



Communication & HR Practices in Insurance Sector
- Keys to effective customer relationship & Organisational Growth



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From the Publisher

Role of Communications & HR Practices in Insurance Sector

The most valuable asset of any organisation is the knowledge and skills of its personnel and their dedication to drive the organisation towards achievement of the goals for which it was set up. As for insurers, personnel mean the regular employees as well as those who work for or on behalf of the organisation like Agents, Brokers, TPAs etc.

Insurance industry being a service-oriented industry, the capabilities of these personnel makes a huge difference - whether it is an Agent or the head of a large insurance company. Recognising the criticality of the workforce in the sector, the Regulator, since its inception has been closely monitoring all its facets, be it the licensing and training of Agents, brokers, TPAs etc or the appointment of senior management of an insurer.

In view of the recent legislative changes, the IRDAI has undertaken various reforms in the Agency Distribution channel. The Regulator has also constituted a Working Group to harmonize the Corporate Governance Guidelines of IRDAI with that of the new Companies Act and also is proposing to bring out Guidelines on compensation payable to Whole Time Directors, CEOs, MDs of insurers.

Apart from these initiatives at regulatory front, the industry is also gearing up its workforce to the new technological advancements and towards providing better services to the policyholders.

One of the major challenges before the industry and the Regulator today is to facilitate Right Buying of insurance. The solution to this, I believe, lies not only in effective communication between the insurer and the insured but also in creating basic insurance awareness amongst the general public. I am sure that once this knowledge dissemination takes place on a continuing basis and every decision to purchase an insurance policy is a well informed decision, the objective of regulatory interventions on effective communications and HR practices shall stand accomplished.

I am glad that the articles that are published in this issue of Journal deal with various facets of communication and HR practices and readers would find them educative. Keeping in view the importance of road safety, the next issue of the Journal will focus on "Road Safety and Motor Insurance".



T.S. Vijayan

ISSUE FOCUS

4

The role of HR and Communication practices in the Insurance Industry

- Management lessons for excellence

- *Dr.N.Siva Kumar*

7

Role of Communication and HR Practices in Insurance Sector

- *Dr.Ashish Barua*

12

Lessons for moving forward while looking back at the reforms since 2001.

- *Kapil Mehta*

18

The changing role of Communication & Hr Practices in Insurance

- *Jagendra Kumar*

23

Training, an Important Component of the HR Philosophy

- *R.Venugopal*

27

हिन्दी - बाधक या सौभाग्य
गोपीचन्द विश्वाई, उ.शे.स. (प्रशा.)

30

बीमा क्षेत्र में संचार और मानव संसाधन
(एच.आर.) प्रशाओं की भूमिका।
- डॉ. अजय कुमार मिश्रा,

34

Insurance Awareness Policy

36

Insurance Survey by NCAER

53

Master circular on Insurance Advertisements

63

Snapshots - Life Insurance

64

Statistics - Life Insurance

68

Statistics - Non Life Insurance

Focus “Role of communication and HR practices in Insurance Industry”

It is said that "an effective communication is key to success, whether in personal or professional life". This is a fact which has dominated human civilization from ancient time. Successful stories of Kings or families in good old days are entwined with their eyes & ears with the common people. With progress of the civilization, the technique & touch involving communication has undergone a paradigm shift. Personal touch is replaced by technology driven communication from service providers to recipients. In this era of communication, one can witness the invaluable role communication is playing in touching the lives of millions, Particularly in a welfare country like India having low literacy, low development & low social status etc. In this background connecting with consumers/policyholders by our agents/distributors in insurance industry could be seen as an example of effective communication related to the growth of business all these years. However there is other side of communication which I would

name "Ineffective communication" resulting in deficiencies in providing required services to our policyholders & consequential exploitation by third parties. There is no denial to the fact that it is continuous touch with our clients/consumers what is called "After Sales Service" will can arrest recent increase in bad practice in Insurance Industry like Mis-selling etc. It is through awareness programme by the service providers from Agents at ground level to Officers involving insurers through various means of communication can not only check fraudulent practices in sales/purchase of insurance products but will certain help in improving quality & quantity of Insurance penetration in our country.

The recent schemes of Government of India "Jandhan to Jan Suraksha" in bringing almost 200 million Indians to Financial inclusion & Insurance Coverage are the best example of effective communication. This should provide "lessons of good practices" to change the profile of a product from "Push Factor" to "Pull Factor"

Another key aspect for ensuring growth of the economy in general and insurance industry in particular is the role of **service providers** of insurance industry. It is another factor in changing the perception of the people from "selling the product to buying the product" - ultimately the man behind the machine which matter in tackling effectively various constraints confronting Insurance Industry today. It is "Right Positive Attitude" which makes or mars the growth of the Individual or the organization as far as HR is concerned. Continuous exposure to various means of communication & training could be a Game changer in tuning the service providers to be looked as a partner to share the concern of policy holders/consumers. A Win-Win situation for the policy holder, insurer, Industry and for the economy as a whole. Hence the importance of communication & HR practices.

Sri B.K. Sahu
Consultant, Communication

The role of HR and Communication practices in the Insurance Industry

- Management lessons for excellence

Dr.N.SIVAKUMAR

ABSTRACT

This article highlights the importance of proper HR and communication practices in the insurance industry by describing episodes in insurance companies. The article stresses that appropriate HR and Communication practices are needed to achieve management excellence.

“Great vision without great people is irrelevant.” - Jim Collins, Good to Great

The insurance industry across the world is facing a crisis of people. Recently, an Asia Insurance Review study lamented that young professionals did not find the insurance industry attractive enough to join. This fact taken together with a wave of change on all fronts including regulatory, technological, and competitive forces makes it important for insurance companies to manage their human resources effectively.

Another important factor in maintaining effective relations with several stakeholders is communications strategy. Both HR and communication are therefore essential for the strategic success of an insurance company. This article discusses a few actual experiences in the insurance industry which highlight the need for effective management of HR and communication issues.

HR strategies to improve organization climate

The insurance industry faces several HR challenges which include:

- Executives being ready to face ever changing market conditions.
- Companies being able to manage a globally diversified workforce.
- Developing leadership capabilities to meet future challenges.

- Creating world class efficient organizations.

All these capabilities need an organization climate which can promote effectiveness. Organization climate refers to the prevailing attitudes and behaviors in an organization which affect the work culture. Good HR practices play a pivotal role in creating an appropriate organization climate. On the other hand, poor HR practices can demotivate employees and deteriorate the work culture.

In an insurance company a trainer had been hired based on good references. The trainer's responsibility was to provide adequate training to the company staff as well as its brokers. While the trainer's competency was above question, the company management observed that the trainer was spending more time in socializing with colleagues than in the core work allotted. This slowly had an

impact on the organization climate, which was affecting the more serious employees. This was noticed by the management and the trainer was appropriately advised. However, the behavior of the trainer did not change much, and after a while complaints were received against the trainer that inappropriate emails were being sent by the trainer. This vitiated the organization climate much more and the management was forced to take immediate action in this regard. The complaint was thoroughly investigated and it was indeed found that the trainer had violated the company rules regarding sending emails. The trainer was called and asked to quit immediately. The organization climate improved significantly after this, even though the separation itself was a bit painful. This is a case of how insurance companies need to maintain discipline in order to improve organization climate.

In another insurance company, an employee had been denied career advancement, as the employee's performance was not considered satisfactory. However a detailed analysis showed that part of the problem was with the place the employee worked. The competencies the employee had did not perfectly fit with the workplace needs. This led to a mismatch adversely impacting the employee. In the meantime, the employee got

an offer from another insurance firm and therefore started planning for a change. The current employer understood the employee's need and arranged for a transfer to a place where the competencies of the employee could be put to better use. Due to the transfer, the employee satisfaction improved and the company gained because of the competencies of the employee. In this case, proper HR practices ultimately had a positive impact on the work culture in the organization.

Management Lessons: Several useful lessons can be learnt from these episodes:

- It is important to understand that the important objective of HR practices to improve the work culture through an effective organization climate.
- The core competencies of the employees' must be correctly mapped and deployed properly. Without this employee motivation will be affected.
- HR practices must instill a sense of discipline. When discipline is lost, organization climate can get vitiated. Even if it involves separation, it is necessary to keep the overall organizational interests in mind.

Integrated Communication strategies for organization effectiveness

Communication in an organization is an important determinant of overall success. Efficient communications are a vital element in several insurance relationships as follows:

- **Customer relations:** Insurance firms need to maintain transparent communications with customers. As a service industry it is important for insurance companies to know that they work on the principle of 'uberrimma fides' (utmost good faith).
- **Intermediary relations:** Agents, brokers and third party partners are important business associates. Effective communications with them ultimately help in proper customer relationship management (CRM).
- **Internal relations:** Proper communications maintain cordial relationships within the company.

Communication in its essence is understanding. In many organizations due to misunderstanding, important goals are missed and organization effectiveness suffers. At the same time proper communication

improves understanding and positively impacts employee enthusiasm.

An insurance company did detailed research and found that there is a positive correlation between credit scores of policy holders and claims made on motor policies. The company therefore decided to use this as the most important factor in underwriting motor policies. However, the company felt that its brokers would not be comfortable with this idea, as they wanted to build long term relationships with clients. Therefore the company informed the brokers that the credit score was only one among the several factors to decide the level of risk involved and not the most important one. The insurance company wanted the brokers to bring clients whom the company would filter using their credit score. There was a mismatch between what the company conveyed to its brokers and what it actually used in its processes. This was understood by the brokers and clients shortly who started a campaign against the use of credit scores as an underwriting factor. This ultimately resulted in the company diluting its stance on this issue. The company could have better handled this issue if it had taken the brokers into confidence much earlier and rolled out the plan in a phased manner.

The claims section of an insurance company found that one of its employees was regularly underperforming. In a joint meeting with the employees, this was brought forth in clear cut terms with the reasons for such underperformance. The employee clearly understood the mistake made and took appropriate steps to improve performance. Over time, the performance of this employee too was as per standards.

Management lessons: Some of the lessons that can be learnt from these incidents are:

- Maintaining transparent communication with customers and intermediaries is essential. In today's technological wired world, both good and bad information can spread very fast either to the advantage of the detriment of the insurance company.
- Clear internal communications are an integral aspect of motivation. When employees find that companies are sincere in improving their performance, their motivation levels improve.

Conclusion

This article has highlighted the importance of managing HR and communications in an effective manner for insurance excellence. The lessons learnt from the episodes

mentioned can help insurance firms to properly plan and execute their HR and communications strategy for the benefit of all stakeholders.

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Disclaimer

The views and opinions mentioned in this article are those of the author alone and not represent the opinions of any insurance company.

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Role of Communication and HR Practices in Insurance Sector

- Dr.Ashish Barua

Peter Drucker, an international expert on management, remarked that, economic results are not produced merely by economic forces but they are essentially human achievements. Thus human beings are considered as the most valuable resource.

Communications is a golden key to success in the insurance industry. The overall management of all forms of insurance communications content and information is largely being viewed and focussed as a strategic business issue and game changer. In fact, recent research elicit that insurers are investing in communications and content management to a large proportion of their budget allocation to help speed up top line growth faster. The scope of what is suppose to be integrated continues to expand well beyond paper limit, and it includes electronic and telephone-based content being exchanged through a variety of available distribution channels. The fact is obviously, it is

still important to run efficient insurance operations and stay total compliant, but there is a new level of appreciation emerging out, for how the quality, availability, accuracy, and completeness of insurance information process can significantly impact deeply the relationships with all insurance customers, insurance prospects, insurance agents and brokers, and the third party partners. It goes beyond frontier of documents and forms. It is to note that fully integrated insurance communications contain all types of interactions that an insurance company has with others, especially the insurance customer.

Further it is fact that the customers and others expect personalized service delivered in a personal customized approach with customized made information process. The standards for global competing have changed and continue to change in insurance industry like other industry; hence

the role of insurance communication is an asset for insurance company's success in the global changing insurance communication scenario. Integrated insurance communications is a considered to be the major factor for building long-term strategic strength in the industry. The changing profile of insurance communications process and insurance customer expectations threatens some insurers - but they themselves creates new methods to win for those willing and able to grasp the hidden opportunities, with greater rewards certainly awaiting for those companies that act now and at a rapid pace.

Winning Across All Lines of Business

The competitive pressure and the battle for market share has compelled insurance companies to improve insurance communications capabilities to a greater extent, which infact goes well beyond the

front end of the value chain system-beyond insurance marketing and sales to the servicing of customers and distribution partners, and infact the management of claims and settlements process. The importance of insurance integrated communications must be realized at any cost, as it applies to every insurance product and line of insurance business on which company focusses. It greatly affects every aspect of the insurance processing and every functional area of insurance business connected.

Future success of insurance companies depends on how meticulously they are able to implement and manage the integrated insurance communications process. Now is the time to think and realize about how well one organization is well positioned in the market to respond to the dynamics changes taking place and the changes impacting each insurance company and the industry globally today.

It's time to examine deeply the insurance organization's inner ability to take the advantage of available insurance business opportunities. The React mode isn't good enough; often there is no time left to build a solution for the issue. One needs to be in total command and ready to take immediate action at the earliest time. Think about how one can best solve different challenges of insurance industry,

how one can capitalize when tides turn suddenly against you. Consider various sourcing options, what delivery models might work most favourably, and where one might turn for the trusted partners.

Drivers of Change Insurance: Communication and HR

Insurance has always been a customer-centric industry, based on promise and performance. Interactions with clients is at the very heart of the business operation, often determining success or failure of the insurance organisation. The team which is interacting with insurance client must be recruited by the HR team among the best talent available, who are dynamic and achievers.

The Success of Insurance Industry depends upon HR Policies. The most important is recruitment. The best the recruitment, the best the Industry will perform. Hence, quality orients recruitment process must be kept in the topmost agenda by the insurance industry. Recruit talented, dynamic and positive people, certainly industry is going to change and it will definitely make a difference in quality of business performance.

Equally significant are the quality of interactions that take place with others that contribute immensely to the sale of insurance products and services, and the people and

companies that help service the contracts. As the complexity and volume of these insurance interactions continue to mount, insurance companies are working very hard to manage advantageously the change that surrounds them at a rapid pace. There are three primary dimensions to that speedy change - change in customer behaviour process, change and reshaping/redesigning of products and services, and change driven by societal factors. Who's Behind the Wheel of Change? There is no doubt that the customer dynamics and behaviours are changing rapidly. Insurance Customers are today in the driver's seat. And their experiences and expectations are being shaped outside the domain of insurance industry, which no insurance industry can afford to neglect at any cost.

Customers are dictating the terms, when they want something to exist, where they want it, and how they want it - the time, the place, and the media, all are now being determined by customer's desire. To compete effectively in the changing insurance scene, insurers must be ready with the right channel of distribution at the right time with the right message across the table. The tremendous explosion of information and communications methods and the convergence of these two technology areas are forever changing how customers buy, as well as what they buy.

The demand for insurance products and services is being altered as expectations change at a rapid pace. Hence, the basic competitive levers that determine winners and losers in insurance are changing rapidly. Leading insurers are now realizing that they must reach and touch the customer in new ways with only the best communications process, who's success depends on the HR Policies of the insurance industry. HR can make a organisation or they can destroy the organisation by wrong recruitment of people who are an liability for the industry.

Customers are not the only ones that are changing the way they think and act. The influence of our impatient world is causing agents and brokers to look to insurers for more sophisticated levels of support and cooperation. The many partners that insurers utilize to gain insight, deliver service, and settle claims are also improving their efficiencies and effectiveness. They are requesting and even offering incentives for improved integrated communications from insurance companies.

The regulatory environment is also influencing customer communications. Insurers must continually track new regulations in each insurance jurisdiction relating to what, how, and when they communicate with customers.

The real strength of a country lies in the development of the human mind and body. :HR

McGregor observed that, people possess of creativity, imagination, and ingenuity to solve the problems of the organization is the biggest asset. Quite often these potentials are not optimally utilized by management through appropriate and systematic efforts. The growth and development of any country depends on its people. Hence the role of HR in any industry growth is indispensable. Insurance industry is not an exception. Research studies have indicated that labour and capital were largely responsible for the development of advanced countries. This was done by way of investment in education and training of the labour forces. The huge manpower available can be used creatively and constructively for the growth of the economy . Owing to the significance attached to the human resources in the national context, Sir William Petty in the seventeenth century attempted to quantify the value of the human resource in monetary terms.

HR Practices in Insurance Industry

Human resource plays indispensable and crucial role in development of an insurance organization making it an invaluable asset for any organization growth development & success, insurance industry is not

an exception. Since, it is a business or industry specified function, it is necessary for it to evolve to the same degree as the industry does. With the recent rapid speedy advancements in the business world, the roles and functions of HR are undergoing drastic transformations. In today's tremendous growth fierce market competition scenario, HR's day-to-day role is becoming more challenging and strategically positioned. The main issues and the challenges can range from retaining the most talented employees, attracting dynamic new talent, prepare employee to accept new tough challenges, promote healthy work culture for employees and enhanced performance. The fact is that the dimensions of challenges faced may vary from industry to industry or business to business. The HR must be very honest, capable himself for recruiting the best people for the insurance industry's success. If HR is not capable, Insurance Industry can not able to get success in its mission.

