An Analytical study of Life Insurance Corporation of India and Selected Private Life Insurance Companies of India with reference to Kachchh District (Gujarat)

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ARTICLE DETAILS	ABSTRACT
Article History *Published Online:* 12 February 2018 **Keywords** Insurance, socio-economic status, Development of insurance sector in Kachchh District after earthquake, attitude towards public and private sector companies. *Corresponding Author* *Email: nnkaria279@gmail.com*	*The most important aspect of human life is its uncertainty. In the modern industrialized era, human life and property are inevitably exposed to different kinds and varying degrees of risks and uncertainties. Human life is subject to various risks-bolts from the blue can happen any time. Humans are also subject to diseases, the treatment of which may very costly. On the other hand, property possessed by man is subject to various calamities, natural and man-made. When human life is lost or a person becomes disabled permanently or temporarily, there is a loss of income to the household. The family has to face hand to mouth Situations. Sometimes survival itself is at stake for the dependants. Insurance is a co-operative device which safeguards financially both longevity of human life or premature mishaps when man, out of genuine concern for his dependants, insures his life taking into account the various unforeseeable risk factors that are prevalent everywhere. Insurance Sector has not only been playing a leading role within the financial system but also performs a significant socio-economic function, making inroads into the interiors of the economy. It has also been facilitating economic development with an objective to build an efficient, effective and a stable insurance business in India as well as a strong base to cater to the needs of both the real economy and socio - economic objectives of the country.*

INTRODUCTION

The most important aspect of human life is its uncertainty. In the modern industrialized era, human life and property are inevitably exposed to different kinds and varying degrees of risks and uncertainties. Human life is subject to various risks-bolts from the blue can happen any time. Humans are also subject to diseases, the treatment of which may very costly. On the other hand, property possessed by man is subject to various calamities, natural and man-made. When human life is lost or a person becomes disabled permanently or temporarily, there is a loss of income to the household. The family has to face hand to mouth Situations. Sometimes survival itself is at stake for the dependants. When it comes to loss, it results in either whole or partial loss in income to the person or entity. Risk has the ambiguous aspect. Death/disability or loss/damage could occur at anytime. Losses can be mitigated through insurance. Insurance proves as an olive branch against various contingencies. Human beings, to protect themselves and their property from total disaster, resort intelligently to protection coverage extended by the insurance companies which act as a trustee to the amount collected through premiums and provide certainty in the place of uncertainty. A very prominent step taken by human beings to mitigate the eventualities of life is investment in insurance companies which act as protectors of future ambitions and aspirations of the people.

Insurance is a co-operative device which safeguards financially both longevity of human life or premature mishaps when man, out of genuine concern for his dependants, insures his life taking into account the various unforeseeable risk factors that are prevalent everywhere. The maturity amount takes care of not only the dependants of the insured, but also of self, when he is neglected or forsaken by his family members. Middle income groups certainly resort to insurance companies for their future financial needs and commitments. The salaried group depends upon insurance for saving for the future as well as for tax purposes.

In India, Insurance Sector has not only been playing a leading role within the financial system but also performs a significant socio-economic function, making inroads into the interiors of the economy. It has also been facilitating economic development with an objective to build an efficient, effective and a stable insurance business in India as well as a strong base to cater to the needs of both the real economy and socio - economic objectives of the country.

In the world of Globalization economic model adopted by India, the Insurance Sector is opening up not only to the Private Insurance providers along with the Public Sector Undertaking like Life Insurance Corporation Of India (LIC), also there is increasing participation by foreign investors which shall led to setting up of Insurance Companies by Foreign Institutions having higher capital base and expertise.

The proposed Research study shall ultimately lead to high level of consumer satisfaction and better services by the Insurance providers.

RESEARCH STATEMENT

The research statement studied is entitled, *"An Analytical study of Life Insurance Corporation of India and Selected Private Life Insurance Companies of India with reference to Kachchh district (Gujarat)".* The proposed study will focus on the analysis of the attitude towards public and selected private life insurance companies in Kachchh district.

