the year 2000. It has broke the monopoly of LIC in the Life Business. The Corporation has a largest human resource in insurance business. For the proper utilization the corporation running different training program. The corporation collaborates with world repute organizations to provide the proper training to their personals. The corporation is providing in house and external training both. Corporation has Zonal training Centre, Divisional Training centre and Agent Training Centre for in house training of personals. The corporation is collaborating with IIM, XLRI, MDI and other national repute Institute for human resource development. The corporation covered 89 percent of employees under the training in the year 2012-13. It arranged 115 training program in the year 2012-13.

Keywords: Organizational Development, Carrier Development, Employee Orientation, Skill and Technical Training, Management Training, Supervisory Development

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1. INTRODUCTION

The life insurance corporation of India established with an act which passed in the parliament of India. It is called Life Insurance Corporation Act 1956. The Act came into the force on 1st July 1956. It was the first step taken towards the nationalization of Life Insurance Business in India. On 20th January, 1956 all life insurance companies were taken over. The corporation is an autonomous body and the necessarily to run on sound business principles. The corporation was entertaining the monopoly of life insurance business from their establishment. But in the year 1999 Government of India feel a need of privatization of insurance business. The government of India established the Insurance Regulatory Development Authority (IRDA). It opens the sector for private players and breaks the monopoly of LIC in insurance business.

The Life Insurance Corporation of India is a largest life insurer till today. The corporation captured more than seventy percent of life insurance market share at present. It has more than lakhs of employee at different levels as executive, administrative and supervisory level. The corporation has a largest chain of Agent or sales executive. According the annual report 2013-2014 LIC has more than 12 lakhs of agent to contact with customer. The corporation has a big human resource. The human resource development is very much required. The corporation taking the following steps for the development of human resource.

Human Resource Development is a systematic and planned activity by any institution, to provide the required skill and training to their employee and to fulfill the present and future requirement of the job and work place. The Human Resource Development is complete process to train the employee according the present need and environment of the market. In this process any internal and external both type of systems are included. The functions of Human Resource Development are: (i) Training and Development (T & D) (ii) Organizational Development. (iii) Carrier Development

1.1 Training And Development

It improves the knowledge, skill and business aptitude of employee. It prepare the employee for short term requirement of the organization and for any specific job i.e.,- (i) Employee orientation (ii) Skill and Technical Training (iii) Coaching (iv) Counseling etc.

1.2 Organizational Development

It prepares the organization for future responsibilities. It improves the capacity to perform at the current job. It prepares organization to fulfill the objective of the department and organizations. The training and development is two types (i) Management Training, (ii) Supervisory Development. It develops the professional capacity in the employees.

1.3 Carrier Development

Carrier development is a continue and unending process. In this process, the individual makes progress through series of training until he achieves his personal level of maximum achievement. (i) Carrier planning, (ii) Career Management the different type of training, FIP, TTP and Special training. The Executive and administrative worker is getting the training. The corporation is developing the professionalism their employees.

2. OBJECTION OF THE STUDY

The following objective set for the study-

1. To study the Human Resource Development Procedure in Life Insurance Corporation of India.
2. To study the process of training of employee in the corporation.
3. To study the system of Training and development of employee in the corporation.

3. METHODOLOGY

The study is based on secondary data collected from annual reports of corporation, IRDA and other agencies as per the requirement. The data also collected from books, research paper and articles. The suitable and required statistical tools are used to summarizing the data.

4. HRD IN LIC

The Human Resource Development plays a very important role in every public/private organization. It enhances the performance of the employee of every organization i.e., public as well as private sector. It maintains the competitive environment and prepares the employee for better work. In the Life Insurance Corporation of India the training imparted through various programs to upgrade the skill and knowledge of employee. It has prepared the employee for alternate growth of the organization.

Thus, Life Insurance Corporation has a largest chain of field worker and these field workers are the backbone of LIC's Business.

4.1 Training of Field Personals in LIC India

It is chain of contact between customer and the company. It is a primary link or source of the company to connect with the customer. It is only a source of business development. Life Insurance Corporation provides the special training to their personals. The focus of F.P.T is to develop the professionalism in the field of personnel. It focuses to prepare the field personnel to compete in the market. It develops skills in personnel according the need of insurance market. The Corporation has their own training center. The corporation has Zonal training center and Sales training center where some special officer posts as faculty, who provides the training and update them as per the demand of the market. It also updates the field personnel about the market change and present scenario of life business. There are two types of training program in Life Insurance Corporation of India.

4.2 In-House Training Centre

The corporation conducts in-house training program all over the country. The corporation conducts the program at their in-house training center. Corporation has, Zonal Training Centre (ZTC), Divisional Training Centre (DTC), Sales Training Centre (STC), and Agent Training Centre (ATC).

Table-1: Training of Field Personnel Across the country (2012-13)

S.No.	Zone	ZTC	STC	ETI Engaged	STC/ZTC/ETI	DTC/A TC	Total Agent	Development Officer
1	CZ	1	3	0	7120	11714	18834	502
2	EZ	1	4	0	15,641	23077	38718	866
3	ECZ	1	3	0	7914	22386	30300	245

4	NZ	1	4	0	15,783	19262	35045	640
5	NCZ	1	4	0	10,199	33846	44045	673
6	SZ	1	4	0	17,383	20048	37431	973
7	SCZ	1	5	0	20,797	20393	41190	822
8	WZ	1	6	0	16,235	12866	29101	258
9	CO	1	0	0	273	0	273	604
Total		8	33	8	1,11,345	163592	274937	5583

Source: Report of LIC STC/ZTC/ETI, DTC/ATC Trend.