One of the most recently rapid advancing sector is Insurance sector which includes banking and other service sectors. In the recent years, low insurance market penetration rate and wide range market opportunities have attracted many private companies towards the insurance sector, giving tough competition to the old insurance players, who are considered as

giants of insurance industry. However, the real fact is the effective and efficient HR services can make it possible for any company to function smoothly as well as have an total edge over its competitors position in the market. Good people can create wonders for any organisation success.

Insurance industries face their share of typical challenges and issues. With the constant emerging internal and external pressures, **HR of insurance industry** need to continuously and constantly, quick enough to respond to such changes and need to build more suitable role model and develop strategies to cope up for the best and the effective management.

Internal pressures may generally include infrastructure, workforce planning and management, cost management, globalization of workforce, training and development. On the other side the External pressures can be changes in government regulation, changes in the market prevailing conditions, changing employees and the customer demographic profile. Other challenges may include, difficulty in the retention management, managing the nature of workforce diversity, rising the standard of training and replacement costs, increasing the turnover rate and the talent crunch. Among the greatest challenges faced by HR, me ., is that “the

insurance industry isn’t necessarily a destination for top students,” requiring greater effort and better presentation than in some other financial industry sectors.

These challenges, check their ability to adapt themselves to changing business environment, improve the work efficiency and capitalize on growth in the sector. HR needs to analyse, innovate and reconstruct existing policies in order to keep up with the frequent changes happening in the industry. A few of the ways HR can deal with common issues are:

- **Technology:** An efficient way to have an edge over competitor is to remain updated on the latest technology relevant to company’s growth and progress. HR should work closely with the companies IT function in order to understand the specific set of skills required by an employee for making the significant contribution towards company’s growth and progress.
- **Work force:** One of the main goals of HR is to ensure growth, development and satisfaction of the company workforce. Infact to meet the objectives of low turnover rate, reduced recruitment costs, and a motivated work force, HR needs to engage in aggressive planning, communication and effective execution exercise.

- **Market conditions:** An insurance industry HR needs to be responsive of the every changing market condition in the industry. To cope with the changing customer preference, government regulations, competitor’s strategies and latest innovations in the sector, the HR has to conduct regular market researches in order to get a better view of the changes and construct the best strategy to deal with the same in the best possible manner.

With a very rapid, unpredictable and profound quick transformation underway in the insurance industry, the issues of HR must face have increased multiple folds and calls for rapid involvement. There is a dire need for creating new role models and coping strategies, to adapt and evolve to such sudden changes by the HR.

Conclusion

The marketing, regulatory and technological environments within which the insurance industry functions and operates are constantly changing and growing faster than expected. This poses significant amount of challenges to the HR professionals whose job it is to attract the best available, recruit, and retain the best available talented people to work in a variety of functions. Insurance companies generally compete with

other sectors in the financial services area in an economy, such as banking and securities, for the best and brightest talent among each year's of new passing out graduates who can continue to manage insurance companies' portfolios successfully and develop innovative products for the company. The sector's core group of insurance products includes life, health, and property and casualty insurance, as well as annuities product. To meet more narrowly defined needs of insurance consumers, its professionals create variations on these insurance core products by their skills..

HR plays a critical and crucial role with respect to the development of a Insurance company's sales force and write' its' success story. The real fact which every HR must understand that an assertive-positive, outgoing personality is more important than a simple college degree for the insurance sales agents, although they must also be trainable easily in the features and benefits of the products they sell, and easily trainable in their special professional techniques and style. HR's first and foremost challenge is to indepthly identify, usually without reference to academic credentials, candidates who will be the most productive agents for the insurance industry. The turnover is relatively high among insurance agents is a well known fact. Some

leave sales altogether, while others leave for sales jobs in other insurance companies or elsewhere in the financial services industry. It is a fact that when the HR personnel meets the objective of reducing turnover rates, the reduction of recruitment costs will enhance their companies' bottom lines business.

Another area of specific focus is technology, which plays important and vital -major role in an insurance company's operations, from the development of the databases used in the actuarial calculations to the creation of effective marketing tools. Further, in each company, HR must work actively and closely with the information technology function discreetly to identify the specific skills incoming personnel must possess to be able to make a significant part of contributions from their very first day in the insurance industry. The Regulatory compliance it may seem like an issue primarily confronting an insurance company's legal and product development departments, but HR departments must also continuously train their managers, especially in the field, in a broad range of employment related law issues and concerns, including wage-and-hour laws governing the compensation of the administrative personnel, and supervisory issues related to the sales force to maintain their status as independent contractors. This is also a important and significant

recruitment related issue, as HR departments throughout the sector work to identify the candidates' propensity to violate the prevailing regulatory requirements.

Source: Newspaper, Magazine, Journals,http://www.xerox.com/downloads/usa/en/gdo/whitepapers/gdo_whitepaper_Integrated_Communications-Insurance.pdf, <http://smallbusiness.chron.com/hr-issues-insurance-sector-73608.html>

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Lessons for moving forward while looking back at the reforms since 2001.

- Kapil Mehta

Looking back at the reforms

The reforms in the insurance industry since 2001 have been significant. The reform agenda has been driven by several stakeholders and across several dimensions: The Insurance and Regulatory Development Authority (IRDAI) has issued scores of regulatory guidelines, notifications and orders; the Government has amended several laws and tax policies including the amended Insurance Act; other regulators such as SEBI and RBI have changed the regulations in related financial services sectors. In order to appreciate and understand the implications of these rapid reforms, it is necessary to step back from a tactical assessment of each change and take a long term view of the signals emerging from the noise. Understanding these signals is a prerequisite to looking ahead. Looked at in this manner there appear to be the following trends:

First, insurers are being forced to focus on the customer. The use of the word 'forced' is deliberate. Given that financial literacy in the country is extremely poor, financial products such as insurance have been frequently mis-sold. Regulations are now forcing insurers and distributors to respect the rights of customers. There have been over 10 fundamental regulatory interventions that significantly improve the value proposition of insurance to customers¹. These include the insurance advertisements and disclosure regulations in 2000, the protection of policyholder's interest regulation in 2002, the revised product requirement for unit link products, the new health insurance regulations and new regulations governing insurance brokers and corporate agents.

Today one can purchase any unit link policy and be confident that it will have reasonable product charges and a threshold amount of life

insurance. Illustrated returns while selling insurance are restricted to 6 and 10% or lower. As a result customer expectations are set at realistic levels. Now, all charges and guarantees have to be specifically described in the illustration. Similarly, basic grievance redressal mechanisms have been set-up. An aggrieved customer can write directly to the company, IRDAI or an ombudsman. In my experience, involving the IRDAI normally ensures the fastest turnaround time by the company. The grievance redressal process still has a long way to go but we are ahead from where the industry started off. As per IRDAI's statistics in life insurance, 43% of grievances in 2007-08 were outstanding at the end of the year. This has reduced to just 14% in 2009-10². The trends in general insurance are similar.

Second, there has been a steady improvement in understanding of insurance economics. This is true for the shareholders of various

companies as well as for management talent in the industry. Companies have seen four distinct phases over the past ten years - a start-up phase of establishing the company (2000-03), a rapid growth phase often marked by the emergence of multi-channel distribution (2003-09), consolidation and expense reduction (2009-2014) and, finally, a return to growth (2014 to date). Whilst such rapid change is difficult to manage, the learning is immense. There used to be a time in the early days of reforms when few people in a company understood the actuarial theory behind insurance. That is no longer true as the actuarial talent has increased considerably and many non-actuaries have also develop knowledge in the area.

Shareholders are now much more careful before contributing capital to the business. They want, and rightly so, to understand if returns are going to be healthy. This was not the case when the industry opened up. The initial business plans that were submitted to the IRDAI when companies were seeking licenses now seem like illusionary fairytales. As per the initial plans all companies should have turned profitable years ago and on a scale much smaller than what they have today. Today's investors into the business are razor sharp in their knowledge of insurance economics and its likely return expectations.

Third, there has been a steady improvement in quality of distribution. There have been at least 15 regulatory notifications on the topic of licensing and training of agents or corporate agents³. The combined impact of these notifications has been to raise the standard of insurance intermediaries and agents. In the early days almost anyone who walked into an insurer's branch could become an intermediary. Now becoming an intermediary and then retaining one's license has become more difficult. So distribution channels have begun to shrink. But customers do benefit because better qualified, trained and long-term operators sell insurance to them.

Fourth, regulations have established strong financial practices that ensure solvency of the insurers. Many surveys indicate that customers do not trust private sector companies as much as public sector insurers. A report by Invest India in 2005 indicated that only 13% of the paid workforce actively trusted private sector life insurers⁴. The corresponding number for LIC was a whopping 71%. Establishing strong financial practices has helped address the trust issue. There are guidelines on where insurers can invest their money (always done in a very conservative manner), detailed description of how solvency needs to be measured and reported, creation of a motor pool so that the

insurance load for mandatory insurance is shared fairly by the sector, and strictures that ensure that policyholders liabilities are always met even if shareholders change.

Fifth, competition has intensified. Sectors such as fire, marine and own-damage motor have been de-tariffed. Prices in fire and motor have fallen dramatically. Auto prices also show considerable variation linked to specific company strategies. Private sector insurers have steadily increased shares and the public sector behemoths are fighting back. A good example of competition is in the prices of term life insurance. These have fallen to nearly half the rates that existed when the industry was opened up in 2000. Increased competition is good because it benefits customers and ensures efficiency in organizations.

Sixth, is the emergence of corporate restructuring and M&A in the sector. Both the general and life segments have seen oversight acquisitions, ownership changes and entry of new investors. Creating exit options for current shareholders is beneficial because early investors begin to see real returns and future investors worry less about being trapped in illiquid JV arrangements. The regulatory regime in M&A has also evolved and the framework for transparent transactions is more or less in place. We can expect this M&A activity to continue as foreign

insurers seek to raise their shareholding to 49%.

Lessons for moving forward

Historical trends when interpreted carefully can reveal the future. The market continues to remain hugely under penetrated. A McKinsey study revealed that in 2005 less than 15% of the Indian population was formally covered through some form of health insurance. Only 2.5% of the health insurance was provided by the insurance players⁵. The rest was community insurance, ESIS or employer funded. Looking ahead, the pace of future change may vary but the direction is clear. Stakeholders who embrace the lessons learnt from history will meet with success. The following lessons are important:

For Regulators:

1. Regulators must create more space for companies to innovate. A strong control mindset was necessary in the early days and IRDAI has done well to ensure that there are no failures on its watch. However, companies have now matured and need more flexibility. There are several areas where such flexibility is required. Top of the mind are training, product development and outsourcing.

Currently the regulator controls training by stipulating both the input and output requirements for sales persons. On the input

side the number of hours of training and course content are specified whereas on the output, the examination paper and pass marks are specified by the regulator. The industry has now evolved to a stage where monitoring just the output i.e. performance on a standardized examination should be sufficient. The hours and content of training should be left to companies to decide.

In product development the regulator closely examines and approves a product before it can be launched. Prior to the IRDAI review, a sign-off by the Appointed Actuary and CEO are also needed. A company's board is also required to have an approved product development policy in place. It may now be possible to modify the approval process from file with IRDAI- get approval-launch to launch and inform IRDAI. IRDAI could stipulate broad guidelines on insurer's profitability, customer's returns and intermediaries' commissions. It need not get into approving specific product features prior to product launch. If the IRDAI finds a product that grossly violates good practice then that can be withdrawn. The regulator may find that most products are fairly routine and only a few require regulatory action. Such change will enhance the insurer's flexibility in product innovation and also

considerably reduce the regulator's workload.

Similarly, outsourcing of activities invites considerable regulatory scrutiny. Some of this is required - particularly in core areas such as underwriting, claims management and product development. However, in areas such as IT and operations, there need not be such tight control.

2. Regulatory capacity needs to be significantly enhanced.

Consider the regulator's workload today - there are close to 50 companies each with tens of products and hundreds of intermediaries requiring approval. Additionally, the regulator has to look at the investments of insurers, address customer grievances and create overall policy. There is also a need to audit and inspect insurers and intermediaries for compliance. This work is easier said than done. This workload will only increase over time. In order to address this load the IRDAI should consider cutting down the areas that it looks at and focus on only the most important, encourage the private sector to deputize people to IRDAI for medium term stints, enhance compensation and market itself as an excellent platform for insurance experience.

3. **Articulate a long term regulatory timetable for the sector.** There have been so many regulatory changes in recent years that insurers are weary about any further changes. Regulatory change normally requires considerable technology and process modifications. The regulator should articulate a comprehensive table and calendar of likely changes. One does understand that unplanned regulatory interventions may be needed but much of the work could be structured.

4. **Publish more refined claims and grievance information by insurer.** Currently the claims information that is published is aggregated. For example, health insurance claims are for group and individual combined. Individual product claims are not available. This is an issue because there are wide variations in claim approvals by product and type of business. Similarly, the reasons for claims rejection are not publicly available. Publishing this information for health and other claims should be mandatory in the public disclosures and will significantly help buyers take insurance decisions.

For insurers

1. Insurers must go back to the basics of insurance and **focus on the most fundamental**

insurance needs of protection and risk management. The lack of customer focus is evident when sophisticated unit link products are sold to rural customers. Their requirement is pure term insurance and not investment oriented products. It is also the reason why highest guarantee NAV products were sold to customers without setting reasonable expectations for the product. Most customers believed that they had purchased an investment into equity without realizing that the fund profile could be switched to debt if equity markets are volatile or fall.

A 2005 report by Invest India Market Solutions estimated that only 2.24% on Indian earners have invested in a term plan⁶. These term plans are pure protection products and the purest, most cost-effective form of life insurance available. If customer needs are to be genuinely met then sales of such products must increase.

Similarly, health insurance sales have to improve as healthcare is such a fundamental requirement of customers. In markets such as the US there are several specialized term and health insurance distributors such as SelectQuote. Insurers would be well advised to step up their activities in these market segments.

2. **The quality of distribution needs considerable improvement.** A cadre of full-time life, high quality advisors is needed. The current agency force is inefficient and inactive. A McKinsey study estimated that only 25 to 30% of agents recruited sell atleast one policy per month⁷. This is not sustainable.

Agents who have received the MDRT scores are best suited to step into the role of full-time, high quality advice. These are the best of breed advisors. Training, support and career progression for such agents needs to be managed and developed very carefully.

Similarly, insurers must develop stronger linkages with their distributors. The philosophy of purely price based sales will need to change. Overseas, there is a large cadre of distributors who have committed long-term careers in insurance.

3. **Insurer's must improve and invest in their people.** The recent downturn phase has exposed the inadequacy of talent available. This has been felt most in the agency system which is the primary distribution channel of the industry. Since insurance opened up very recently in 2000, the local talent has had less than 15 years of experience in understanding

insurance. The issue is further compounded because the industry has witnessed phenomenal growth since opening up. Consequently, relatively inexperienced people have been promoted rapidly and now find themselves in positions that they are unable to handle.

Insurers need to provide a much richer and wider exposure to people to help them grow. This includes rotational programmes overseas, experience across functional areas in the company. Employers must develop innovative ways of grooming talent - deputation to intermediaries could be an excellent training ground. Employees will also need to commit to longer careers within a company. Changing jobs every two to three years will no longer do them any good.

4. **Insurers must develop more targeted affinity-based channels.** There are scores of large affinities that are tied closely together. Affinities can provide a cost-effective way for insurers to tap large groups of people. Overseas affinity based marketing is highly developed. For example, the Association of Retired People (AARP) in the US is a large insurance distributor⁸. In South Africa, fans of soccer and rugby clubs are leveraged as affinities for insurance. India too

has several large and strong affinities that have not been adequately tapped. For example, schools, doctors, CAs, and RWAs.

5. The industry has to **create more effective dispute resolution.** I find that published grievance redressal statistics does not give an insightful view of how grievances are handled. Generally most insurers report high grievance redressal of over 95%. However, on a day to day basis, I see so many customers with unresolved issues. They struggle to get these addressed and the time taken to get a proper hearing is extremely long. Creating time-bound grievance redressal processes and empowering the service team to take decisions that are commonsensical will go a long way in reducing the conflict.

For intermediaries

1. Intermediaries in India have historically been product and insurer led. Customer's interests have often been a lower priority. This is not good strategy because intermediaries lose their reputation when customers realize that they have been mis-sold. **Intermediaries must now begin to demonstrably put customer's interests first.** This will help create a long-term franchise for them. The sales person's compensation and

incentive system will need to factor in the quality of advice provided.

