

Story Box

The idea started with the request of Shantaram, a graduate who could not make it to the engineering college, as he could not afford it. Bright that he was he opted to become an insurance agent where he can earn hefty commissions. 'And you don't have to be an MBA or an Engineer to excel as an agent' he said but he found the mandatory classroom training specified by IRDA very tiring. 'To sit for 8 hours at a stretch, 12 - 15 days is a big strain' he said. **I Guru** is the answer to his plea.

What is I Guru?

Conventionally, training Insurance agents involved a typical classroom set-up. But today, the same traditional methods of teaching have failed to meet the emerging requirements. This is due to the fact that the insurance agents perceive this job as an alternate source of income alongside their regular 9-5 jobs. Thus, remaining unavailable for training. To bridge the gap between these candidates and the training, a S.M.A.R.T course was felt necessary. This is why I Guru was developed.



I Guru, is a product of C&K Management Ltd - the pioneer in Knowledge Management services. Among its various innovative products and services, the company has the distinction of developing the course content for the post-qualification course on Insurance & Risk Management, offered by the Institute of Chartered Accountants of India (ICAI) and also manages a knowledge portal on Insurance for the CA community.

I Guru the SMART alternative:

For Learners	For Companies
Self Paced Study	Scheduling & Batching made easy
Managed Learning using LMS	Money Saver
Anywhere, Anytime Access	Anywhere, Anytime
Real World Scenarios	Regulated
Training Experience	Technology Enabled

Our Target Profile.

Initially, the course was developed for undergraduates, but subsequently it has been redesigned to train candidates of 10+2 education levels.

Learner centric design: The course material is comprehensive with concepts and content that enable easy relation to real life, thus, ensuring effective recall. The Learning Module system focuses on increasing the impact of the course by using visuals, for the benefit of the candidates from rural backgrounds as well as 10+2 education level.

- The material is coherent and concise yet comprehensive. Case studies help in effective grasp of the concepts.
- Chats, discussion groups and e-mail services make the learning experience complete.
- Multimedia, quizzes and assessment tests after each chapter help in monitoring the progress and ensure that the user spends at least the minimum time on each chapter.



Team that developed I Guru:

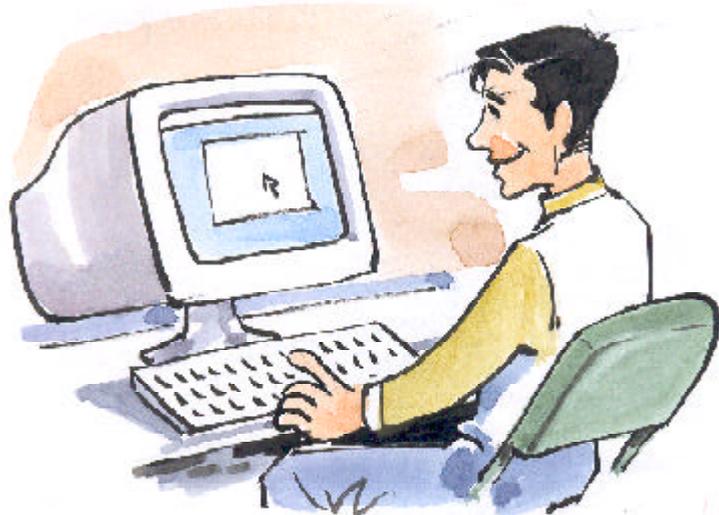
Mr. David Chandrashekhar, who was a director of India's Largest Life Insurance Company and has over 25 years of experience in the field, is our domain expert.

Mr. Ramchander Rao a journalist with over two decades of experience and the person instrumental in setting up India's first job portal winjobs.com looked closely on learner profile and created the course content

Mr. Prashant kanjilal a Master in Engineering and a certified Lead Auditor for ISO 9000, CSQA and CSQP was actively involved in hosting of the content into an Learning Management System (LMS)

Mr. Satyavardhan Reddy with over nine years experience in advertising, multimedia and web brought in the instructional design paradigm in I Guru.

Mr. Sachin Jalatare, an illustrator with 12 years of experience, has given his original creations specially made for I Guru to make learners have real life experience.



Why I Guru?

- I guru is the first online course provider in South India to receive certification from IRDA.
- It is the most competitively priced online insurance programme. Corporates sponsoring candidates in large numbers can avail attractive discounts.
- I Guru is simple and User-friendly

What next ?

- Get in touch with us.
- Sign a contract.
- Give the necessary details of the candidate required as per IRDA guideline.
- On successful completion I Guru gives you the course completion certificate.