Where = CZ = Central Zone, EZ = Eastern Zone, ECZ= East Central Zone, NZ- Northern Zone, NCZ= North Central Zone, SZ = Southern Zone, SCZ= Southern Central Zone, WZ = Western Zone, CO = Central Office Mumbai, ZTC = Zonal Training Center, STC = Sales Training Center, ETC = External Training Centre, DTC = Divisional Training Center, ATC = Agent Training Center.

The training activity covered the training of agents, marketing officers, development officers and other officers which is related and busy in sales and field activities. The corporation arranged several types of programs year to years for senior business associates. It had conducted a senior business associate program in Gurgaon where 438 officers participated in it. It provides the training in 18 sessions. The corporation approach to IIM Lucknow to provide the training to top development officers. The corporation has a systematic approach for training and unified training program conducted by the faculty member of STC. The agents who got the training there were 35554.

The agents also sent for motivational training in MDI Gurgaon. It provides them two days specified training. The external training also provide to the development officers.

4.3 External Training Centers

The Corporation also provides the training to their personnel outside of the corporation. The corporation collaborated with the following institution for the training. It attached with the following institutes in their training program as external training centers. During the year 2012-13 following institutes conducted the training for corporation's personnels.

1. Indian Institute of management, Lucknow.
2. Management Development Institute, Gurgaon.
3. IAIFM
4. L I Global Services (LIMRA)
5. IIST, Pune
6. TMI Group
7. DATA comp
8. Insurance Guru

5. TRAINING FOR ADMINISTRATIVE HUMAN RESOURCES

The Life Insurance Corporation of India also provides the training their employees who worked as administrative officers. The training of these employees is very important to maintain the healthy environment in the corporation. The corporation has also conducted one year eradicates escalation program in the Collaboration of IIM, Ahmadabad. In the year 2012-13 fifteen officers

successfully completed program. The corporation is conducting a training program on 'Business Leadership for senior divisional manager with the collaboration of ISB' Hyderabad. The corporation covered the 89 per cent of employee under the training program in the year 2012-13 the corporation is providing the better training in house as well as external. It is collaborating with the best institute of repute in India for training of their administrative and field personnels.

Table-2: Training Data of LIC

Centre/In House	2010	2011	2012	2013	2014
MDC	2328	2703	2197	2279	2884
National Ins. Academy	1797	2509	1876	2386	1487
ZTC	38224	41782	43271	43529	43333
Within country (ISB, XLRI, ASCI, IIM, MDI Etc.)	584	850	549	641	2482
Foreign Bodies/Institute (FA LIA, AIM, IFTDO, SWISS, RE) 24 Munich etc.	09	12	15-	17	10
Total	42942	47908	47908	48852	50196

Source: LIC annual reports.

6. MANAGEMENT DEVELOPMENT CENTRE (MDC)

Management Development Centre of Life Insurance Corporation of India establishes to check the need of skill among officers. It develops the capabilities in the officers. It is providing the training and Learning to fight with critical competence in the market. Training develops a healthy environment between employee and manager. The training intervention is designed in keeping with the training needs and guidelines and performance expectations of central offices and Zonal Managers. It creates the environment to implement the high level designed program. Which fulfill the expectation of organization? It develops bridges between the expected organizational performance and actual organizational performance. It was a big step to start the PGEM program for job management with the collaboration of IIM Ahmadabad. It is developing the capacities, sharpens and capabilities in the top managers by some management development programs.

The MDC is conducting the following development programs -

1. PGEM (with IIM Ahmadabad)
2. Program of disciplinary proceeding
3. Session of energy management and audit.
4. Program for Retiring Officers.
5. Session for Metro Agent.
6. COBOL Training for ITSGZ members.
7. Workshop for IPP
8. Special workshop on early claim

9. P & GS IT Seminar
10. EDMS
11. Special Session for Lady Agent.
12. Training program for RE.
13. Estate Development and Management Program.
14. Preparation of Financial Statement and Statutory Audit.
15. Session on Underwriting by Success RE.
16. Workshop on valuation and D-returns.

**Table-3: Training Program Conducted by LIC
(In Last Five Year)**

Programs	2010	2011	2012	2013	2014
Train. Mkt. Sales	26	34	16	17	15
Function Induction Program	30	27	27	26	14
Train the Trainer Program	05	09	06	05	06
Special Program	43	45	57	60	78
Other program (PGEM)	09	03	03	03	02
Total	113	118	109	111	115

Source: Annual Report LIC.

The above table is showing the training program conducted by the Life Insurance Corporation in last five years. According to the table LIC is conducting the training program every year. The corporation conducted 113 Training programs in the year 2010 and it conducted the 109 program in 2012, 115 programs in 2014. It shows that the corporation is providing the proper training of their employees as well as their office and executive staff.

7. CONCLUSION

We found from the above discussion, that the Life Insurance Corporation provided proper training to their employees. The corporation has a strong set up to develop the human resource. Corporation has three tier arrangement of human resource development. It has in house training as zonal training centre, divisional training and agent training centre; The Corporation also has an external arrangement of training. The corporation collaborates with the different institutes of repute like IIM, XLRI, MDIT and other Institute of National Fame for training. It also provides the training to the field as well as administrative personnel. The Corporation is conducting several programs for agent, executive and administrative staff. The corporation is conducting more than hundred training programs every year. The corporation covered more than 89 percent of total personnel.

8. SUGGESTIONS

The Corporation must promote the training for rural areas. It must provide the training of the employees to work in remote areas and connect with them who are not in the approach of insurance, as they are much needy.

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