2. **Intermediaries must invest in technology.** Thus far intermediaries have not had sophisticated technology. The relatively high cost has been a deterrent. Such companies must now take a longer term view of the opportunity and invest. The right technology is imperative for scale up and also creates competitive barriers. CRM systems and insurance tracking systems should be the highest priorities.
3. Many intermediaries in the country view their role as providing high quality databases or customer access. They have not built capability in understanding products or insurance specific customer needs. Their preferred business model is one where the solicitation process is driven by the insurer and the intermediary's role is restricted to facilitation.

Such a model is not sustainable in the long run. The value in facilitation is limited. **Intermediaries must be closer to their customers and invest in them.** In developed markets such as the US and Japan customers have an intimate relationship with their

intermediaries. Specifically, intermediaries should take complete ownership of solicitation. They need to cross sell the right products and have the ability to track customers across their life cycle.

For Government

1. Incentivize the growth of long term products like insurance and annuities.

This will require tax laws to distinguish between short term and long term investments. Products such as life insurance that require investments over at least 5 years and where returns are delivered after 10 years need to be given enhanced tax advantages. The tax issue is felt most in annuities where there are no tax benefits. Annuities are clubbed with income and taxed. This is unfortunate and needs to be corrected immediately.

2. Create a level playing field across industries and across companies.

Structurally, the government is both a maker and checker in the industry. It is the largest player in life and general insurance and also has a deep role in appointment and supervision of the regulator. This is an anomaly and the government must evaluate mechanisms to reduce this dichotomy. One approach could be to step back from its current involvement in appointing

regulators. Additionally, the government provides security to its companies by way of captive business and, in the case of LIC, a sovereign guarantee. This distorts the market and the government should ensure that there is a level playing field amongst all the operators in the industry.

The fifteen that has gone by has been fascinating. The cycles that other companies witness over dozens of years has been compressed into a short ten years. However, the changes in the years ahead are likely to be much more than the years gone by. Those who embrace this change will be the most successful.

Note: Updated from an article published previously in the the IRDAI journal by the same Author

List of footnotes

¹ Information gathered from IRDAI's website www.IRDAI.gov.in

² IRDAI Annual Reports and Quarterly Information supplements

³ IRDAI website www.IRDAI.gov.in

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⁸ www.aarp.org

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The changing role of Communication & HR Practices in Insurance

- Jagendra Kumar

The role of Human Resources is changing as fast as technology and the global marketplace. Historically, the HR Department was viewed as administrative overhead. HR processed payroll, handled benefits administration, kept personnel files, and other records, managed the hiring process, and provided other administrative support to the business. Those times have changed. The positive result of these changes is that HR professionals have the opportunity to play a more strategic role in the business. "Best Practices" in HR are subjective and transitory. What is best for one company may not be best for another. What was best last month may not be best for today. The concept of "best" is highly subjective and non-specific. "Best Practice" is not a set of discrete actions but rather a cohesive and holistic approach to organizational management. The quest for success in today's insurance market demands a shared vision and close cooperation between Insurer, its customers and providers. To achieve

this, products and services must be the finest.

The indicator to best HR practices is the long-lasting relationship with employees. At the core of this solid foundation lie various HR initiatives, which are rolled out for employees. Policies should be geared towards the future. Organizations need to match HR policies and practices with long-term business strategies required to compete in the global market place, and generate employee commitment and retention over the long-term. HR practices are required that are incremental and collaborative and provide the opportunity to employees to make decisions affecting their work and to share in the rewards of their creative efforts. Therefore, if HR policy is to contribute to the organization's bottom line, areas such as recruitment, selection, training, development and performance appraisal should be consistent, integrated and strategically focused. Effective and efficient HR services can make it possible for any

company to function smoothly as well as have an edge over its competitors.

BEST HR PRACTICE MEASURES:

The best companies are never satisfied. They focus not only getting it right but doing it better. They are intensely dependent on feedback from all sources as the prime basis of their continuous improvement philosophy. When implementing HR practices and policies, Insurance employers should note that HR practices: -

- Cannot be 'copied' from one organization to another. A set of complementary HR practices that have produced increases in productivity, improved quality of service, and given the firm a competitive advantage, will not necessarily produce the same, or even similar results in another organization, operating in the same industry.
- Must be implemented with regard to the organizational context of a particular firm.

Priorities for implementing particular sets or bundles of HR practices will vary between firms operating in similar markets in the same industry.

- Are more effective, and can produce a synergistic effect, if they are complementary to each other. For example, self-managed teams being introduced at the same time as team-based or group compensation incentives contingent on organizational performance.
- Must be congruent to the long-term strategic objectives and mission statement of the organization, if they are to yield returns through increased productivity and ultimately improved customer service. If this congruency is absent, then organizational dysfunctions will result and the attempt to introduce progressive HR practices will rapidly lose credibility among the firm's employees.
- Require significant planning, resources and effort. The participation, involvement and commitment of all the firm's employees and their unions have to be secured. This requires leadership and a cohesive management team over the long-term.
- May not be successfully implemented without significant

changes in the structure and culture if the structure of an organization is highly hierarchical with an accompanying bureaucratic culture. Such changes would most likely involve significant management changes and a move to a leadership style more conducive to participation.

- Will be of little benefit to an organization unless the appropriate infrastructure and supporting mechanisms are in place. There must be an effective management system to support long-term productivity improvements. Policies and training have to be aligned with HR practices.
- Must be broadly complementary to HR policies linked to 'high-involvement work practices' and are, thus, relevant to explaining the variation in the diffusion of such practices. Changes in these work practices are more difficult to carry out than changes in the complementary set of HR policies because they are more intricately bound up with the core business processes and requirements of the organization.
- Should be supported by the organization's leader(s) who have earned the respect of the employees. If employee respect for the CEO is lacking, then his/her endorsement will 'count for little' and could even be viewed

by employees in a negative light if the CEO has been conspicuously absent during the important initial development stages of new HR policies and practices.

BOOSTING RETENTION:

It is often said that "people quit managers, not companies." In order to combat the loss of employees caused by bad managers, employers must enact long-term, sustainable, behavioural change in those managers. An employee's relationship with his or her immediate supervisor is the determining factors of whether the employee will stay and how productive he or she will be. When a company learns that employee morale is low, the first reaction is often to conduct leadership training among managers. While this is a good first step, often the training simply isn't adequate. There is usually not enough opportunity for managers to practice the skills they've learned, and once they are thrown back into the "real world" of their jobs, they will instinctively react the way they always have rather than implement newly learned leadership skills. Another component to successful behavioural change is to hold the manager accountable for the success of the training. If participants know that they are going to be held accountable, they don't treat training as "a day off" from work, but are instead highly

motivated to acquire and use the skills taught. Why are the great employees leaving? Seventy-one percent of top-performing employees say pay is one of the top three reasons they would leave an organization, but only 45 percent of employers cite pay as a top retention issue, according to a survey by Watson Wyatt Worldwide and WorldatWork. What do employers believe? Employers were more likely to cite promotion opportunities (68 percent) and career development (66 percent) as one of the top three reasons top-performing employees leave.

CHALLENGES BEFORE THE HRD:

Jim Sinegal, CEO, Costco says, “Any practice that you devise to increase the competence, commitment and improve the culture building can be termed as HR Practice, and this can be in the form of a norm, rule, system, or some practices. When employees are happy, they are your

very best ambassadors.” Front-line employees are the ones who interact with your company’s customers each day and are ultimately the ones who communicate the values and culture of your brand to the public. When employees are not passionate about their work, their attitudes have the ability to influence the customer’s shopping experience. The challenge for HR managers is to keep up to date with the latest HR innovations - technological, legal, and otherwise. There is a need to know about the current HR challenges, and how to most-effectively manage them in your workplace. Insurance industries face their share of challenges and issues. With the constant internal and external pressures, HR of insurance industry need to constantly respond to such changes and need to build suitable model and strategies to cope up for effective management. Internal pressures may include infrastructure, workforce planning

and management, cost management, globalization of workforce, training and development. External pressures can be changes in government regulation, changes in market conditions, changing employees and customer demographics. Other challenges may include, difficulty in retention management, managing workforce diversity, rising training and replacement costs, increasing turnover rate and talent crunch. Among the greatest challenges faced by HR is that “the insurance industry isn’t necessarily a destination for top students,” requiring greater effort and better presentation than in some other financial industry sectors. These challenges, checks their ability to adapt to changing business environment, improve work efficiency and capitalize on growth in the sector. HR needs to analyse, innovate and reconstruct existing policies in order to keep up with the frequent changes.

ROLE OF COMMUNICATION:

The “best practice” companies have the most intense communications which are broad-based, continuous and involve multi-directional employee contact. Communications with employees is “a given”, and is formal, focused and on-going responsibility. Communications are not done as an “extra”. The best companies have leaders who possess courage to make the hard decisions and carry them out. In order to



**What skills are needed the for
Communications practitioner of the future?**



Data Analyst
Content Editor
Behavioural Scientist
Movement Builder
Teller of Truth (to power)
...and still be able to write!

combat the loss of employees, employers must focus on meaningful, competitive benefits that make employees want to stay for more. Just offering competitive benefits is not enough for employers that are aiming to retain talented employees. Employers must also communicate with employees, showing them the value of those benefits and the company that provides them to the individual. There is no single best practice to which all organizations should aspire. Rather, each firm has a distinctive HR system that represents a core competency required for the survival and sustainability for that particular organization. Employee recognition and a competitive benefits program are important to the success of any organization. However, those characteristics don't mean much unless the leadership has developed an operational structure that challenges and supports employees

to be the best they can be at their work. It is extremely important for insurance companies and intermediaries to build partnerships that are responsive to the business plans established each year by each party. Improved communication and a focus on improving relationships save time and make both parties satisfied. That situation is bad in any industry but in insurance the high cost of new business acquisition is well known, as is the value of customer retention. Across the insurance industry, companies are adopting similar and consistent business strategies as they seek new ways to grow and prosper.

Effective communication is an essential part of a smoothly running business organisation. Communication involves the transmission of information from a source to receivers. The information is communicated in the form of a message. In the modern organisation there will be multi-

channel flows of communication. Increasingly these interactions are carried out by electronic media such as through a sales website, e-mail communications and other means. Technology innovations, including social networking, telematics, service-oriented architectures (SOA) and beyond, play a major role in determining success or failure in the insurance industry. Firms that effectively harness technologies and the opportunities they offer are destined to be among the industry winners, leading the way toward growth and prosperity. Companies that fail to keep up with the latest technologies— and the lasting "next-gen" innovations that arrive on the scene—risk falling further behind and relinquishing their leadership positions. The insurance industry is at a pivot point as future success is likely to rest on today's technology decisions and strategies.

With rapid, unpredictable and profound transformation underway in insurance industry, the issues HR must face have increased multiple folds and calls for rapid involvement. There is a need for creating new models and strategies, to adapt and evolve to such changes by the HR. An efficient way to earn an edge over competitor is to stay updated on the latest technology relevant to company's growth. One of the primary goals of HR is to ensure growth, development and satisfaction of the company workforce. To meet the objectives of low turnover rate, reduced

recruitment costs, and a motivated work force, HR needs to engage in aggressive planning, communication and effective execution. An HR needs to be responsive of the every changing market conditions in the industry. To cope with the changing customer preference, government regulations, competitor's strategies and latest innovations in the sector, HR has to conduct market researches in order to get a better view of the changes and construct the best strategy to deal with the same. In today's growth fierce market competition, HR's day-to-

day role is becoming more challenging and strategic. With the recent advancements in the business world, the roles and functions of HR are undergoing numerous transformations.

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Curtain Raiser for September 2015 IRDAI Journal Issue

Road Safety has assumed importance in the recent time due to tremendous rise in road accidents - 16 lives are lost every hour on Indian roads. Every single accident averted is a big plus for the nation in every sense of the term. Unmitigated accident on roads and highways is a huge socio economic loss for the country. The amended Motor Vehicle Act incorporating a heavy dose of road safety initiatives awaiting parliament approval should pave way for safer India. It is in this prospective, **Motor Insurance** plays a significant role as far as Risk coverage for motorist and other road users including pedestrians are concerned. One of the common problems associated with Motor Insurance is low insurance penetration vis-a-vis number of vehicles plying on the roads.

Giving the fact that **Drivers Day** is celebrated on September 17, it is time for turning the spotlight on **Road safety and Motor Insurance** which will be the focus for September 2015 issue of the Journal

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Training, an Important Component of the HR Philosophy

- R. Venugopal

Having worked as a Faculty Member of Zonal Training Centre, LIC of India, Chennai and as the Director of the LIC Management Development Centre Borivli, Mumbai and having served as Chair Professor, National Insurance Academy, Pune after retirement, I personally feel that Training is an important part of the HR philosophy and it is playing a significant role in the successful running of the insurance industry. The Faculty who are posted in the training institutions are having a key part in training the Officers and Staff, who enter the portals of the Training Centers, the different aspects of sales and servicing functions. In this article I am giving a Blueprint for an Ideal Training Program for the Officials of the Insurance Industry.

A Precursor

A letter is sent to all the participants before hand, outlining the importance of the program as well as the Time-Table and the participants are requested to come prepared for the program. They are

sent a questionnaire eliciting their specific views on our existing practices with special reference to the activities of our field force and these forms are to be returned immediately so that the Course Coordinator can know their ideas and accordingly fine-tune the program, if needed.

The duration of the program is six days from Monday to Saturday forenoon.

Time-Table

The methodology of the program includes theoretical lectures, Case Studies and Role Plays.

The forenoon classes consist of lectures by Faculty from the industry as well as by External Faculty with legal background, financial experts with knowledge about business ethics in other comparable sectors like Banking and General Insurance.

The afternoon classes are devoted to Syndicate discussions on topics relating to business ethics, the existing practices, ways and means

of improving them, policyholders' servicing, case studies etc. The presence of a Faculty Member is a must during these discussions both as an Observer as well as for guidance, if required. The services of a few more Faculty Members are to be utilized for this purpose, besides the Course Coordinator.

One afternoon is to be completely devoted for reading of a few suggested books on different subjects in the insurance industry and the General economic situation in the country in the Library. This is suggested because in many training sessions, there is very little time for the participants to use the Library gainfully - actually the MDC Library of LIC and the NIA Library are among the best in the industry with more than 20000 books. Often the participants complain that they have no time at all to go to the library in view of the day long classes. This grievance is removed when a complete afternoon is devoted to reading in the Library. Again, as the adage says, nothing improves, unless it is assessed.

Similarly, the participants have to present a short summary and a review of the book they have read, on the concluding day of the training session. The Best Review will be awarded a Prize by the Director of the Training Centre.

The afternoons of Wednesday, Thursday and Friday are earmarked for all presentations of case studies, Role Play and other discussions by the participants.

The idea behind this is to engage the participants in keen listening to lectures during the morning hours, when their minds are fresh and to keep them busy in discussions during afternoons, driving away their drowsiness after lunch.

The lectures should be taken by both Internal and External Faculty in the ratio of 60:40. This is again to avoid the entire sessions to the Outside Faculty, which some times becomes irrelevant and not pertaining to our working conditions. But at the same time if no External Faculty is invited to the program, then the whole session will be fully internalized and there is no opportunity of an External Free Opinion entering the arena and giving a whiff of fresh air to the trainees. The participation by the Internal Faculty and also by Senior Officers of the Insurance Company is of paramount importance, because here only participants get clarifications for their doubts and queries whereas the External Faculty may provide a

lot of insights into the ramifications of business ethics and other best practices in general as well as what is happening in & outside the Industry. If possible, a Senior Officer from the Parent Insurance Company or from the Industry may be invited on the last day of the training program for an Open House with the participants.

The Getaways from the Program

The last day- Saturday- is fully devoted to one session of a Senior Officer of the insurance company interacting with the participants, one session of the Review of the books read, one session of all the participants mentioning about their Getaways from the program and the last session of valedictory.

Each person has to speak about what he/she is taking away from the session and what specific action he/she would take in future in pursuit of the subjects learnt during the program. There can be even some time-bound action programs to be undertaken by the participants. This should be video graphed and the CD is to be sent to all the Supervising Officers of the participants of the training session so that the higher officials come to know the future plans of the participants and they will also realize the importance of the training.

The Feedback

The feedback is an important element of this entire program.

There should be a specially designed format, which is collected from the participants after each session during the morning hours, immediately after the class. If the feedback form is taken on the last day, many participants would have some times forgotten what happened on the first 2/3 days and they either simply mark 'very good' or they copy whatever their neighbor writes.

All these issues are solved once the feedback is taken after every session, when the memory of the participants is fresh and quick.

Valedictory

This is the concluding session of the program to be presided by the Director of the training Institution.

This will be a brief function where the Presiding Officer gives his/her expert opinion and a few participants mention their oral feedback. The feedback should be on the inputs given during the training program besides the facilities available and suggestions for improvement.

There should have been a continuous, internal assessment by all the Faculty Members of all the participants on the following criteria:

- Punctuality
- Class participation
- Taking part in Syndicate discussions

- Presentations/ meaningful interventions
- Quality time spent in the Library, apart from the mandatory Library hour
- Other activities like the Role Play, book review etc.
- General behavior in the Campus like the canteen, sports room etc.