Definitions of the terms

Life is a roller coaster ride and is full of twists and turns. Insurance policies are a safeguard against the uncertainties of life. As in all insurance, the insured transfers a risk to the insurer, receiving a policy and paying a premium in exchange. The risk assumed by the insurer is the risk of death of the insured in case of life insurance.

1. In the words of John Magee, *"Insurance is a plan by which large number of people associate themselves and transfer to the shoulders, of all risks that attach to individuals."*

2. In the words of Riegel and Miller, *"Insurance is a social device where by the uncertain risks of individuals may be combined in a group and thus made more certain, small periodic contributions by the individuals providing a fund, out of which, those who suffer losses may be reimbursed".*

Insurance policies cover the risk of life as well as other assets and valuables such as home, automobiles, jewelry etc. On the basis of the risk they cover, insurance policies can be classified into two categories:

(a) Life Insurance
(b) General Insurance

3. According to the U.S. Life Office Management Inc., *"Life Insurance provides a sum of money if the person who is insured dies whilst the policy is in effect."*

Profile of Life Insurance Companies in India

All private life insurance companies and public sector company operating in India during 2001 to 2010 were taken for the study. Life Insurance Corporation which is the only public sector life insurer and twenty three private sector life insurers, most of them joint ventures between Indian groups and global insurance giants, were taken for the study.

PUBLIC SECTOR

Life Insurance Corporation of India

Life Insurance Corporation of India (LIC) is an autonomous body authorized to run the life insurance business in India with its Head Office at Mumbai. About 154 Indian insurance companies, 16 non-Indian companies and 75 provident fund societies were operating in India at the time of nationalization. Nationalization was accomplished in two stages; initially the management of the companies was taken over by means of an Ordinance, and later, the ownership by means of a comprehensive bill. The Parliament of India passed the Life Insurance Corporation Act on the 19th of June 1956, and the Life Insurance Corporation of India was created on 1st September, 1956, with the objective of spreading life insurance much more widely and in particular to the rural areas with a view to reach all insurable persons in the country, providing them adequate financial cover at a reasonable cost.

PRIVATE SECTOR

The Government having tried various models for the insurance industry such as privatization with negligible regulation (pre 1956) and nationalization (1956-2000) and having observed sub optimal performance of the sector, resorted to adopting a hybrid model of both these, resulting in privatization of the sector with an efficient regulatory mechanism (post 2000). This was initiated with the aim of making the industry competitive so that there are more players offering a greater variety of products over a large section of the population.

The key players of the Indian Life Insurance Industry

Following the passage of the IRDA Act, private players were allowed into the insurance business in 2000. At present, the life insurance business in India is carried on by 24 companies – one public sector company – Life Insurance Corporation of India and 23 private players as listed below:

Table: 1 Private Sector Insurance Company

Sl. No	Date of Reg.	Private Sector Insurance Company
1	23.10.2000	HDFC Standard Life Insurance Company Ltd.
2	15.11.2000	Max New York Life Insurance Co. Ltd.
3	24.11.2000	ICICI Prudential Life Insurance Company Ltd.
4	10.01.2001	Kotak Mahindra Old Mutual Life Insurance Limited
5	31.01.2001	Birla Sun Life Insurance Company Ltd.
6	12.02.2001	Tata AIG Life Insurance Company Ltd.
7	30.03.2001	SBI Life Insurance Company Limited .
8	02.08.2001	ING Vysya Life Insurance Company Private Limited
9	03.08.2001	Bajaj Allianz Life Insurance Company Limited
10	06.08.2001	Metlife India Insurance Company Ltd.
11	03.01.2002	Reliance Life Insurance Company Limited.
12	14.05.2002	Aviva Life Insurance Co. India Pvt. Ltd.
13	06.02.2004	Sahara India Insurance Company Ltd.
14	17.11.2005	Shriram Life Insurance Company Ltd.
15	14.07.2006	Bharti AXA Life Insurance Company Ltd.
16	04.09.2007	Future Generali India Life Insurance Company Limited
17	25.09.2007	Star Union Dai-ichi Life Insurance
18	19.12.2007	IDBI Fortis Life Insurance Company Ltd.
19	08.05.2008	Canara HSBC OBC Life Insurance Company Ltd
20	27.06.2008	Aegon Religare Life Insurance Company Ltd.
21	27.06.2008	DLF Pramerica Life Insurance Co. Ltd.
22	26.12.2008	Star Union Dai-ichi Life
23	March - 2010	India First Life Insurance Company Limited (Bank of Baroda & Andhra Bank)

