

## **Skill Development Programme: ‘Personal Financial Counsellor’**

### **1. Preamble:**

The present programme is basically designed to promote skills required for development of financial planning business and promotion of personal financial advisor as a career option amongst potential students in urban and rural areas. The programme is focused at–

- Giving a proper understanding about the financial planning business to urban and rural students
- Training the youths to personal financial planning sector in a systematic manner.

This programme shall help the youths to learn the nature of financial planning business as well as techniques to promote financial planning.

### **2. Nomenclature:**

The programme is titled as professional skills for Financial Planner

#### **Focus of the Programme:**

The programme is focused at advancing and inculcating skills required for promoting financial planning business through systematic canvassing, counseling and right guidance to potential customers . It will also help the learners to know various principles of financial planning.

### **3. Job Profile:**

The incumbent trainee is expected to learn various facets of financial planning business and various activities. The trainee will also have to understand the salient features of financial planning products and various customer segments interested in buying such products.

The programme shall basically focus on following aspects:

- a. To provide an understanding regarding principles of modern financial planning.
- b. To help the learners to know various financial products and their features.

- c. To detail out the methods of selling financial products.
- d. To develop a right selling techniques of financial products.
- e. To understand a right system of counseling about financial products to potential buyers.

#### **4. Minimum Qualifications:**

The programme shall require the incumbent trainee is expected to have minimum qualification of H. S. S. C. in any branch or discipline.

#### **5. Intake:**

The minimum intake per batch is 20 subject to a maximum of 40 learners per batch at a time.

#### **6. Duration of Programme:**

The programme shall be of 60 hours duration distributed in different learning activities like:

- 1. Lectures
- 2. Demonstrations
- 3. Hands on experience
- 4. Customer interface etc.

#### **7. Interface:**

The trainee shall have to undergo a learning and skill development exercise of 60 hours duration which will be divided into different sessions and training activities. The training activities and learning sessions shall mainly focus on developing skill sets required to become a personal financial advisors.

The programme interface shall focus at following aspects:

- a. A trainee/ learner will have to work with one or two agencies that sells various financial products / Investment advisors / Banks- that sells various investment

products for gaining professional and practical exposure as well as for developing skill sets.

- b. The trainee shall have to attend conceptual lectures and basic foundation programme to know about principles of Financial planning. This session shall be organized in a specified academic institution.

The distribution of interface is as follows–

Learning exercise, demonstrations and hands on experience	60%
Job related project	20%
Assignment	10%
Concept building	10%

#### **8. Composition of learning activities and interactive sessions:**

In order to develop appropriate skills set, every trainee will have to undergo practical training and hand on experience sessions under able guidance of tours and travel executives/ officers. He/ she shall also have to attend conceptual and academic sessions to know the fundamentals and basic principles about financial products and systems. For the purpose of interface, the resource persons shall provide skill inputs in following proportion.

Financial Advisors professionals and executives for providing hands on experience	60%
Faculty members and academicians	40%

#### **9. Proposed Skill Bank to be developed:**

The proposed Skill Bank for Personal Financial Advisors in Financial Sector shall focus on development of following skills:

- a. Communication skills
- b. Canvassing skills
- c. Effective presentation and counseling skills

- d. Effective Sales skills
- e. Customer relationship development skills
- f. Conflict resolution and convincing skills

**10. The Course Structure is divided in following components:**

- a. Core components:** This shall include understanding of personal financial planning , financial products and principles of CRM.
- b. Allied components:** This shall mainly focus on developing counseling skills, enhancing canvassing ability, sales skills, effective presentation and communication skills.

### 11.The distribution of conceptual/ practical lessons is as follows:

Unit No.	Title	Conceptual Focus	Learning Hours (Conceptual)	Practical Focus	Learning Hours (Practical)
1	Basics of Personal Finance	Financial Planning- Introduction , Process , Importance and Influences on personal financial planning.	2	Creating an understanding about personal financial planning.  <b>Method:</b> Develop personal financial goals.	2
		Methodology to set SMART financial goals. Concept of Risk and Return	2	Creating an understanding about influences on personal financial planning.  <b>Method:</b> Role Play , Customer Interface.	3
2	Concept of Inflation and Power of Compounding	To understand how inflation affects financial planning and how to avoid it.	2	Understand the dynamics of returns that gives returns above inflation  <b>Method:</b> Check current inflation and interest rates on various financial product.	5
		To understand the power of compounding and how it helps in increasing the asset.	2	Understanding the concept of compounding, how it helps in long run  <b>Method:</b> Role Play Customer Interface.	5
3	Concept of Savings and Investment	To understand the various Savings Products: Savings Account Recurring Deposits Fixed Deposits Term Deposits Post Office Savings Schemes and various other schemes.	2	Evaluating customer requirements according to different types of services – offering different products to different customer groups– identifying and understanding various facets of customer requirements, evaluating customer need for	5

		To understand various Investment Products: NSC , PPF , ELSS , KVP , Mutual Funds , ULIP , Debentures, Equity, NPS(New Pension Scheme)	2	different types of deposits <b>Method:</b> Role play, demonstration, counseling, case study  Examining requirements– assessing suitability of financial products to a particular customer segment– setting norms. <b>Method:</b> Case study, interface with customers, discussions, role play	5
4	Developing Effective Sales Talk	Understanding customer requirement– selecting effective sales techniques– cautions in selling a product	2	Developing persuasion skills, effective presentation skills, selecting suitable body language, identifying appropriate non– verbal communication skills, listening skills <b>Method:</b> Role Play, demonstration, mock interviews, body language skills	5
5	Effective interpersonal skills	Group Discussion– Personal conversation– involving customers and identifying their interest– offering an effective sales proposal– negotiation and sales closure techniques	3	Developing appropriate communication skills, assessing customer requirements, counseling for query redressal <b>Method:</b> Role Play, demonstration, mock interviews	5
6	Tax Planning	Importance of Financial Planning in Taxation. Income Tax Slabs, Tax Exemptions and Financial Planning	3	Understanding availability of various schemes as a measures of Income tax planning.  Practical aspects of income tax and financial planning.  <b>Method:</b> Role Play, demonstration, case studied, mock interface	5

<b>Total number of Lectures</b>	<b>20</b>		<b>40</b>
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## **12. Evaluation:**

The programme will be evaluated by using both- skill based and concept bases techniques.

## **13. Certification:**

After successful completion of the conceptual and practical interface, the participating candidates will be awarded a certificate of completion by programme conducting agency.

## **14. References and Websites**

- *Introduction to Financial Planning, IMS Pro School, Tata McGraw Publications*
- *Basics of Personal Financial Planning, National Insurance Academy, Cengage Learning India*
- [www.sebi.gov.in](http://www.sebi.gov.in)
- [www.rbi.org.in](http://www.rbi.org.in)
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