The assessment is done without informing the participants so that they remain natural.

3 Prizes can be given on this score, which will be highly motivational to all the participants.

A word about the Faculty in a training centre

The Faculty who are posted at the insurance company's training centre should be people who are experienced both in Administration and Marketing.

They should constantly update themselves, as the adage says: UNLESS YOU ARE UPDATED, YOU

BECOME OUTDATED!

Thus the Faculty should be:

- Knowledge-oriented
- Self-image oriented &
- Learner- oriented.

Training is Learning

Training is meant for rejuvenation of the mind, apart from the humdrum of the office, providing insights into new areas of knowledge and wisdom.

According to me, an ideal training program should be of 2 weeks' duration, since the first 2 days are spent on familiarization of the atmosphere, talking to home people etc- the real training mood sets in only after 2/3 days- it reaches the peak during the second week- again the home sickness begins on the last 2 days and the program ends on the last day, where people are in a mood to rush back to their headquarters and start implementing whatever they had planned.

Since the Officers can't spend 2 weeks at a stretch for a training session, I have suggested a tight schedule for this one week program.

I quote the words of Shri Ramakrishna:

As long as I live, so long do I learn.

That man or that society which has nothing to learn is already in the jaws of death.

Yes, there can not be truer words than these.

Once you have stopped learning, you have chosen to die!

Each training program is a re-birth for me with new ideas to learn and new vistas to travel.

Training is a significant part of the HR Policy of each insurance company, which will develop the Officers & Employees to a greater level of performance, productivity & mental fulfillment.

-R.Venugopal is a Retired ED LIC and a Retired Professor NIA

प्रकाशक का संदेश

बीमा क्षेत्र में संचार एवं मानव संसाधन प्रथाओं की भूमिका

किसी भी संगठन की सर्वाधिक मूल्यवान परिसंपत्ति उसके कार्मिकों का ज्ञान और कौशल तथा जिन लक्ष्यों के लिए संगठन की स्थापना की गई थी उन्हें प्राप्त करने की दिशा में उसे ले जाने के लिए उनके समर्पण की भावना है। बीमाकर्ताओं के विषय में कार्मिकों का अर्थ नियमित कर्मचारियों तथा संगठन के लिए अथवा उसकी ओर से कार्य करनेवालों से है, जैसे एजेंट, दलाल, टीपीए आदि।



चूँकि बीमा उद्योग एक सेवा-उन्मुख उद्योग है, अतः इसके कार्मिकों

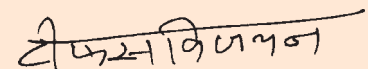
की क्षमताओं से काफी फर्क पड़ता है - चाहे वह कोई एजेंट हो अथवा किसी बड़ी बीमा कंपनी का प्रधान। इस क्षेत्र में श्रमशक्ति के महत्व को पहचानते हुए विनियमनकर्ता प्रारंभ से ही इसके सभी पहलुओं की गहन निगरानी करता रहा है, चाहे वह एजेंटों, दलालों, टीपीए आदि का लाइसेंसकरण और प्रशिक्षण हो अथवा किसी बीमाकर्ता के वरिष्ठ प्रबंधकों की नियुक्ति।

हाल के वैधानिक परिवर्तनों को देखते हुए आईआरडीएआई ने एजेंसी वितरण शृंखला में कई सुधार किये हैं। विनियमनकर्ता ने नये कंपनी अधिनियम के साथ आईआरडीएआई के कॉरपोरेट अभिशासन संबंधी दिशा निर्देशों का सामंजस्य स्थापित करने के लिए एक कार्यदल का भी गठन किया है तथा बीमाकर्ताओं के पूर्णकालिक निदेशकों, मुख्य कार्यकारी अधिकारियों, प्रबंध निदेशकों को देय क्षतिपूर्ति संबंधी दिशानिर्देशों का निर्गम भी प्रस्तावित कर रहा है।

विनियामक स्तर से की गई इन पहलुओं के अलावा, उद्योग नई प्रौद्योगिकीय उन्नति के अनुरूप तथा पॉलिसीधारकों को बेहतर सेवाएँ प्रदान करने की दिशा में अपने जनबल को भी सक्षम बना रहा है।

उद्योग और विनियमनकर्ता के समक्ष आज एक प्रमुख चुनौती बीमे की सही खरीद को सुसाध्य बनाने की है। मेरा विश्वास है कि इसका समाधान न केवल बीमाकर्ता और बीमाकृत व्यक्ति के बीच प्रभावी संवाद में, बल्कि जनसाधारण में बीमे के संबंध में आधारभूत जागरूकता निर्मित करने में भी निहित है। मुझे यकीन है कि जब एक बार निरंतर आधार पर इस जानकारी का प्रसार होगा और बीमा पॉलिसी खरीदने का प्रत्येक निर्णय एक सुविचारित निर्णय होगा, तब प्रभावी संचार एवं मानव संसाधन प्रथाओं के संबंध में विनियामक मध्यस्थता का उद्देश्य पूरा हो जाएगा।

मुझे प्रसन्नता है कि जर्नल के प्रस्तुत अंक में प्रकाशित आलेखों में संचार और मानव संसाधन प्रथाओं के विभिन्न पहलुओं को समाविष्ट किया गया है तथा पाठकगण इन्हें शिक्षाप्रद पाएँगे। सड़क-सुरक्षा के महत्व को ध्यान में रखते हुए जर्नल के अगले अंक का फोकस “सड़क-सुरक्षा और मोटर बीमा” पर रहेगा।


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हिन्दी - बाधक या सौगात

गोपीचन्द विश्नोई, उ.श्रे.स. (प्रशा.)

सबसे अधिक हैरानी और दुख होता है - जब पूरे देश में 14 सितम्बर को 'हिन्दी दिवस' मनाया जाता है। कार्यालयों में, विद्यालयों में तथा विभिन्न संस्थाओं में 'अजीब' तमाशे का वातावरण होता है। उस दिन कथाकार भीष्म साहनी की एक कहानी 'चीफ की दावत' के नायक की बूढ़ी माँ बहुत याद आती है। चीफ अमेरिकन है, उसे दावत पर बुलाया गया है, उसके साथ-साथ दफ्तर के अन्य अधिकारी भी अपनी पत्नि सहित आयेंगे। घर को पाश्चात्य शैली से जितना सम्भव है, सजाया गया है। पर पति-पत्नि सहित आयेंगे। पर पति-पत्नि, पति की बूढ़ी माँ को लेकर अत्यन्त परेशान है। वह माँ उनके आधुनिक वातावरण में कहीं फिट नहीं बैठती। डरी-सहमी माँ पुत्र के हर आदेश-निर्देश का पालन करती हुई सबसे अलग एक कोने में छिपी बैठी है, पर अमेरिकन बाँस घर में घूमता-फिरता, घर के रख रखाव की प्रशंसा करता हुआ उस उपेक्षित कोने में पहुँच जाता है। माँ घबराती है। बाँस और उसकी पत्नि माँ मे रुचि लेते हैं और माँ से अपने लिए फुलवारी बनाने का वायदा भी लेते हैं। बेटे

का स्वार्थ पराकाष्ठा पर पहुँच जाता है। रात में माँ के पीछे पड़कर, अपनी तरक्की का वास्ता देकर माँ को फुलवारी बनाने के लिए तैयार कर लेता है। यह एक दिन माँ की महत्ता का दिन बन जाता है।

देशभर में 1652 से अधिक भाषाएँ बोली जाती हैं जिनमें 63 भाषाएँ गैर-भारतीय हैं। संविधान की आठवीं अनुसूची में 22 भाषाएँ सम्मिलित हैं जिन्हें 90% से अधिक लोग बोलते हैं जिनमें अधिकांश आबादी हिन्दी भाषी है। अनुच्छेद 343 में स्पष्ट रूप से उल्लेख है कि संघ की राजभाषा हिन्दी तथा लिपि देवनागरी होगी। शासकीय कार्य में कोई परेशानी न हो, इस बात को सुनिश्चित करने के लिए 15 वर्ष की सीमित अवधि तक अंग्रेजी के चलते रहने का उपबन्ध भी किया गया था। आज हिन्दी विश्व की दूसरी सर्वाधिक बोले जाने वाली भाषा है। देश-दुनिया में लगभग 50 करोड़ लोग इसे बोलते हैं, वहीं करीब 90 करोड़ लोग हिन्दी समझ सकते हैं। दुनिया के सर्वाधिक पढ़े जाने वाले समाचार-पत्र और

सर्वाधिक देखे जाने वाले टीवी चैनल हिन्दी के ही हैं।

भारत का मध्यकालीन इतिहास ऐसी गंगा जुमनी सभ्यता का इतिहास है जिस पर हर भारतवासी को हमेशा गर्व होता है और रहेगा। हिन्दी साहित्य के इतिहास के अनुसार मध्य-काल को काव्य-कला की दृष्टि से 'स्वर्ण युग' कहा जाता है। अनेक पंथ एवं शाखाओं के मध्य ऐसे कवि, मनीषी जन्मे जिन्होंने हर प्रकार के भेदभाव को दरकिनार कर प्रेम और भक्ति का आनन्ददायी मार्ग लोगों को दिखाया। राजनैतिक या सामाजिक स्तर पर चाहे कितनी भी नोक-झोंक होती हो, दंगे-फसाद होते हों किन्तु साहित्य के क्षेत्र में प्रेम एवं सहृदयता का वातावरण ही था। साहित्य ने हिन्दू एवं मुसलमान दोनों सम्प्रदाय के लोगों को निकट लाने का कार्य किया। मुसलमान कवि भारतीय संस्कृति से अत्याधिक प्रभावित हुए, धार्मिक मत में उनका विश्वास एकेश्वरावाद में ही था। उनका मूलमंत्र था- 'ला इला इल अल्लाह' अर्थात् अल्लाह के सिवा कोई दूसरा अल्लाह नहीं।

इसके बावजूद के कृष्ण-भक्त परम्परा से बहुत प्रभावित थे। तभी तो भारतेन्दु हरिश्चन्द्र के मुख से निकला-

“इन मुसलमान हरि जनन पै कोटिन हिन्दुन वारिए।”

हिन्दी साहित्य के आकाश में हिन्दू और मुसलमान समभाव से चमक रहे थे। अंग्रेजों ने दोनों के मध्य हर प्रकार की दरार डाली। दूरियाँ बढी, सबकी हानि हुई। न हिन्दी सम्मानित हो सकी, न उर्दु। दोनों भाषाओं के अस्तित्व को समाप्त करने के उद्देश्य से अंग्रेजी आई। अंग्रेजी दीवार पर चिपकी छिपकली की भाँति हिन्दी से चिपकी हुई है। भारत स्वतन्त्र होने के बावजूद, आज भी हिन्दी का अपमान करने वालों की कमी नहीं है। आज से लगभग 32 वर्ष पूर्व भारतीय प्रौद्योगिकी संस्थान, कानपुर के मानविकी विभाग में दर्शनशास्त्र के शोधार्थी सुनील सहस्रबुद्धे ने “औपनिवेशिक मुनष्य की अवधारण” विषय पर डा. मोहिनी मल्लिक के निर्देशन में हिन्दी में शोध-प्रबन्ध का प्रस्ताव रखा तो अंग्रेजी में लिखने को कहा गया। जबकि अधिनियम में कहीं भी ऐसी बात नहीं। लेकिन संस्थान ने उनके तर्क को दर किनार कर दिया। शोधार्थी द्वारा उच्च-न्यायालय की शरण लेने पर अन्तरिम आदेश द्वारा शोध-प्रबन्ध स्वीकार करने का आदेश दिया गया तो सन् 1981 में शोध-प्रबन्ध जमा कर लिया गया। आई आई टी प्रशासन ने न्यायालय में तर्क रखा कि शोधार्थ लिखकर दे तो संस्थान शोध-प्रबन्ध का अंग्रेजी में अनुवाद करा मूल्यांकन करा सकता है। सहस्रबुद्धे ने इसे अस्वीकृत कर दिया। अंति सुनवाई में हाई कोर्ट ने आईआईटी के पक्ष में

निर्णय दिया तो उन्होंने सर्वोच्च-न्यायालय में विशेष अपील की। यहाँ आईआईटी ने जबाव लगाया तो सर्वोच्च-न्यायालय ने उनकी अपील (सन् 1983 में) रद्द कर दी। अंग्रेजी में अनुवाद कराने को कहा तो उन्होंने हिन्दी का अपमान बता आईआईटी ही छोड़ दिया। इसके अतिरिक्त, मेरठ के पटेल नगर में स्थित ऐतिहासिक पुरुषोत्तम दास टंडन हिन्दी भवन-जो सन् 1948 के हिन्दी साहित्य-सम्मेलन का स्मारक भी है- जिसके प्रस्ताव ने हिन्दी को राष्ट्र भाषा के रूप में अंगीकृत करने में महत्वपूर्ण भूमिका निभाई, वर्तमान में, गेबर-कूडे के ढेर से घिरा और खंडहर में परिवर्तित हो चुका है। भवन में पड़ी दरारें बता रही है कि मातृभाषा के प्रति हमारा रवैया क्या है।?

हिन्दी के विकास में अवरोध के पीछे पढ़े-लिखे को स्वयं को आम लोगों से अलग प्रदर्शित करने की मानसिकता उत्तरदायी है। अंग्रेजी के देश छोड़ने से पहले लालची प्रकृति के भारतीय अंग्रेजी के रीति-रिवाज एवं उनके रहन-सहन पर लट्टू होने लगे थे। वे भारतीय अमरबेल की जड़ थे। उन्ही के वंशज अमर बेल की भाँति भारतीय भाषाओं एवं संस्कृति के वृक्षों पर फैलते जा रहे हैं और धीरे-धीरे उन वृक्षों की जड़ों को खोखला कर रहे हैं।

अंग्रेजी विद्यालयों का चलन, विदेशों की ओर गमन और अंग्रेजी का नमन-भारत को किस कगार पर ले जा रहा है।

सोवियत-रुस बनने के बाद रूसी उनकी राष्ट्र भाषा थी, क्या वे वैज्ञानिक-प्रगति के क्षेत्र में पीछे रहे।? चीन, जापान अन्य यूरोपीय देश जिन्हें विकसित

देशों की श्रेणी में माना जाता है, उनकी अपनी भाषा ही राष्ट्रभाषा रही है। कोई भी व्यक्ति अपनी भावनाओं को मातृभाषा में ही प्रभावी तरीके से व्यक्त कर सकता है। विशेष रूप से वे विषय जो आपको कचोटते हैं, स्पंदित करते हैं - उसे आप अंग्रेजीया किसी अन्य भाषा में मार्मिक तरीके से व्यक्त नहीं कर सकते।

आज कागज-कलम की जगह कम्प्यूटर ले रहा है। सासान्य व्यक्ति के पास कम्प्यूटर जल्द से जल्द पहुँचना चाहिये। इसलिए विभिन्न सरकारें कम्प्यूटर और उसके छोटे संस्करण टैबलेट आदि अधिक से अधिक लोगों तक पहुँचाना चाहती है। कहा जा रहा है कि प्रत्येक दसवी पास को आकाश टैबलेट आर बारहवीं पास को लैपटाप निशुल्क दिया जायेगा। सभी भाषाओं और लिपियों में लिखने वाले कम्प्यूटर की अपनी कोई भाषा नहीं होती। वह बस ऐसी गिनती जानता है, जिसमें कुल दो अंक होते हैं- (1) 'एक' और (0) 'शून्य'। समस्त पुस्तकें, दैनिक, पत्र, टीवी के डिजीटल चैनल, उनके सारे धारावाहिक और समाचार, सबके सब इन्हीं 1 और 0 के सहारे हमारे समक्ष आते हैं। आज हिन्दी के लगभग सभी समाचार-पत्र, पत्रिकाएँ और उनके कार्यालय कम्प्यूटरित हो चुके हैं। सामान्य हिन्दी पत्रकार कम्प्यूटर-समक्ष, है। ब्राह्मी से निकली हिन्दी आदि लिपियों की विशेषता है, जैसे लिखना वैसा बोलना। अर्थात् वे सब ध्वनि-आधारित हैं। सबका उच्चारण सुनिश्चित है। 'क' का उच्चारण 'कबूतर' वाला 'क' ही होगा। यह तथ्य हिन्दी आदि को पूरी तरह कम्प्यूटर-फ्रैंडली बनाता है। कुछ वर्ष पहले तक हिन्दी टंकण (टाइपराइटर व कम्प्यूटर पर भी) ग्राफिक मोड