REVIEW OF THE RELATED LITERATURE

1. **Mahlberg (1999),** included 36 life insurers of Australia and 118 life insurers of Germany for the period of 1992 to 1996 to find out technical efficiency. The study revealed that the technical efficiency of Australia was greater than Germany but at the same time inefficiency was found in both the countries.

2. **Madabhushi Sridhar (2002),** traces the evolution of the principle of moral hazard in a life insurance contract and its gradual dilution with the changing style of human civilization and understanding the influence of criminal' acts on the civil contract.

3. **Madhukar Palli (2004),** assessed Life Insurance Potential in India. The report focused on risk security, the core product of life insurance. It provides estimates of the Life Insurance Gap to maintain dependents' living standards after the death of the primary wage earner. The primary drivers of demand for risk security are 'Age', 'Income', 'Affordability', 'Wealth' and finally the desire to protect income from Inflation. Though aggregate demand is driven by these factors, various researches have shown that there is little correlation between a specific family's need for security and its actual purchase of insurance. Many families, especially young ones, have either no risk security or inadequate security.

4. **Tapen Sinha (2005),** analyzed the evolution of insurance in India. He concluded that India is fast becoming a global economic power. India is among the important emerging insurance markets in the world. The fundamental regulatory changes in the insurance sector in 1999 will be critical for future growth. Despite the restriction of 26% on foreign ownership, large foreign insurers have entered the Indian market. State-owned insurance companies still have dominant market positions. But, this would probably change over the next decade.

5. **Sabera (2007),** studied the opening of the insurance sector. He concluded that the entry of private players helped in spreading and keeping the operation in the Indian insurance sector which in turn results in restructuring and revitalizing of public sector.

6. **Sandeep Ray Chaudhuri and Joy Chakraborty (2009),** focused on the ins and outs of the strategies adopted by the private life insurers to overcome the product-selling challenges in the Indian life insurance market. The result showed that private life insurance companies focused more on selling Unit Linked Insurance plan.

7. **Skyline Business School (2010),** examined the customer preference for purchasing life insurance product during 2009. Out of the 500 people surveyed, 70.60% respondents said that tax saving was the most important motivator for taking up a Life Insurance Policy. 67.40% said that financial security was the most important motivator. When asked which company the respondent would recommend, most of them i.e. 43.20% said they would recommend LIC of India, reason being the high quality image. 87.80% respondents said they would consider LIC of India while buying their Life Insurance Policy.

RESEARCH DESIGN

The core concept underlying research is its methodology. The methodology controls the study, dictates the acquisition of the data, and arranges them in logical relationships, sets up a means of refining the raw data, contrives an approach so that the meanings that lie below the surface of those data become manifest, and finally issue a conclusion or series of conclusions that lead to an expansion of knowledge. The entire process is a unified effort as well as an appreciation of its component parts.

A Research design is a plan of action to be carried out in connection with a research project. It is the conceptual structure within which research is conducted and it constitutes the blue print for the collection, measurement and analysis of data. It is the specification of methods and procedures for acquiring the information needed for solving the problem.

OBJECTIVES OF THE STUDY

The present research has been undertaken with the general objective of analyzing of the select insurance companies.

- ✓ To analyze the personnel and demographic profile of the respondents;.
- ✓ To analyze the rational profile of the respondents.
- ✓ To analyze, customer's level of satisfaction.

HYPOTHESES

1. Age of the respondents has no influence on the choice of the company.
2. Gender of the respondents has no influence on the choice of the company
3. Marital Status of the respondents has no influence on the choice of the company.
4. Area of the respondents has no influence on the choice of the company.
5. Educational Status of the respondents has no influence on the choice of the company.
6. Occupation of the respondents has no influence on the choice of the company.
7. Economical Condition of the respondents has no influence on the choice of the company.
8. Decision making of the respondents has no influence on the choice of the company.

