

## The noble business of solving worries

When you evaluate career prospects, what are the key points that you consider? In my experience, most people look for career opportunities that offer stability, growth, work satisfaction, and holistic development. At times you crave independence, you want to be your own boss, and of course, decide what you want to earn and grow at your own pace. You want to be an entrepreneur but are confused as to how to go about it and what to choose. One such business that offers all the ingredients for building a lasting and happy career, helping the team of customers, has unlimited potential and earning capabilities, is the business of becoming an 'insurance adviser'.

The insurance business is a distribution-driven business, and the agency channel is one of the most robust distribution channels in the sector. An insurance adviser is a representative of the insurance company and sells its products

and services on its behalf in return for a commission. In India, agents have played an instrumental role in spreading insurance and taking it to the masses. Insurance agents are part of an increasingly innovative and dynamic field that attracts people from all walks of life. An insurance adviser holds deep knowledge about various insurance products, understands the requirements of their customers, and helps them choose the right products.

This business offers you ample opportunities to interact with people from across industries and from across the socio-economic spectrum; there are very few careers that enable you to spread your network far and wide like that of an adviser. Over the period, insurance adviser acquires impeccable communication skills, people skills, problem-solving abilities, and much more which ensures their holistic development. If you are someone who is looking

for a meaningful career, and you desire to make a difference in society, then the career of an insurance adviser will appeal to you. You will be instrumental in improving the financial literacy of your customers, helping bolster their financial security, assisting them during the time of claims, thereby contributing to strengthening the economic fabric of our country.

Particularly there are two distribution channels that you can join with relative ease to distribute insurance:-

**PoSP (Point of Salesperson):** If you already have a shop/kirana store and have a great network along with which you are looking for avenues to expand your revenue, becoming a PoSP adviser is an excellent option. You will get the opportunity to offer more value to your customers and protect them against various risks. To become a PoSP you must be 18 years old, and hold a Aadhaar and PAN card. You should have cleared 10th

standard or equivalent examination. You will have to undergo a 15-hours compulsory training as mandated by the insurance regulator IRDAI.

**Agent:** An agent is a representative of insurance company and sells their products and services. As an insurance agent you will play an active role in insurance distribution, you will help your customers pick the right insurance product for them and provide them financial security. To become an insurance agent, you have to go through 50 hours of training and clear the pre-testing examination. To become a composite agent (who can sell general and life insurance products) you have to undertake 75 hours training. The minimum qualification to become an agent is to clear the 12th standard or equivalent examination. If you reside in a place with a population of more than 5,000, you should have cleared 10th standard or equivalent examina-

tion in case your place of residence has a population less than 5,000, which means you can start your journey at a very early age.

The Indian insurance industry is at the cusp of interesting times, today the industry offers a wide range of products for all classes of customers. Insurance is going to occupy the center-stage in the years to come, it is a great time to enter the sector and flourish as the industry reaches new heights. This career offers unlimited earning potential, a chance to travel the world, opportunity to build a lasting legacy and make an impact in society.



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