मे होता था। 'ओ' टाइप करने के लिए पहले 'अ' फिर उसके बाद 'ओ' का डंडा टाइप करते थे, 'कि' लिखने के लिए पहले 'इ' की मात्रा टाइप करते थे, तत्पश्चात 'क'। हर कम्प्यूटर कम्पनी पर अलग-अलग फॉन्ट होते थे। इस अराजकता का सीधा दुष्प्रभाव हिन्दी को विश्व के प्रत्येक कम्प्यूटर तक पहुँचाने में सबसे बड़ी बाधा थी। देखने वाले के कम्प्यूटर पर भेजने वाले का फॉन्ट न हो तो वह कुछ नहीं देख पाता था।

सन् 1985-86 के आस-पास बनी इनस्क्रिप्ट ने ग्राफिक मोड से छुटकारा दिला दिया। अब हम कम्प्यूटर पर अक्षर नहीं, ध्वनि (उच्चारण) टाइप करते हैं। स्वरों, उनकी मात्राओं तथा हलन्त चिह्न के लिए स्वतन्त्र कुंजियाँ बनाई गईं। व्यंजनों की ध्वनियों की भी कुंजियाँ बनीं। व्यंजनों को आधा करने के लिए हलन्त लगाना प्रारम्भ हुआ। टाइपिंग में आसानी के साथ इस अविष्कार से एक महत्वपूर्ण लाभ और हुआ। पहले हिन्दी में केवल आरम्भिक स्तर की डीटीपी (डैस्क टाप पब्लिशिंग) होती थी, अब डाटाबेस बनने शुरू हुए। डाटाबेस अर्थात् डाटा (तथ्य सूचना) का इस प्रकार संकन कि वांछित सूचना को सुविधाजनक रूप से तत्काल खोजा जा सके। बैंकों के खाते, जमा-निकासी की जानकारी रेलवे-टिकटों की कीमत, बुकिंग आदि का लेखा-जोखा डाटाबेस या विशाल तालिका होता है।

हिन्दी महज संवाद का साधन भर नहीं बल्कि हमारी पहचान भी है। बदले समाज व व्यापक होती आवश्यकताओं के मध्य हिन्दी ने तेजी से अपने पंख पसारे हैं। तभी तो तमाम विरोधाभासों

के बावजूद हिन्दी की जमीन पहले से अधिक सुदृढ़ हुई है। वैश्वीकरण की आवश्यकताओं व भारतीय संस्कृति की ओर विश्व के रुझान के चलते आज अमेरिका, यूरोप के कई देशों में भारतीयता एक ब्राण्ड बन चुकी है। यूरोप के नामी शैक्षिक संस्थानों में जर्मन, फ्रेंच जैसी भाषाओं के साथ हिन्दी को बतौर विदेशी भाषा पाठ्यक्रम में स्थान दिया जा रहा है। भारतीय फिल्म, गानों की देश-दुनिया में बढ़ती दीवानगी हिन्दी भाषा के प्रसार में सहायक बन रही है। आज अफ्रीका से लेकर लेटिन अमेरिका, यूरोप के कई देशों में भारतीयता का ककहरा भी न जानने वाले लोगों की जुबान पर हिन्दी गाने, डॉयलाग (संवाद) रहते हैं। कैसे भुलाया जा सकता है सन् पचास का वह दौर जब 'सिर पर लाल टोपी रूसी' गाने पर थिरकते राजकपूर सोवियत रूस का सबसे शौहरतमंद चेहरा बना गए थे।

गत दो तीन दशक में वैश्वीकरण की आँधी से कोई नहीं बच सका है। हमारी दिन-प्रतिदिन की जिन्दगी से लेकर बड़े कॉरपोरेट निर्णय तक वैश्वीकरण से प्रभावित है। हिन्दी को तो वैश्वीकरण से आश्चर्यजनक लाभ मिला है। पेप्सी, रिबॉक, जनरल मोटर्स, टाटा जैसे बड़े राष्ट्रीय अन्तर्राष्ट्रीय ब्राण्ड भारतीय ग्राहकों से खांटी हिन्दी में संवाद स्थापित कर रहे हैं। इन कम्पनियों की कॉरपोरेट कार्यशैली, पी आर कैंपेन पर हावी हिन्दी का असर इस भाषा की ताकत का प्रदर्शन कर रहे हैं। आज देश में हिन्दी समाचार, मनोरंजन चैनलों के दर्शकों की संख्या सर्वाधिक है। आनन्दी, जग्या, तपस्या, शिम्बर जैसे हिन्दी धारावाहिकों के पात्रों की लोकप्रियता केवल इन पात्रों के कथानकों भर की लोकप्रियता नहीं,

बल्कि भारत में हिन्दी की लोकप्रियता की भी कसौटी है।

हिन्दी के प्रति विरोधी रुख रखने वाले यह जान लें कि अब हिन्दी की प्रगति को रोक पाना सरल नहीं है। हिन्दी वैज्ञानिक भाषा है। हिन्दी साहित्य समृद्ध है। अधोलिखित कुछ पंक्तियाँ हिन्दी काव्य की गरिमा स्वतः प्रकट करती हैं

बिहार बिहार की विहार वाटिका में,
चाहे सुर की कुटि में अड़ आसन जमाइये।
केशव की कुँज में किलोल केलि कीजिए,
या तुलसी के 'मानस' में डुबकी लगाइए।
देव की दरि में दुर दिव्यता निहारिए,
या भूषण की सेना के सिपाही बन जाइए।
अन्य भाषा-भाषियों मिलगा मनमाना सुख
हिन्दी के डिन्डौलों में जरा तो बैठ जाइए“

अब समय आ गया है कि हम हिन्दी की महत्ता को स्वीकार करते हुए कृत संकल्प हों कि भविष्य में अपना समस्त कार्य हिन्दी भाषा में ही करें जिस पर भावी पीढ़ी गौरवान्वित अनुभव कर सके- हमारे लिए इससे सच्ची राष्ट्र सेवा नहीं हो सकती।

गोपीचन्द्र विश्नोई, उ.श्रे.स. (प्रशा.),
भारतीय जीवन बीमा निगम, मोदीपुरम
शाखा

यह सितम्बर 2015 में मनाए गये हिन्दी
सप्ताह की ध्यान में रखते हुए प्रकाशित किया
गया है।

बीमा क्षेत्र में संचार और मानव संसाधन (एच.आर.) प्रथाओं की भूमिका।

- डॉ. अजय कुमार मिश्रा

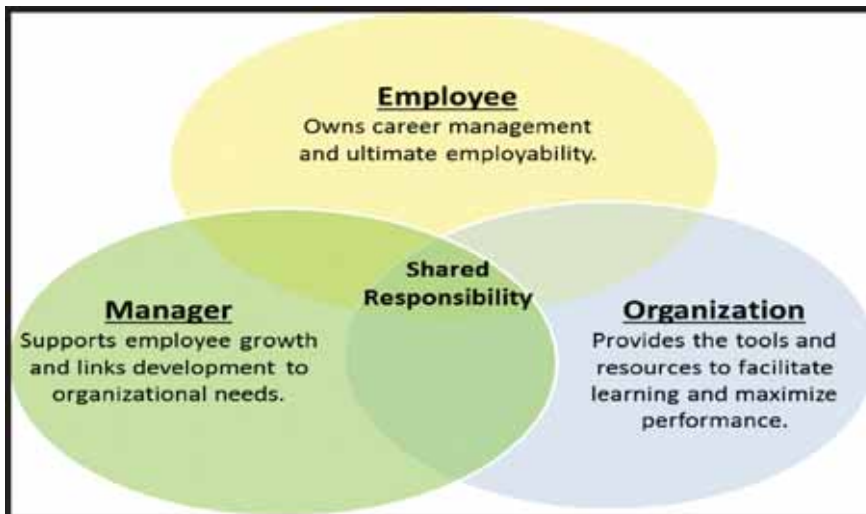
पिछले कई दशकों से अंतर्राष्ट्रीय स्तर पर यह अवधारणा तेजी से उभर कर सामने आयी है की मानवीय पूँजी अत्यंत ही महत्वपूर्ण है और इस पूँजी को अपने पास सुरक्षित रखने के लिये एवं अधिक कुशलता से उस पूँजी का दोहन करने के लिये बड़ी-बड़ी कम्पनियाँ ही नहीं बल्कि छोटी-छोटी कम्पनियाँ भी उचित प्रशिक्षण और प्रभावी मानव संसाधन नीति निर्धारित कर कम्पनियाँ का विकास कर रही है। यदि इसे बीमा के संदर्भ में देखा जा तो आपको यहाँ पता चलेगा की यह अत्यंत ही गूढ़ विषय है, जिसमें कार्यक्षमता के विकास के लिये लोगों का योग्य होना भी उतना ही जरूरी है जितना की प्रशिक्षण ग्रहण करने और संवाद कर सकने की क्षमता का। बीमा क्षेत्र के त्वरित विकास एवं; स्थायी रूप से प्रतिभा का

दोहन करने के लिये प्रत्येक बीमा कम्पनी को आकर्षक और कर्मचारियों के हितों को ध्यान में रखने वाली नीति बनानी चाहिए। आज के समाज में जहाँ मानव शक्ति को अधिक महत्वपूर्ण माना जाने लगा है वहीं प्रौद्योगिकी ने मान शक्ति की कार्य क्षमता को कई गुना बढ़ाया है। चित्र संख्या- 1 इस विषय पर, वर्तमान स्थिति को दर्शा रहा है।

संचार: यदि प्रसांगिक रूप में देखा जाय तो समस्त बीमा कम्पनियों की नींव संचार पर ही निर्भर है। उच्च-प्रबंधन से लेकर बीमा अभिकर्ता के मध्य और बीमा अभिकर्ता के माध्यम से हुए ग्राहकों तक संचार, जहाँ एक दूसरे को सही नीति, नियमों, लाभों, विचारों और योजनाओं से सम्बंधित

अनेकों तरह के संचार करते है। यहाँ खास बात यह है की संचार एकपक्षीय नहीं होना चाहिए बल्कि दो-पक्षीय होना चाहिए और दोनों लोग एक ही बात को सामान रूप से समझें जिससे भविष्य में किसी कठिनाई का सामना न करना पड़े। संचार के अनेकों माध्यम हो सकते है परन्तु इन सब में आज भी सबसे प्रभावशाली और सशक्त माध्यम लिखित संचार ही है, और खास कर संचार उस भाषा में होना चाहिए जिसे कहने वाला और सुनने वाला दोनों आसानी से समझें हों। आज भी कई बीमा कम्पनियाँ ग्राहकों से संचार अपनी भाषा अमूमन अंग्रेजी में करती है जब की भारत में कई स्थानों पर लोग अपनी स्थानीय भाषा में चीजों को समझना और जानना चाहते है। इसके आभाव में इनमें कभी भी स्थिर और दूरगामी सामंजस्य नहीं बन पाता है। प्रभावशाली संचार को चित्र संख्या 2 के माध्यम से समझा जा सकता है।

चित्र-1



मानव संसाधन: यदि हम अपने प्राचीन ग्रंथों का अवलोकन ले तो एक बात का स्पष्ट उदाहरण मिलता है जो है “भय बिनु होय न प्रीत” अर्थात डर के बिना सही उत्पादकता हो ही नहीं सकती। हॉलाकि यह सब पर लागू नहीं होती है, कुछ लोग ऐसे भी होते है जो स्वयं से प्रेरित होते है और अपने कार्य का निष्पादन समय से पूर्व कर लेते है, जिनकी संख्या न के बराबर है। अधिकांश लोग ऐसे होते है जिनके लिये डर की

चित्र-2



Source : <http://maxcommunicationmotivation.weebly.com/communication-effective-vs-ineffective.html>

आवश्यकता होती है। यहाँ हमारा अभिप्राय डर से किसी को डराने, धमकाने या प्रताणित करने से नहीं है, बल्कि नियम कानूनों की स्पष्ट नीति निर्धारण होने और उसे पालन कराने से है, और यह कार्य मानव संसाधन विभाग के द्वारा भारतीय बीमा क्षेत्र की कंपनियों में किया जा रहा है। यह कितना प्रभावी है यह प्रत्येक कम्पनी की अपनी आंतरिक नीति पर निर्भर करता है। भारतीय बीमा उद्योग निम्न तरह की मानव संसाधन सम्बंधित समस्याओं का समाना कर रहा है। मानव संसाधन की जिम्मेदारियों को हम चित्र संख्या 3 के माध्यम से समझ सकते हैं। बीमा क्षेत्र में मान संसाधन विभाग कर्मचारियों से सम्बंधित निम्नलिखित समस्याओं से ग्रसित है।

7. प्रबंधकीय अक्षमता।
8. समुचित योजना और कार्यन्वयन की कमी।
9. अपार्याप्त कल्याण सुविधाएँ।
10. कार्य प्रदर्शन के मूल्यांकन का अभाव।
11. कर्मचारियों के कार्य करने के अनुकूल पर्यावरण की कमी।
12. कम्पनी के प्रति कर्मचारियों का प्रतिकूल रवैया।

कम्पनी के प्रति बीमा कर्मचारियों की धारणा: प्रत्येक कर्मचारी जो भी बीमा कम्पनी में कार्य करता है उनमें से अधिकांशतः अपने व्यक्तिगत हितों को प्राथमिकता रखते हैं, कुछ कम लोग ही होते हैं जो कम्पनी के हितों को प्राथमिकता देते हैं, और ऐसे लोग कम्पनी से डेरों अपेक्षाएं रखते हैं और यदि अपेक्षाएं पूरी नहीं होती तो निराशाजनक स्थिति में पहुँच जाते हैं। जिससे उनकी उत्पादकता प्रभावित होती है। ऐसे लोग कभी भी अपने हितों से ऊपर उठकर एक वास्तविक विवेचन कम्पनी और अपने पक्ष के बारे में नहीं करते हैं। सामान्यतः एक अच्छा कर्मचारी कम्पनी से निम्न अपेक्षाएं रखता है। जो श्रेष्ठ कर्मचारी है वो व्यक्तिगत जीवन और रोजगार जीवन में भी सामंजस्य स्थापित कर पता है।

1. अच्छी कम्पनी नीति के साथ बेहतर काम का वातावरण उपलब्ध कराना।
2. कम्पनी की प्रतिष्ठा और बाजार में हिस्सेदारी।
3. समय पर वेतन और अन्य लाभ का भुगतान और नौकरी की सुरक्षा।

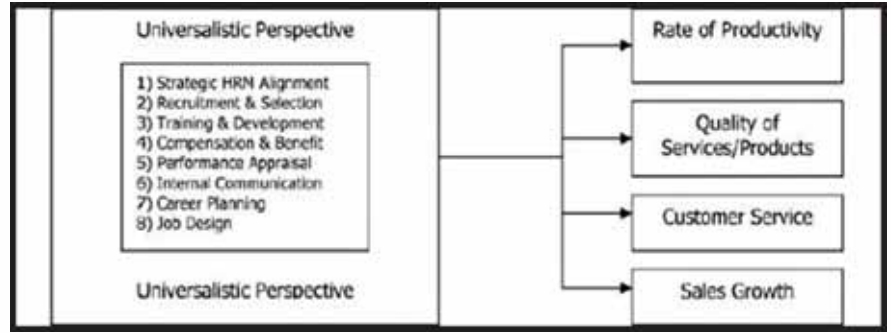
चित्र-3



Source : <http://www.managementguru.net/human-resource-management/>

1. कर्मचारी अनुपस्थिति
2. अपर्याप्त प्रशिक्षण सुविधाएँ
3. बीमा विशेषज्ञ लोगों का आभाव।
4. प्रेरक उपकरण की कमी।
5. बीमा के क्षेत्र में प्राप्त योग्यता रखने वाले व्यक्तियों का आभाव।
6. कर्मचारियों के उत्साह में कमी।

चित्र 4



4. मामूली लाभ के लिए पर्याप्तता, जैसे मोबाईल खर्च आदि।
5. आवास सुविधा उपलब्ध कराना।
6. सुरक्षा उपाय के लिए प्रावधान
7. किसी भी दुर्घटना के लिए मुआवजा।
8. चिकित्सा सुविधा उपलब्ध कराना।

9. कर्मचारियों को प्रशिक्षण एवं विकास सुविधाएँ।
10. कल्याण सुविधाएँ उपलब्ध कराना।
11. परिवहन की सुविधा उपलब्ध कराना
12. मूल्य स्तर परिवर्तन के अनुसार मूल्य स्तर बनाए रखना।
13. कर्मचारियों के लिए परामर्श अपने सामाजिक और परिवारिक समस्याओं को हल करने के लिए।
14. कर्मचारियों के लिए सुरक्षा व्यवस्था।
15. बीमार और मातृत्व अवकाश की अनुमति।
16. कार्य प्रदर्शन के आधार पर पदोन्नति नीति की स्थापना।
17. सेवानिवृत्ति लाभ का निर्धारण।
18. प्रोत्साहन बोनस प्रदान करना।
19. कर्मचारी मनोरंज कार्यक्रम की व्यवस्था।

यदि बीमा कम्पनियाँ कर्मचारियों की अपेक्षाओं पर खरी उतरती है तो उन्हें प्राप्त लाभों को हम नीचे दिए गए चित्र संख्या 4 के माध्यम से समझ सकते हैं।