VARIABLES OF THE RESEARCH STUDY

Independent Variable

Age, Gender, Marital Status, Education Qualifications, family size, Occupation, Economic Condition, Decision Making,

Dependent Variable

Policy holder of the Life insurance Companies of the Kachchh District

SAMPLING DESIGN

The sampling design of the research is divided into the following parts:

1. **Target Population** will be Individual Insurance Investors or key decision takers for insurance investment.
2. **Population Parameters** of Interest will be to find the factors affecting to buying and renewing the policies, performance factors of Insurance Players including Market Share, Profit amount, Premium Amount, No. of Policy issued in the market and scheme framing policies used by the major insurance market players.
3. **Sampling Frame**: policy holders of 10 taluka's of Kachchh districts from whom addresses and Contact numbers of Individual Investors are taken.
4. **Sampling method** will be Non-probability convenience Sample (i.e. survey of those people who have already invested in insurance as well as key decision taker for insurance investment.)
5. **Sample size:** The sample size is divided into two parts:

Individual Insurance Investors/Key Decision Taker

Insurance Sector	No. of Respondents
Public Sector	325
Private Sector	395
Total	720

Selected private and public sector life insurance companies in India from 2001to 2010 were selected for the study. This Study will focus on the Kachchh District in Gujarat state. So, 9 companies out of 22 are selected for the research work. 9 companies have been ticked:

(a) Public Sector:

Life Insurance Corporation of India.

(b) Private Sector:

1. HDFC Standard Life Insurance Co. Ltd.
2 .ICICI Prudential Life Insurance Co. Ltd.
3. Kotak Mahindra Life Insurance Co. Ltd.
4. Birla Sun Life Insurance Co. Ltd.
5. TATA AIG Life Insurance Co. Ltd.
6. SBI Life Insurance Co. Ltd.
7. Bajaj Allianz Life Insurance Co. Ltd.
8. Reliance Life Insurance Co. Ltd.
9. Max New York Life Insurance Co. Ltd.
10. Sahara India Life Insurance Co. Ltd.
11. Shriram Life Insurance Co. Ltd.
12. Bharti AXA Life Insurance Co. Ltd.
13. Future Generali India Life Insurance Co. Ltd.
14. IDBI Fortis Life Insurance Co. Ltd
15. Canara HSBC Oriental Bank of Commerce Life Insurance Co.Ltd.
16. Argon Religare Life Insurance Co.Ltd.
17. DLF Pramerica Life Insurance Co.Ltd.
18. Star Union Dai-ichi Life Insurance Co. Ltd.
19. India First Life Insurance Co.Ltd.
20. Aviva Life Insurance Co. Ltd.
21. ING Vysya Life Insurance Co. Ltd.
22. Met Life India Life Insurance Co. Ltd.
23. India First Life Insurance Company Limited (Bank of Baroda & Andhra Bank)

SCOPE OF THE STUDY

✓ The study confirms to public and private Life Insurance Companies operating in Kachchh district (Gujarat) only.
✓ The study covers 10 years from 2001 to 2010.
✓ The study mainly involves analyzing the financial performance and cost efficiency of public and 9 private Life Insurance companies of India working in Kachchh district (Gujarat).

DATA COLLECTION PLAN

The data for the research are of two types:
✓ Primary Data is collected through:

o Structured Questionnaire – to be filled up by Individual Investors. Questions are open ended and closed questions
o Personal Interview and Discussion with Insurance Agents and Insurance Experts.

✓ Secondary data have been collected from various books, journals, magazines, internet, Publication IRDA Annual Reports and from company records.

METHODS OF DATA ANALYSIS

The present study involves calculation of different ratios to evaluate the financial performance of life insurance companies in India from 2001- 2010.

