



Journal homepage: <http://www.journalijar.com>

INTERNATIONAL JOURNAL
OF ADVANCED RESEARCH

CORRESPONDENCE

The Future of Insurance Business in the Rural Areas : A Study (Gujrat State in India)

¹Patel Alkaben H and ²Patel Dilipkumar C.

1. Arts & Commerce Collge Motapondha Tal-kaprada Dist-Valsad (Gujrat).
2. Research Scholar : Pacific university,Udaipur (Rajasthan)

Manuscript Info

Abstract

Manuscript History:

Received: 11 January 2014
Final Accepted: 28 January 2014
Published Online: February 2014

Copy Right, IJAR, 2013,. All rights reserved.

Minor Project

For the project ten villages of kaprada taluka And pardi are selected (Gujrat,in india).The information from the hundred families of these villages is gathered.The information was collected by distributing questionnaires.

Objective of study :

Following are the objectives of the project :

1. To know how many people of the rural areas take advantage of the insurance service.
2. To know which type of policy they prefer.
3. To know whether the facility of agent is there in these villages.
4. To know if the people of these villages are satisfied with service of the agent.
5. To know that type of service the people expect in accordance with the modern time.
6. To know from the Government and private sectors which type of insurance service the people of rural areas prefer and to know the future of which field is more secure.
7. To study what measures should be taken by the field whose future is more insecure.

Comclusions of the study :

1. There are no changes in the Insurance Business in the villages of Kaprada and pardi Taluka because of the changes felt at global level in the field of insurance service.
2. The Insurance Companies are not doing sincere efforts to implement these global changes.
3. The Insurance services of the private companies are more effective and active than those of nationalized companies in these villages.

The methods employed for the analysis :

Statistical And percentage methods.

Following is the brief summary of analysis, Conclusions and suggestion :

While circulating questionnaires it occurred that both the insurance services. Nationalized and private companies are popular in these areas.The people take advantages of both the types of insurance policies. In each family at least single person's life is insured.The people of these village prefer life-Insurance policies ranging from Rs.25,000.00 to 3,00,000.00.Most of the people prefer insurance service of the nationalized companies.However, the

private companies are very active in these areas. People are expecting changes in this field such as door-step service by the agents, quick and reliable service etc. The people are ready to insure more if their demands are satisfied. The field that will introduce global changes in its service will be able to get more business and will survive.