निष्कर्ष: बीमा क्षेत्र के विकास के लिये अनेक बातों और नियमों का सुचारु रूप से क्रियान्वयन आवश्यक है बिना इसके निर्धारण के विकास की कल्पना करना और ग्राहक संतुष्टि की कल्पना करना बेईमानी है। संचार और मानव संसाधन दो ऐसे पहलू हैं जो बहुत हद तक मानवीय शक्ति का मूल्यांकन करके बीमा कम्पनी की प्रगति की सीमा तय करते हैं। जितने प्रभावी ढंग से मानव संसाधन अपनी जिम्मेदारियों का निर्वहन करेगा उतना ही प्रभावी ढंग से प्रत्येक कर्मचारी अपनी उत्पादकता को सामने लायेगा जिससे न केवल कम्पनी को लाभ प्राप्त होगा बल्कि उस कर्मचारी को भी सीधे तौर पर लाभ प्राप्त होगा। इन सब बातों के लिये यह आवश्यक है की मानव संसाधन अपने रोल का सही रूप में निर्धारण कर सही पॉलिसी का चयन करें। आज भारतीय बीमा उद्योग कई समस्याओं से ग्रसित है हॉलाकि भारत सरकार और भारतीय बीमा विनियामक इसके विकास के लिये कटिबद्ध है, परन्तु जब तक बीमा कम्पनियों की आंतरिक नीति प्रभावशाली नहीं होगी और कर्मचारी, बीमा सलाहकार और ग्राहक के अनुरूप नहीं होगी, विकास संभव नहीं हो सकता है। निम्न लिखित सुझाव वर्तमान पर्यावरण में बीमा कम्पनी को मानव संसाधन विभाग को दिए जा सकते हैं, जो नीति निर्धारण में अवश्य ही सहायक होंगे, जिससे कम्पनी के विकास के साथ साथ बीमा का भी विकास होगा।

1. मानव संसाधन विभाग को चाहिये की बीमा सम्बंधित विशेष योग्यता वाले व्यक्ति को ही चयन में प्राथमिकता दे।
2. प्रत्येक बीमा संगठन को उनके उच्च प्रबंधन से यह अनुमति हो कि वो अलग से मानव संसाधन विभाग और मानव शक्ति की पूरी रेंज के साथ कार्य और नीति निर्धारित कर सकें।
3. प्रत्येक मानव संसाधन विकास पेशेवर, सलाहकार और शोधकर्ता द्वारा पर्याप्त प्रशिक्षण कार्यक्रम की व्यवस्था करें।
4. पूर्ण सुविधा के साथ मान्यता प्राप्त कैरियर मार्ग कर्मचारियों के लिये होना चाहिए।
5. संचार व्यवस्था और प्रबंधन और कर्मचारी के बीच संबंध विकसित किया जाना चाहिए क्योंकि यह एक संगठन में प्रभावी और कुशल संचालन के लिए महत्वपूर्ण है।
6. आकर्षक मुआवजा पैकेज योग्यता के आधार पर कर्मचारियों को दी जानी चाहिए।
7. एक स्पष्ट मूल्यांकन प्रणाली होनी चाहिए मूल्यांकन के आधार पर, प्रेरणा प्रदान की जानी चाहिए

8. चुनौतीपूर्ण और सार्थक काम के लिये उचित वेतन की पेशकश, और एक अच्छा काम करने के माहौल बनाने के क्रम में सकारात्मक, सह कार्यकर्ता संबंधों को बढ़ावा देना चाहिए। इसके अलावा बीमा संगठन वेतन प्रथाओं का मूल्यांकन करना चाहिए।
9. नई-नई जानकारियों को सीखने के लिये कर्मचारियों को उत्सहित करते रहना चाहिए।
10. संचार की स्पष्ट नीति निर्धारित रखनी चाहिए।

प्रत्येक बीमाकर्ता को अपने मानव संसाधन विभाग को पूर्ण रूप से सहयोग करना चाहिये कम्पनी की नीति और नियमों को कर्मचारियों से सम्बंधित निर्धारण के लिए यदि कर्मचारी अपनी वास्तविक स्थिति से अवगत नहीं होंगे तो वो अपने वास्तविक प्रदर्शन भी नहीं दे सकेंगे। यह नीति का ही प्रभाव होता है की बीमा कम्पनी अपनी सेवाओं से आम जनता का दिल जीत लेती हैं और अपने लक्ष्य को तय सीमा के पहले प्राप्त कर लेती है संचार और मानव संसाधन दो ऐसे कारक है जो किसी

भी कम्पनी के विकास में प्रत्यक्ष रूप से बड़ा योगदान प्रदान करते है। बिना इनमें सामंजस्य और सुधार लाए बीमा कम्पनी का लम्बी अवधि में विकास की कल्पना करना संभव नहीं है।

डॉ. अजय कुमार मिश्रा, सहारा इंडिया जीवन बीमा कंपनी लिमिटेड, लखनउ, विचार लेखक के व्यक्तिगत है।

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Consultant (Communication), IRDA of India Journal,
Insurance Regulatory and Development Authority of India,
Parishram Bhavan, 3rd Floor, Basheer Bagh,
Hyderabad-500 004.
or e-mail us at irdajournal@irda.gov.in

Insurance Awareness Policy

In an attempt to enhance insurance literacy across the country, IRDAI mandated all the insurance companies operating in India to have a Board approved “Insurance Awareness Policy” of the respective insurance Company. The policy should incorporate the year-long action plan on the part of the company for initiating insurance literacy and awareness campaigns in the country. The Authority also directed all insurers to have in place appropriate mechanism to achieve the targets set out in the plan and to periodically monitor the achievement of insurance awareness objective.

Insurance Company can select/adopt various States/ districts for enhancing insurance awareness and can work with Councils and other stakeholders imparting knowledge of insurance at grass root level. The intermediaries, consumer bodies, NGOs and educational institutions may also be involved for dissemination of insurance education. The IRDAI suggested that the Insurance Awareness Policy (IAP) should be in alignment with the National Strategy for Financial Education (NSFE).

To review the progress made by insurers in implementation of their respective IAPs, IRDAI organized a two day meeting on 23rd-24th July, 2015 at LIC Zonal Training Centre,

Hyderabad. All the insurers have been called upon to discuss the key elements of their respective Insurance awareness policies and to show case their various insurance education initiatives. Besides assessment of the performance with regard to the implementation of the Insurance Awareness Policy by insurers, the meet was aimed to share the experiences and to identify the best instruments and practices for adoption of workable awareness models for greater effectiveness in building public awareness for strengthening financial literacy and consumer awareness in the country.

The meeting was inaugurated by Shri T.S.Vijayan, Chairman, IRDAI and attended by Shri D.D. Singh, Member (Distribution) Sri Nilesh Sathe, Member (Life). Besides officials from IRDAI, Secretary Generals of Life and General Insurance Councils attended the meeting.

Shri T.S. Vijayan, Chairman, IRDAI, in his address gave a brief outline about the developments in the insurance sector since opening of the insurance sector for private participation and setting up of IRDAI. He apprised the audience about the challenges before the industry and the importance of insurance awareness campaign with the objective of developing and

promoting efficiency in the insurance sector. He stated that insurers must aim at creating awareness about the need for insurance amongst the general public as well as policy holders who need to know about their protection coverage, rights and duties about insurable interest, other terms and conditions of the policies. Some of the highlights of his speech are:-

- Insurance penetration is only 7% in India and it has lot of scope to develop.
- It is our duty as Industry and as an Organization to give wide publicity to the products and make people aware about benefits of insurance.
- The industry should take care not only at the selling stage but even after sales which is our responsibility.
- Life insurance is facing no. of problems in the market place. Awareness goes a long way to educate customers.
- Mis-match of expectations at the time of sale, claims and service offered, creates mis-trust as well as results in dis-continuance of customers.
- Insurance Awareness Policy should contribute and match the expectations of the insurance company and customers.

Appreciating the various initiatives taken up by the insurers, Shri D.D. Singh, Member, IRDAI mentioned about insurance penetration and told that robust access system will help insurance penetration to become deeper, thereby benefiting more people under the ambit of insurance. He added that the world-wide, the development of financial system is not happening only because of financial literacy but it requires accessibility of services of the financial sector as well.

Both the Councils have appreciated the initiatives of IRDAI and shown interest for stepping up insurance awareness initiatives.

The following emerged out of the discussions:

1. Emphasising on the importance of insurance awareness in increasing insurance penetration, it was decided to consider annual awards for encouraging insurers towards

adopting pro-active approach for implementation of insurance awareness policies. The award shall be based on the various insurance education activities initiated by the Insurers viz. electronic campaign through video /audio/Website/Mobile/ Social media campaign, print campaign and distribution of product neutral insurance education material through contact programmes at schools/ colleges/panchayats; adoption of States/districts towards complete insurance awareness / insurance inclusion etc.

2. It was suggested that all insurers should take up a sample survey using the IRDAI's survey questionnaire to help them to assess the impact of their respective insurance awareness initiatives.

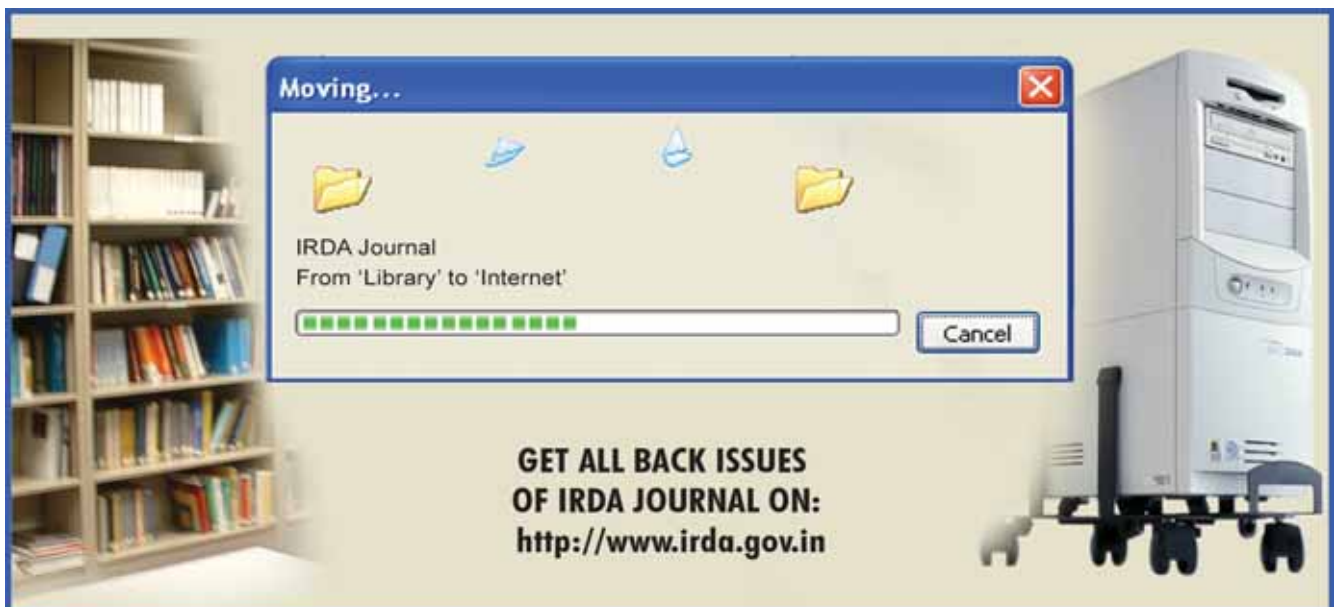
3. As most of the awareness campaign is being done by

marketing and training departments, there is a thin line between product promotion and insurance awareness. Therefore, it was suggested that there has to be an internal mechanism for monitoring the implementation of insurance awareness policy in an effective manner.

4. In the various consumer awareness initiatives, usage of local languages is recommended for spreading the insurance education at grass root level. Insurers may make use of existing available channels for dissemination of insurance education.

5. Life and General Insurance Councils may be involved for reviewing the implementation of the Insurance awareness policies of life and non-life insurers' respectively.

Complied by Communication Dept. IRDAI



Insurance Survey by NCAER

Background:

National Council of Applied Economic Research (NCAER) carried out pre-launch survey in the year 2010 to assess Insurance Awareness across the country with the following objectives:-

- a) To compare and analyse the awareness levels of the insured population on policyholder protection regulations, different types of insurance, levels of protection available from various types of insurance, etc.
- b) To study and analyse the awareness levels of the uninsured population regarding need for insurance, types of insurance available, insurance interest, benefits of insurance, benefits of ULIP, etc.
- c) To generate the socio-economic profile of insured and un-insured population by various socio-economic parameters like religion,

cast, income, occupation, age, literacy levels, family size, etc.

The findings of the survey have been published by NCAER and is available in our consumer education website viz. www.policyholder.gov.in under the link Home> Creating Awareness> Insurance Awareness Survey, for download.

Over a period of time, Insurance Regulatory and Development Authority of India (IRDAI) has conducted various Insurance Awareness Campaigns with the objective of creating awareness amongst policyholders and general public regarding various insurance related concepts, processes, procedures and mechanisms. Prominent among the Awareness Campaigns efforts are the Print Advertisements, TV ads and messages; Radio ads, Comic Books Series, Posters, Policyholders Handbooks, Animation Films, Virtual Tours, Insurance Awareness Campaign in Delhi Metro, Internet Campaign

on-line, Videos on YouTube and an exclusive consumer education website viz. www.policyholder.gov.in (in bilingual versions).

NCAER has now been assigned the task of carrying out “Post launch survey” of the above-stated IRDAI’s Insurance Awareness Campaigns and to analyse the outcome of the survey. The findings of post-launch survey after comparing and analysing of insurance awareness levels of un-insured / insured population vis-à-vis pre-launch awareness levels will indicate the impact, effectiveness and gaps of the IRDAI’s Insurance Awareness Campaigns for tentative future plan and strategy of IRDAI.

The questionnaire which is being used for the survey is enclosed as Annexure-I.

Complied by
Communications Wing, IRDAI


National Council of Applied Economic Research

Parisila Bhawan, 11-I.P. Estate, New Delhi-110 002

Phone: 011-23379861, Fax: 011-23370164


आई.आर.डी.ए.आई. का बीमा जागरूकता अभियान
SURVEY OF INSURANCE AWARENESS CAMPAIGN BY IRDAI
परिवार अनुसूची/Household Schedule

पहचान विवरण/Identification Particulars	
राज्य/यू.टी. (कोड)/State/UT (Code)	<input type="text"/>
जिला (कोड)/District (Code)	<input type="text"/>
तहसील/कस्बे का नाम (कोड)/Tehsil/Town Name (Code)	<input type="text"/>
गाँव का नाम और कोड/Village Name and Code	<input type="text"/>
वार्ड/इन्वेंट्री इकाई/ब्लॉक/Ward/Inv. Unit/Block	<input type="text"/>
परिवार के मुखिया का नाम/Name of Head of the Household	
साक्षात्कार संख्या/Interview Number	<input type="text"/>
सूचनादाता का नाम, चलभाष/दूरभाष/Name of Informant with Mobile/Tel:	
सामाजिक स्थिति/Stratum:	<input type="text"/>
सूचीकरण क्रमांक संख्या/Listing Serial Number:	<input type="text"/>
सैम्पल स्थान का प्रकार : कोड 1-ग्रामीण; 2-शहरी/Type of sample place: Code 1-Rural; 2-Urban	<input type="text"/>

साक्षात्कार विवरण/Interview Particulars		
साक्षात्कारकर्ता का नाम/Name of Investigator		
पर्यवेक्षक का नाम/Name of Supervisor		
साक्षात्कार की तिथि/Date of Interview	दिन/माह/वर्ष/Day/Month/Year	<input type="text"/>
अन्वेषक का ई-मेल Email of Investigator	अन्वेषक का दूरभाष नं० Tel Number of Investigator	अन्वेषक का मोबाइल नं० Mobile Number of Investigator
हस्ताक्षर अन्वेषक Signature Investigator	हस्ताक्षर पर्यवेक्षक Signature Supervisor:.....	