Various Stages of Data Analysis are:

1. Editing, Coding and Tabulation of Data.
2. Descriptive Analysis including Frequencies, Cross Tabulation.
3. Developing Hypothesis and Testing of Hypothesis using Chi-Square Analysis

PILOT STUDY

A pilot study was conducted with the help of a draft questionnaire. The researcher purposefully selected 720 respondents from various locations. The questionnaire comprised 38 questions under the seven elements of marketing mix namely, product, pricing, promotion, physical distribution, people, process and physical evidence using percentage. And also 16 questions were prepared for opinion about Life Insurance Company. The following were the chief indicators:
Researcher got from policy holder which was the nine dominant life insurance companies that emerged from the study and Life Insurance Corporation of India, the only one public company Life Insurance Company which was the major players in the life insurance.

SIGNIFICANCE OF THE STUDY

"All progress is born of inquiry" Doubt is often better than over confidence, for it leads to inquiry and inquiry leads to invention" is a famous Hudson Maxim in context of which the significance of research can well be understood. After IRDAS, insurance sector has been open for private players also. It will give idea about changes and challenges in insurance sector after reform process particularly when the private players have entered in the market.

SCOPE OF THE STUDY

The research work titled "An Analytical study of Life Insurance Corporation of India and Selected Private Life Insurance Companies of India with reference to Kachchh district (Gujarat)". Would enable the companies to find out the status of their products. The research findings could be helpful to the actuaries to develop new policies according to the current needs of the people; to create awareness among the companies and policymakers regarding their responsibility to cater to the security and financial needs of the rural population in the event of a crisis by going beyond the minimum requirement as stipulated by the IRDA and that they should cater to the needs of both rural as well as urban masses in a more concrete and effective manner. It would be helpful to reorient their policies to suit the requirements of the prospects.

- ✓ The study confirms to public and private Life Insurance Companies operating in Kachchh district (Gujarat) only.
- ✓ The study covers 10 years from 2001 to 2010.
- ✓ The study mainly involves analyzing the attitude of marketing mix of public and 9 private Life Insurance companies of India working in Kachchh district (Gujarat).

LIMITATIONS OF THE STUDY

The present research work is undertaken to maximize objectivity and minimize the errors. However, there are certain limitations of the study, which are to be taken in to consideration for the present research work.

1. As the study is mainly based on primary data collected through questionnaire, it is bestowed with certain limitations which are bound to arise in the primary data collection. Though every effort was made to elicit the correct information by systematic and careful probing, it is possible that lapse of memory and recall bias of respondents might have affected their responses.
2. The validity of the study depends upon the authenticity of the data provided by the policy holders.

MAJOR FINDING OF THE STUDY

The data collected on various aspects such as, the socio-economic personal profile of all the respondents irrespective of the company chosen by them.

The findings have been presented below:

- ✓ All the Respondents of the private life insurance companies and LIC believed that Insurance plays a vital role in human life as well as Level of satisfaction with the performance of the company is Life needs protection due to uncertainties and as such long period policy (15-20 years) is normal.

As per APPENDIX Researcher found that,

- Out of 720 respondents, the maximum number, 37.5 % of the respondents belonged to the age group of 31-40. Majority respondents were 65.07 % male.

- Maximum number of the respondents (75.42 %) was married.
- Maximum number, 62.64 % were lived in urban areas.
- Equal awareness was found in Urban as well as in rural areas for LIC while for Private Sector Companies, more awareness was found in urban area.
- Graduates including under graduates and post graduates had shown greater preference for purchasing life insurance policies, than others.
- Majority of the respondents (32.78 %) lived in urban areas, where the business potential was high.
- The respondents employed in private sector and business men showed greater interest, in purchasing life insurance policies irrespective of the company, as one of their choices of financial planning, for reasons of safety and security.
- Maximum number of respondents who fell within the monthly income ranging between Rs. 30,001 to 50,000 in all the three companies, preferred investing in life insurance policies in order to meet all family needs such as education, marriage, illness, housing facilities and so on.
- With respect to decision making in the purchase of policies it was observed that, in 74.44% purchasing of the policies for own. It is evident that, out of 720 respondents, both type of family average 50 % purchased the policies.
- Majority of the respondents, (60.93 %), had selected the companies attracted by their brand image. The next important factor which had attracted people to select the company was, the security guarantee that the companies promised.
- Majority of the policy holders preferred the add-on rider – Accidental Death benefit.
- Conventionally agents are the prime movers in any service business, particularly in insurance business. The prime source of information for majority of the policyholders was through agents only.
- A consistent demand for the traditional well-known policies namely Endowment and Money Back Policies has been noticed. Unit-linked policies and pension policies which are of recent origin were found to be gaining momentum.