A. परिवार की विशेषताएं/HOUSEHOLD CHARACTERISTICS

(i) प्रतिवादी का विवरण/Details of Respondent

1. प्रतिवादी की आयु/Age of Respondent: वर्ष Years _____

2. प्रतिवादी का लिंग/Gender of Respondent

पुरुष Male

महिला Female

3. प्रतिवादी की श्रेणी/Category of Respondent

सामान्य-1;
General-1;

अनुसूचित जाति (एस.सी.)-2;
Scheduled Caste (SC)-2;

अनुसूचित जनजाति (एस.टी.)-3;
Scheduled Tribe (ST)-3;

अन्य पिछड़ा वर्ग (ओ.बी.सी.)-4;
Other Backward Caste (OBC)-4;

अन्य (स्पष्ट करें)-5 _____
Others (specify)-5 _____

4. प्रतिवादी के घर का ढांचा/Household Structure of Respondent

(अतिथि संयुक्त परिवार की श्रेणी में नहीं आते) (Guests should not be considered as criteria for joint family)

एकल परिवार-1;
Nuclear family-1;

बड़ों के साथ एकल परिवार-2;
Nuclear family with elders-2;

संयुक्त परिवार-3;
Joint family-3;

एक व्यक्ति-4;
Single persons-4;

अन्य-5
Others-5

4(a) घर में कोई व्यक्ति विकलांग Any person with disability in your household? हाँ-1/ Yes-1; नहीं-2/No-2

5. प्रतिवादी की शिक्षा/Education of Respondent

अनपढ़ Not literate-01; बिना स्कूल गए पढ़ा हुआ Literate without formal Schooling-02;

पढ़ा हुआ किन्तु प्राथमिक से नीचे Literate but below Primary-03; प्राथमिक Primary-04;

मिडिल Middle-05; माध्यमिक Secondary-06;

उच्च-माध्यमिक Higher Secondary-07;

डिप्लोमा/सर्टीफिकेट कोर्स Diploma/Certificate Course-08;

स्नातक Graduate-09;

स्नातकोत्तर से अधिक Post Graduate and above-10

6. प्रतिवादी का व्यवसाय/Occupation of Respondent

स्व: नियोजित (कृषि)-1;

स्व: नियोजित (गैर-कृषि)-2;

कृषि मजदूर-3;

Self employed (agriculture)-1; Self employed (non-agriculture)-2;

Agricultural labour-3;

अनियमित मजदूर-4;

वेतन (निजी)-5;

वेतन (सरकारी)-6;

Casual labour-4;

Salaried (Private)-5;

Salaried (Govt.)-6;

विद्यार्थी-7;

सेवानिवृत्त व्यक्ति-8;

गृहिणी-9;

अन्य (स्पष्ट करें)-10 _____

Student-7;

Retired person-8;

Housewife-9;

Others (specify)-10 _____

7. प्रतिवादी की वार्षिक आय/Annual Income of Respondent

प्रतिवादी कृपया स्वयं की आय जोड़ें और घर के अन्य किसी सदस्य की आय शामिल न करें।

(Please include only individual income of the respondent and it should not be aggregated with income of other members of the household)

10,000 से कम-1;

10,000 से 50,000-2;

50,001 से 1,00,000-3;

Less than 10,000-1;

10,000 to 50,000-2;

50,001 to 1,00,000-3;

एक लाख से ऊपर-4;

कोई आय नहीं-5

Above 1 lac-4;

No income-5

8. प्रतिवादी की आय की आवृत्ति/Frequency of Income of Respondent

प्रतिदिन-1;

साप्ताहिक-2;

मासिक-3;

अनियमित-4;

अन्य (स्पष्ट करें)-5; _____

Daily-1;

Weekly-2;

Monthly-3;

Irregular-4;

Others (specify)-5; _____

A (ii) परिवार का सर्वेक्षण/Family Survey

9. परिवार में सदस्यों की संख्या/Number of family members in the household

पुरुष (14 वर्ष और अधिक) महिला (14 वर्ष और अधिक) बच्चे (14 वर्ष से कम)
 Male (14 yrs. & above) Female (14 yrs. & above) Children (below 14 years)

10. परिवार का धर्म/Religion of the household:

हिन्दू-1; इस्लाम-2; ईसाई-3; सिक्ख-4; जैन-5; अन्य (स्पष्ट करें)-6 _____
 Hinduism-1; Islam-2; Christianity-3; Sikhism-4; Jainism-5; Others (specify)-6 _____

11. क्या परिवार के पास अपनी जमीन है? यदि है तो परिवार के पास कितनी ज़मीन है?

Does the household own land? If yes how much land is possessed by the household?

हाँ/Yes-1; नहीं-2/No-2

(एकड़: 0.00) _____

(Acres: 0.00) _____

(नोट: 1 एकड़ = _____ स्थानीय इकाईयाँ)

(Note: 1 Acre = _____ local units)

12. आवास का प्रकार/Type of dwelling unit:

पक्का-1; अर्द्ध पक्का-2; कच्चा-3
 Pucca-1; Semi-pucca-2; Kutcha-3

13. आवास का स्वामित्व/Ownership of dwelling unit:

अपना-1; किराये का-2; अन्य (स्पष्ट करें)-3 _____
 Own-1; Rented-2; Others (specify)-3 _____

14. बिजली कनेक्शन की उपलब्धता/Availability of electric connection:

हाँ-1; नहीं-2
 Yes-1; No-2

15. राशन कार्ड का प्रकार/Type of ration card:

ए.पी.एल.-1; बी.पी.एल.-2; अंत्योदय-3;
 APL-1; BPL-2; Antyodaya-3;
 अन्नपूर्णा-4; कोई कार्ड नहीं-5
 Annapurna-4; No card-5

16. सभी स्रोतों से प्राप्त वार्षिक आय (रु.)

Annual household income from all sources (Rs.)

(वर्कशीट में गणना करें।) (Calculate in the worksheet)

17. मासिक उपभोग व्यय (रु.)

Monthly consumption expenditure (Rs.)

(वर्कशीट में गणना करें।) (Calculate in the worksheet)

18. वार्षिक अनुमानित बचत (रु.)

Approximate annual savings (Rs.)

(मौद्रिक एवं अमौद्रिक समेत) (Including monetized & non-monetized)

19. परिवार के लिए सूचना के मुख्य स्रोत (एक से अधिक उत्तर)
Major sources of news/information for the household. (multiple response)

रेडियो-1; Radio -1;	टेलीविजन-2; Television-2;	<input type="checkbox"/>	<input type="checkbox"/>
अखबार-3; Newspaper-3;	पत्रिका-4; Magazine-4;		
इंटरनेट-5; Internet-5;	स्थानीय लोग-6; Local people-6;	<input type="checkbox"/>	<input type="checkbox"/>
रिश्तेदार/मित्र-7; Relatives/Friends -7;	पंचायत-8; Panchayat-8;		
उचित मूल्य की दुकान (एफ.पी.एस.)-9; Fair Price Shop (FPS)-9;	पोस्टर/बैनर/विज्ञापन पट्ट-10; Posters/Banners/Hoardings-10;	<input type="checkbox"/>	<input type="checkbox"/>
ग्रामीण जानकारी सूचना केन्द्र-11; Rural knowledge Hub-11;	अन्य (स्पष्ट करें)-12 _____; Others (specify)-12 _____;		
कोई भी नहीं-13 None-13			

20. बीमा के बारे में जानकारी का आपका मुख्य स्रोत क्या है (एक से अधिक उत्तर)?
What is your major source of information on insurance (multiple response)?

अखबार-1; News paper-1;	टेलीविजन-2; TV-2;	रेडियो-3; Radio-3;	<input type="checkbox"/>
बीमा कम्पनी द्वारा प्रचार-4; Publicity by insurer-4;	ग्रामीण शिविर-5 Rural camps-5		<input type="checkbox"/>
			<input type="checkbox"/>

PART I बीमा के बारे में जागरूकता/AWARENESS ABOUT INSURANCE

1. 'बीमा' क्या है (एक से अधिक उत्तर)?
What is 'Insurance'? (multiple response)?

मृत्यु की क्षतिपूर्ति- 1; Compensate loss of life-1;	दुर्घटना या अपंगता की क्षतिपूर्ति- 2; Compensate for loss from accident or disability-2;	<input type="checkbox"/>
स्वास्थ्य सेवा के लिए प्रदान-3; Provide for health care-3;	बाढ़/सूखा आदि से फसलों की क्षतिपूर्ति के लिए- 4; Compensate for crop loss due to floods / drought, etc.-4;	<input type="checkbox"/>
घर/पशु/ट्रैक्टर/पम्प सैट/आदि का बीमा-5; Insurance for house/cattle/tractor pump set etc.-5;	कुछ घटनाओं से हानि की क्षतिपूर्ति करना-6; Compensate damage to assets from certain events- 6;	<input type="checkbox"/>
परिसम्पत्ति को पुनः निर्मित करना-7; Rebuild the asset lost due to certain events-7;	अन्य (स्पष्ट करें)-8 _____; Any others (specify)-8 _____;	
कह नहीं सकते- 9 Can't say- 9		

2. क्या आपको बीमा उत्पादों का लाभ मिला है?
Have you availed the following insurance products?

क्र० सं० Sr. No.	वित्तीय उत्पाद का प्रकार Types of financial products	क्या आपको ऐसे किसी उत्पाद की जानकारी है हाँ-1 नहीं-2 Are you aware of any of these of financial products? Yes-1 No-2	यदि हाँ, क्या आपके पास वर्तमान में इन उत्पादों में से कोई है (स्वयं या सांझा) हाँ-1 नहीं-2 If yes, whether you currently hold any of these types of products (personally or jointly) Yes-1 No-2
i)	जीवन बीमा Life insurance		
ii)	दो पहिया वाहन बीमा Two wheeler insurance		
iii)	चार पहिया वाहन बीमा Four wheeler insurance		
iv)	स्वास्थ्य बीमा Health insurance		
v)	घर का बीमा Home insurance		
vi)	फसल बीमा Crop insurance		
vii)	पशु/पशुधन बीमा Cattle/livestock insurance		
viii)	अन्य कोई सामान्य बीमा (कृपया निर्दिष्ट करें _____) Any other general insurance (please specify _____)		

[3] यदि आपका बीमा नहीं है; क्या कारण है, और क्यों आपका बीमा नहीं है (एक से अधिक उत्तर)?
If you don't have insurance; what are the reasons why you do not have insurance (mark multiple options)?

- | | | |
|--|--------------------------|--------------------------|
| i) बीमा के बारे में जानकारी की कमी/Lack of knowledge about insurance-1 | <input type="checkbox"/> | <input type="checkbox"/> |
| ii) आवश्यक दस्तावेज न होना/Do not have necessary documents -2 | <input type="checkbox"/> | <input type="checkbox"/> |
| iii) किसी अन्य पॉलिसी में शामिल/Covered in someone else's policy-3 | <input type="checkbox"/> | <input type="checkbox"/> |
| iv) बीमा महंगा है/Insurance is costly-4 | <input type="checkbox"/> | <input type="checkbox"/> |
| v) बीमा कम्पनी तक पहुँच न होना/Do not have access to insurance companies-5 | <input type="checkbox"/> | <input type="checkbox"/> |
| vi) जरूरत महसूस नहीं की/No need felt-6 | | |
| vii) पर्याप्त आय/धन न होना/Not enough money-7 | | |
| viii) बीमा कम्पनी पर विश्वास न होना/Do not trust insurance company-8 | | |
| ix) मैं शारीरिक/वित्तीय रूप से सक्षम हूँ/I am healthy physically/financially-9 | | |
| x) पॉलिसियों को चुनने में दिक्कत/Confused about choices others-10 _____ | | |

PART II. जीवन बीमा के बारे में जागरूकता/ AWARENESS ABOUT LIFE INSURANCE

1. क्या आप जीवन बीमा पॉलिसियों से अवगत हैं?

Are you aware of life insurance policies?

हाँ-1; नहीं-2
Yes-1; No-2

2. यदि हाँ, तो क्या आप निम्नलिखित पॉलिसियों के बारे में जानते हैं?

If yes, do you know about the following insurances policies?

i) टर्म बीमा पॉलिसियाँ हाँ-1; नहीं-2
Term Insurance policies Yes-1; No-2

ii) एंडाउमेंट की पॉलिसियाँ हाँ-1; नहीं-2
Endowment type policies Yes-1; No-2

iii) यूएलआईपी पॉलिसी हाँ-1; नहीं-2
ULIP policies Yes-1; No-2

iv) सेवानिवृत्ति लाभ पॉलिसियाँ हाँ-1; नहीं-2
Retirement benefit policies Yes-1; No-2

v) राईडर्स पॉलिसियाँ हाँ-1; नहीं-2
Riders for policies Yes-1; No-2

3. आप जीवन बीमा पॉलिसी खरीदने से किस लाभ की सोचते हैं (एक से अधिक उत्तर)?

What do you think are the benefits of buying a Life Insurance Policy (multiple response)?

जोखिम के विरुद्ध सर्वोत्तम सुरक्षा कवच-1; दुर्घटना बचाव-2; भविष्य के लिए बचत-3;
Best safeguard against risk-1; Accident protection-2; Savings for future-3;

बेटी की शादी के लिए-4; बच्चों की पढ़ाई के लिए-5; घर खरीदने के लिए-6;
Daughter's marriage-4; Children's education-5; Purchase of house-6;

कर बचत के लिए-7; सेवानिवृत्ति के लिए-8; अन्य (स्पष्ट करें)-9 _____
Tax benefits-7; Retirement needs-8; Others (specify)-9 _____

4. आपने जीवन बीमा पॉलिसी खरीदने के लिए निर्णय कैसे लिया (एक से अधिक उत्तर)?

How did you decide to buy a Life Insurance Policy (multiple response)?

स्वैच्छिक-1; मित्रों/रिश्तेदारों/पड़ोसियों की सलाह-2;
Voluntary-1; Advice of friends/relatives/neighbours-2;

एजेंट की सलाह-3; नियोजक के जरिये-4;
Advice of agent-3; Through employer-4

विज्ञापन-5; वित्त पोषक की जरूरत-6;
Advertisements-5; Requirement of the financier-6;

अन्य स्रोत (स्पष्ट करें)-7 _____; मालूम नहीं-8
Other sources (specify)-7 _____; Don't know-8

5. किससे या किसके द्वारा आपने बीमा पॉलिसी खरीदी है/खरीदनी चाहिए (एक से अधिक उत्तर)?
From whom have you, or would you purchase an insurance policy (multiple response)?

- | | | |
|--|---|--------------------------|
| लाइसेंसधारी बीमा एजेंट-1;
Licensed insurance agents-1; | लाइसेंसधारी बीमा ब्रोकर-2;
Licensed insurance brokers-2; | <input type="checkbox"/> |
| सामान्य सेवा केन्द्र (सीएससी)-3;
Common service centers (CSCs)-3, | लाइसेंस प्राप्त वेब एग्रीगेटर्स-4;
Licensed web aggregators-4; | <input type="checkbox"/> |
| बीमा कम्पनियों से सीधा-5;
Direct from Insurance companies-5; | मालूम नहीं-6;
Don't know-6; | <input type="checkbox"/> |
| अन्य (स्पष्ट करें)-7 _____
Others (specify)-7 _____ | | |

6. बीमा पॉलिसी खरीदते समय आपका बीमा प्रस्ताव फार्म किसने/किसके द्वारा भरा गया?
Who had/has filled your insurance proposal form while purchasing an insurance policy?

- | | | |
|--|---|--------------------------|
| स्वयं द्वारा-1;
Filled by self-1; | मेरी उपस्थिति में एजेंट द्वारा-2;
Agent filled in my presence-2; | <input type="checkbox"/> |
| मेरी अनुपस्थिति में एजेंट द्वारा-3;
Agent filled in my absence-3; | मित्र/रिश्तेदार द्वारा-4;
Filled by friends/relatives-4; | |
| अन्य द्वारा (स्पष्ट करें)-5 _____
Others (specify)-5 _____ | | |

7. क्या आप सोचते हैं कि बीमा की अनिवार्य कागजी कार्यवाही सरल हैं?
Do you think mandatory paper work for insurances are simple at the time of :

- | | | | |
|---|--------------------------------|-------------------------------|--------------------------|
| a) नई पॉलिसी लेते समय
Taking a new policy: | हाँ-1; नहीं-2;
Yes-1; No-2; | कह नहीं सकते-3
Can't say-3 | <input type="checkbox"/> |
| b) दावे के समय
Claim settlement: | हाँ-1; नहीं-2;
Yes-1; No-2; | कह नहीं सकते-3
Can't say-3 | <input type="checkbox"/> |

8. क्या आप जीवन बीमा पॉलिसियों में निम्नलिखित बीमा सेवाओं के बारे में जानते हैं?
Do you know about the following service facility in Life Insurances policies?

- | | | |
|--|------------------------------|--------------------------|
| (a) नामांकन सुविधा
Nomination facility | हाँ-1; नहीं-2
Yes-1; No-2 | <input type="checkbox"/> |
| (b) असाइनमेंट सुविधा
Assignment facility | हाँ-1; नहीं-2
Yes-1; No-2 | <input type="checkbox"/> |
| (c) पता बदलने की सुविधा
Change of address facility | हाँ-1; नहीं-2
Yes-1; No-2 | <input type="checkbox"/> |
| (d) प्रीमियम अदायगी सुविधा में परिवर्तन
Change of premium payment mode facility | हाँ-1; नहीं-2
Yes-1; No-2 | <input type="checkbox"/> |
| (e) समर्पण सुविधा
Surrender facility | हाँ-1; नहीं-2
Yes-1; No-2 | <input type="checkbox"/> |

9. क्या आप जीवन बीमा सेवाओं से संतुष्ट हैं?
Are you satisfied with the Life Insurance services?