The analysis of the personal and demographic profile of the respondents of LIC revealed that out of the 325 respondents,

- Majority of the respondents, (61.23 percent), were male and the maximum number of the respondents,(38.46 %) were in the age group between 31-40 years.
- Majority of the respondents, (80 %) were married.
- 27.69% %respondents had completed school education, followed by, 11.69 %of respondents who were undergraduates.
- Equal ratio of the respondents, seen into both areas.
- Majority of the respondents, (30.15 %) were engaged in business and 16.62 %of the respondents were employed in Farming and also 12% seen that equally participate in government and private sector concerns.

- The income earned by 37.54% of the respondents was between Rs.5,0001-Rs.1,00, 000 per month. 17.54 % of the respondents were earning a monthly income above Rs. 1,00,000.
- Majority of the respondents, (61.23 %), lived in joint families and majority of the respondents (40.62 %) had 5 to 6 members in the family.

The analysis of the personal and demographic profile of the respondents of Private Life Insurance Company revealed that out of the 395 respondents,

- Majority of the respondents (75.95%) were male and the maximum number of the total respondents (65.32 %) was in the age group between 21-40 years.
- Majority of the respondents, (71.65 %) were married.
- Majority of the respondents, (31.65 %), were minimum 12th std. and 8.86 % of the respondents were undergraduates.
- The highest proportion of 73.16 % of the respondents resided in urban areas.
- Out of 122 respondents, 30.89 % were employed in private sector and 34.94 % were business men.
- Majority of the respondents, (45.57 %), were earning a monthly income ranging from Rs. 30,001-Rs.50,000.
- Majority of the respondents, (52.91 %) lived in nuclear families and majority of the respondents (33.67 %) had one to three members in the family.

An analysis of the rational profile of the respondents revealed that, in respect of Life Insurance Corporation of India (LIC),

- Majority of the respondents (69.23 %) stated that purchasing the life insurance was decided for self, whereas for 7.077 % of respondents it was the decided for children.
- Majority of respondents (32.31) gave the entire factor for LIC's fame. Brand image was the vital factor that motivated the respondents of Life Insurance Corporation. However, security offered by the company was considered to be, the next important reason for choosing the company.
- Endowment policy was the policy most preferred policy, by 29.85 % of the respondents followed by, Money Back policies which were preferred by 28.92 % of the respondents.
- Majority of the respondents 72 % stated For others reason because they purchased endowment plan, while 28 % of the respondents of Life Insurance Corporation, Accidental Death benefit was the much sought add-on-rider. Agents were the prime source of information for majority (84.92 %) of the respondents of Life insurance Co.

An analysis of the rational profile of the respondents revealed that, in respect of Private Life Insurance Company,

- Majority of the respondents, (78.73%) revealed that, the decision to purchase the policy was taken for self and for 6.58% of the respondents, it was the decision taken for their child.

- Majority of respondents (37.47) gave the entire factor for different private life insurance company's fame. Reputation was the vital factor that motivated the respondents of Life Insurance Corporation. However, security offered by the company was considered to be, the next important reason for choosing the company
- Of the various add-on-riders made available to the policy holders, Accidental Death benefit was the much sought rider, for majority (51.65 %) of the respondents.
- Majority of the respondents (95.19 %) had received information about the policy only through the agents, followed by 4.303 % of respondents who had received information through the Banks and corporate agents.
- Of the various categories of policies available, unit-linked policies were favored by 18.23 % respondents of private, followed by the policies meant exclusively for children's education, marriage and so on.

The Chi-Square test revealed the following facts As per APPENDIX: 1 Researcher found that ,

- Age of the respondents has no influence in choosing a company.
- Gender of the respondents has no influence on the choice of the company.
- Marital Status of the respondents has no influence on the choice of the company.
- Location of the respondents has no influence in the choice of the company.
- Educational Status of the respondents has no influence on the choice of the company.
- Occupation of the respondents has no influence on the choice of the company.
- Economical Condition of the respondents has no influence on the choice of the company.
- Decision making of the respondents has no influence on the choice of the company.

CONCLUTIONS

- The life insurance sector which is the most promising sectors in India has become a very attractive destination for global insurance players. Increased dynamism in the external environment in the form of growth in competition has made its imperative to bring about transformation in the life insurance market. A key issue for the insurance players is to recognize the relevant marketing dimensions reaching out both new and existing customers.

- In this context, an attempt has been made by the researcher to analyze the marketing mix of ten major life insurance companies of Kachchh district (Gujarat) namely the Life Insurance Corporation of India and nine selected Private Life Insurance companies.

- Two important factors were identified during the study. Brand image was the prime criteria adopted by majority of the respondents for the selection of

the company. Agents played a pivotal role in providing information about the policies and were also the major intermediaries in the life insurance market. Their commendable service was highly appreciated by majority of the respondents.

RECOMMANDATION FOR THE FURTHER RESERCHES

- The research work is done through the secondary data and primary data for analysis. On the basis of analysis, finding and conclusion work is completed. On the basis of findings, Researcher comes up with some recommendations to the Insurance Players and Recommendations to the Insurance Investors. The following suggestions are made.

- 312/720 insurance policy holders are graduates & post graduates and remaining policy holders are literate up to school or diploma. So it is recommended to the insurance players to motivate the people from school level only. Because many number of people are leaving study after completion of schooling level because of many reasons. Insurance companies can arrange the seminars or lectures to aware to schooling students so they can take better decisions in future for buying insurance policy.

- Survey shows that among the policyholders, numbers of male policyholders are higher than the female policyholders in Gujarat. So Researcher recommends that insurance players should introduce the special policy scheme for female which will encourage the female to buy policy and insurance players can increase the female policyholder ratio.

- Survey shows that majority (236/720) insurance policyholders are concerned with business occupation and remaining policyholders are engaged with other economic activities like service, trading, or agriculture. So it is recommended that insurance players should cover those occupation groups which have less coverage in insurance by introducing some special schemes for them or by increasing awareness among them about the insurance and importance of insurance in the life.

- In case of selecting the insurance company, people always give priority to the public insurance players because of the safety and lower premium with lower cost. So it is recommended that private insurance players should consider that matter to

increase the number of policy holders. Data (objective, market share information) shows that Private insurance players 'market share are increasing and public insurance market share is reducing because of quality of service and speediness of the service so it is recommended to the public insurance players to improve the quality of service and speediness of the service by upgrading technology and proper training to the insurance business employees.

- Analysis shows that more number of insurance policy holders have insurance policy for themselves while less number of insurance policies are for spouse, children, employees and for others. So it is recommended to the insurance players, when they sell insurance policy to the people, they should also advice for those less covered policies to the people so that will help to the insurance investors to take decision for present and even for future also.

- Data shows that majority (75%) of the insurance policy holders are in the married life cycle and very few insurance policy holders are single and other category of life cycle. So it is recommended to the insurance players that they should try to cover those less covered category of life cycle by offering the need base policy to them.

- Researcher also experienced from the survey that insurance agents explain the positive aspects of insurance policy to the insurance investors but they do not explain the black side of insurance policy or agents do not explain some terms of the policy. E.g. agents do not define "Death" as per insurance norms. So researcher recommend to the insurance players to explain each and every term as per insurance norms to the insurance investors. Insurance agents should also explain to the insurance investors about insurance claim process.

- All most all insurance investors say that companies inform them when companies introduce new insurance policy but very few do not inform about the introduction of new policy. So it is recommended to the insurance players to inform the insurance investors about the introduction of new insurance policy.

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