- | | |
|------------------------------|--------------------------|
| हाँ-1; नहीं-2
Yes-1; No-2 | <input type="checkbox"/> |
|------------------------------|--------------------------|

10. यदि नहीं, तो कारण बताएं (एक से अधिक उत्तर)?

If not satisfied, what are the reasons (multiple response)?

- | | | |
|---|--|--------------------------|
| एजेंट की सेवा/एजेंट की सलाह-1;
Agent service/Agents advice-1; | नियम और शर्तें स्पष्ट नहीं-2;
Terms and conditions not clear-2; | <input type="checkbox"/> |
| प्रीमियम अदायगी मुश्किल है-3;
Premium payment is cumbersome-3; | अदायगी लचीली नहीं है-4;
Mode of payment is not flexible-4; | <input type="checkbox"/> |
| बीमा कम्पनी द्वारा समस्या संबोधित न करना-5;
Problems not addressed by insurer-5; | अन्य (स्पष्ट करें)-6 _____;
Others (specify)-6 _____; | <input type="checkbox"/> |
| मालूम नहीं-7
Don't know-7 | | |

11. क्या आपको प्रधानमंत्री जीवन ज्योति बीमा योजना के बारे में जानकारी है (पीएमजेजेबीवाई)?
Are you aware about Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)?

- | | | |
|------------------|----------------|--------------------------|
| हाँ-1;
Yes-1; | नहीं-2
No-2 | <input type="checkbox"/> |
|------------------|----------------|--------------------------|

(a) यदि हाँ, क्या आप प्रधानमंत्री जीवन ज्योति बीमा योजना के सदस्य हैं (पीएमजेजेबीवाई)?
If yes, are you a member of Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)?

- | | | |
|------------------|----------------|--------------------------|
| हाँ-1;
Yes-1; | नहीं-2
No-2 | <input type="checkbox"/> |
|------------------|----------------|--------------------------|

12. बीमा प्रक्रियाओं में सुधार लाने के लिए आपके क्या सुझाव हैं? (कृपया उत्तर केवल अंग्रेजी में लिखें)
What are your suggestions to improve the insurance procedures? (Please write only in English)

- | | | |
|----------|--------------------------|--------------------------|
| 1. _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. _____ | <input type="checkbox"/> | <input type="checkbox"/> |

PART III. स्वास्थ्य बीमा के बारे में जागरूकता/AWARENESS ABOUT HEALTH INSURANCE

1. क्या आपने स्वास्थ्य बीमा के बारे में सुना है?
Have you heard of health insurance?

- | | | |
|------------------|----------------|--------------------------|
| हाँ-1;
Yes-1; | नहीं-2
No-2 | <input type="checkbox"/> |
|------------------|----------------|--------------------------|

2. यदि हाँ, तो स्वास्थ्य बीमा के क्या लाभ हैं (एक से अधिक उत्तर)?
If yes, what are the benefits of health insurance (multiple response)?

- | | | |
|--|--|--------------------------|
| सभी बीमारियों से सुरक्षा-1;
Protection against all illness-1; | सभी बीमारियों के बिल की अदायगी-2;
Reimbursement against all illness-2 | <input type="checkbox"/> |
| केवल ओपीडी-3;
Only OPD-3; | केवल अस्पताल में भर्ती होने पर-4;
Only hospitalisation-4; | <input type="checkbox"/> |
| नकद विहीन सुविधा-5;
Cashless claim facility-5; | अन्य (स्पष्ट करें)-6 _____;
Others (specify)-6 _____; | <input type="checkbox"/> |
| कोई फायदा नहीं-7
No benefits-7 | | |

3. क्या घर के किसी सदस्य का स्वास्थ्य बीमा है?
Is any household member insured for health?

हाँ-1; नहीं-2
Yes-1; No-2

4. यदि हाँ, क्या स्वास्थ्य बीमा सरकारी योजना या बीमा कंपनियों के अन्तर्गत है?
If yes, is the health insurance coverage under government scheme or insurers scheme?

सरकारी योजना-1; बीमा कम्पनी योजना-2; कह नहीं सकते-3
Government scheme-1; Insurers scheme-2; Don't know-3

5. क्या आप स्वास्थ्य बीमा पॉलिसी की सेवाओं से संतुष्ट हैं?
Are you satisfied with the services under health insurance policy?

हाँ-1; नहीं-2; कह नहीं सकते-3
Yes-1; No-2; Can't say-3

6. यदि संतोषजनक नहीं है, इसके क्या कारण हैं (एक से अधिक उत्तर)?
If not satisfactory, what are the reasons (multiple response)?

अधिक प्रीमियम-1; अस्पताल खर्च का सिर्फ कुछ भाग मिलता है-2;
High premium-1; Only part of hospitalization expenses paid-2;

अस्पताल दूर है-3; ओ.पी.डी. शामिल नहीं-4;
Hospitals are far off-3; Excludes OPD-4;

प्रीमियम भुगतान के केन्द्र दूर होना-5; मुश्किल प्रक्रिया-6; अन्य (स्पष्ट करें)-7 _____
Far off premium paying points-5; Cumbersome procedures-6; Others (specify)-7 _____

7. क्या आपको निम्नलिखित स्वास्थ्य बीमा योजनाओं के बारे में जानकारी है?
Are you aware of the following in health insurance?

a) स्वास्थ्य बीमा पॉलिसी में पहले से मौजूद बीमारी की धारा
Pre-existing illness clause in health insurance policy

हाँ-1; नहीं-2
Yes-1; No-2

b) स्वास्थ्य बीमा पॉलिसी में वे धाराएं जो शामिल नहीं हैं?
Exclusion clauses in health insurance policy

हाँ-1; नहीं-2
Yes-1; No-2

c) प्रथम स्वास्थ्य बीमा पॉलिसी के तहत दावे में लगने वाला समय
Waiting period for claim under first health insurance policy

हाँ-1; नहीं-2
Yes-1; No-2

d) स्वास्थ्य बीमा पॉलिसी की पोर्टेबिलिटी
Portability in health insurance policy

हाँ-1; नहीं-2
Yes-1; No-2

e) स्वास्थ्य बीमा पॉलिसी में कैशलेस की सुविधा
Cashless facility in health insurance policy

हाँ-1; नहीं-2
Yes-1; No-2

PART IV. सामान्य बीमा के बारे में जागरूकता/AWARENESS ABOUT GENERAL INSURANCE

1. क्या आपने सामान्य बीमा के बारे में सुना है?

Have you heard of General Insurance?

हाँ-1; नहीं-2
Yes-1; No-2

2. सामान्य बीमा के लाभ के बारे में आपके क्या विचार हैं (एक से अधिक उत्तर)?
What do you think are the benefits of general insurance (multiple response)?

कार का बीमा-1; दोपहिया वाहन का बीमा-2; घर का बीमा-3;
Insurance of car-1; Insurance of two wheeler-2; Insurance of house-3;
पशुओं का बीमा-4; पम्पसेट का बीमा-5; ट्रैक्टर का बीमा-6;
Insurance of cattle-4; Insurance of pump set-5; Insurance of tractor-6;
अन्य (स्पष्ट करें)-7 _____; कोई लाभ नहीं-8
Others (specify)-7 _____; No benefits-8

3. आपकी निम्न में से कौन सी सम्पत्ति/टिकाऊ/वस्तु का बीमा है (एक से अधिक उत्तर)?
Which of your assets/durables/goods are insured (multiple response)?

घर-1; फसल-2; दुकान-3;
House-1; Crop-2; Shop-3;
ट्रैक्टर-4; चार पहिया वाहन-5; दो पहिया वाहन-6;
Tractor-4; Four wheeler-5; Two wheeler-6;
पशु-7; अन्य घरेलू सामान-8; पम्प सेट-9; अन्य (स्पष्ट करें)-10 _____
Livestock-7; Other household items-8; Pump set-9; Others (specify)-10 _____

4. क्या सामान्य बीमा पॉलिसी की सेवाएं संतोषजनक हैं?
Are the services under general insurance policies satisfactory?

हाँ-1; नहीं-2; कह नहीं सकते-3
Yes-1; No-2; Can't say-3

5. यदि सेवाएँ संतुष्ट नहीं हैं, क्या कारण हैं (एक से अधिक उत्तर)?
If services are not satisfactory, what are the reasons (multiple response)?

कोई प्रचार नहीं-1; आस-पास उत्पादों की उपलब्धता नहीं है-2;
No publicity-1; Non-availability of products in the vicinity-2;
अधिक प्रीमियम-3; मुश्किल प्रक्रियाएँ-4; अन्य (स्पष्ट करें)-5 _____
High premium-3; Cumbersome procedures-4; Others (specify)-5 _____

6. क्या आपको प्रधानमंत्री सुरक्षा बीमा योजना (पीएमएसबीवाई) के बारे में जागरूकता है?
Are you aware about Pradhan Mantri Suraksha Bima Yojana (PMSBY) ?

हाँ-1; नहीं-2
Yes-1; No-2

यदि हाँ, तो क्या आप इस योजना के तहत बीमाकृत हैं?
If yes, have you insured under the scheme?

हाँ-1; नहीं-2
Yes-1; No-2

PART V. आईआरडीएआई के बारे में सामान्य जागरूकता/GENERAL AWARENESS ABOUT IRDAI

1. क्या आपके परिवार के किसी सदस्य ने कभी किसी आईआरडीएआई विज्ञापन को देखा है (एक से अधिक उत्तर)?
Has any member of your household ever seen any of the IRDAI's advertisements (multiple response)?

प्रिंट मीडिया-1;	टीवी विज्ञापन-2;	रेडियो जिंगल्स (प्रचार)-3;	कॉमिक स्ट्रिप्स-4;
Print media-1;	TV advertisements-2;	Radio jingles-3;	Comic strips-4;
वेबसाइट-5;	मैट्रो रेल-6;	अन्य (स्पष्ट करें)-7 _____;	नहीं-8
Website-5;	Metro rail-6;	Others (specify)-7 _____;	No-8
2. क्या आपके परिवार के किसी सदस्य ने आईआरडीएआई द्वारा लांच किसी प्रकाशन या पुस्तिका को देखा या पढ़ा है?
Has any member of your household seen or read any publication or handbooks launched by IRDAI?
हाँ-1; नहीं-2
Yes-1; No-2
3. क्या आपके परिवार के किसी सदस्य को आईआरडीएआई के शिकायत केन्द्र संख्या 155255 की जानकारी है?
Is any member of your household aware of IRDAI's grievance call centre no. 155255?
हाँ-1; नहीं-2
Yes-1; No-2
4. क्या आपके परिवार के किसी सदस्य को आईआरडीएआई के शिकायत केन्द्र आईजीएमएस की जानकारी है?
Is any member of your household aware of IRDAI's Grievance Center IGMS?
हाँ-1; नहीं-2
Yes-1; No-2
5. क्या आपके परिवार के किसी सदस्य ने आईआरडीएआई के शिकायत केन्द्र में शिकायत दर्ज कराई है?
Has any member of your household registered a grievance in the IRDAI's grievance system?
हाँ-1; नहीं-2
Yes-1; No-2
6. यदि आईआरडीएआई के शिकायत तन्त्र में शिकायत दर्ज की गई थी, तो अपने सुझाव दें?
In case a grievance was registered in the IRDAI's grievance system, state your feedback?
हल नहीं हुई-1; एक सप्ताह में-2; पन्द्रह दिन में-3;
Not resolved at all-1; Within a week-2; Within a fortnight-3;
एक महीने में-4; एक महीने से ज्यादा-5; सही से याद नहीं-6; अन्य (स्पष्ट करें)-7 _____
Within a month-4; More than a month-5; Do not remember exactly-6; Any others (specify)-7 _____
7. क्या आपके परिवार का कोई सदस्य बीमा लोकपाल के बारे में जानता है?
Does any member of your household know about insurance ombudsman?
हाँ-1; नहीं-2
Yes-1; No-2
8. क्या आईआरडीएआई निम्नलिखित गतिविधियाँ देखता है?
Does IRDAI undertake the following activities?

a) आईआरडीएआई बीमा पॉलिसियाँ बेचता है: IRDAI sells insurance policies:	हाँ-1; नहीं-2 Yes-1; No-2
b) आईआरडीएआई बीमा पॉलिसियों संबंधी दावे निपटाता है: IRDAI settles claim of insurance policies:	हाँ-1; नहीं-2 Yes-1; No-2
c) आईआरडीएआई बीमा पॉलिसियों का बोनस निर्धारण करता है: IRDAI decides bonus for insurance policies:	हाँ-1; नहीं-2 Yes-1; No-2
d) आईआरडीएआई बीमा सलाहकार नियुक्त करता है: IRDAI appoints insurance advisors:	हाँ-1; नहीं-2 Yes-1; No-2

VI. अधिकारों और कर्तव्यों के बारे में जागरूकता / AWARENESS ABOUT RIGHTS AND DUTIES

1. क्या आप पॉलिसी धारक के रूप में अपने अधिकार जानते हैं?
Do you know your rights as a policyholder?
हाँ-1; नहीं-2; कह नहीं सकते-3
Yes-1; No-2; Can't say-3
2. यदि हाँ, तो स्पष्ट रूप से बताएँ (एक से अधिक उत्तर)
If yes, specify: (multiple response)
फ्री लुक-इन अवधि में पॉलिसी रद्द करने का अधिकार-1; शर्तों के आधार पर दावा-2;
Right of cancellation of policy within free look in period-1; Claim payment as per conditions-2;
नामांकन-3; असाइनमेंट 4; नामांकित को बदलना-5;
Nomination-3; Assignment 4; Change of nominee-5;
प्रीमियम अदायगी के माध्यम में परिवर्तन-6; सरेंडर-7; अन्य (स्पष्ट करें)-8
Change of premium payment mode-6; Surrender-7; Others (specify)-8
3. क्या आप पॉलिसीधारक के रूप में अपने कर्तव्यों से परिचित हैं?
Do you know your duties as a policyholder?
हाँ-1; नहीं-2; कह नहीं सकते-3
Yes-1; No-2; Can't say-3
4. यदि हाँ, स्पष्ट रूप से बताएँ (एक से अधिक उत्तर)
If yes, specify: (multiple response)
बीमा कम्पनी को तथ्यों सहित सही जानकारी देना-1; समय पर प्रीमियम जमा करना-2;
Providing correct and factual information to the insurance company-1; Payment of premiums in time-2;
बीमा कम्पनी को पॉलिसी खोने के बारे में बताना-3; बीमा कम्पनी को पॉलिसी की परिपक्वता के बारे में बताना-4;
Informing insurance company of policy loss-3; Intimation to insurance company of policy maturity-4;
बीमा कम्पनी को नामित व्यक्ति की मृत्यु के बारे में बताना-5; अन्य (स्पष्ट करें)-6
Intimation to insurer for death claim-5; Others (specify)-6
5. यदि आप बीमा कम्पनी की पॉलिसी की सेवा से संतुष्ट नहीं है तो आप क्या करेंगे (एक से अधिक उत्तर)?
What would you do if you were not satisfied with the service of the policy by the Insurance Company (multiple response)?
प्रीमियम अदायगी बन्द करना-1; एजेंट से परामर्श-2; बीमा कम्पनी को बताना-3;
Stop payment of premium-1; Consult agent-2; Approach insurance company-3;
बीमा लोकपाल को बताना-4; उपभोक्ता अदालत में शिकायत-5; अन्य (स्पष्ट करें)-6; जानकारी नहीं-7
Approach insurance ombudsman-4; Approach consumer court-5; Others (specify)-6; Don't know-7
6. बीमा पॉलिसी के अधीन दावे कब निपटाये जाते हैं (एक से अधिक उत्तर)?
When are claims under an Insurance policy settled (multiple response)?
परिपक्वता पर-1; मृत्यु होने पर-2; अस्पताल में भर्ती होने पर-3;
On maturity-1; On death-2; On hospitalisation-3;
चोरी होने के पश्चात्-4; हानि से क्षति-5; अन्य (स्पष्ट करें)-6; पता नहीं-7
On theft-4; Loss due to damage-5; Others (specify)-6; Don't know-7
7. बीमा दावे के लिए कौन-कौन से दस्तावेज आवश्यक है (एक से अधिक उत्तर)?
What documents are necessary in insurance claim settlement (multiple response)?
पॉलिसी बॉन्ड-1; मृत्यु प्रमाण पत्र-2; पुलिस रिपोर्ट-3;
Policy bond-1; Death certificate-2; Police report-3;
अस्पताल के दस्तावेज-4; अन्य (स्पष्ट करें)-5; पता नहीं-6
Hospital documents-4; Others (specify)-5; Don't know-6

8. दावा समझौते का निपटारा कितने समय में होना चाहिए?
Within how much time should a claim be settled?

- | | | | |
|--------------------|---------------------|---------------|--------------------------|
| एक महीने तक-1; | तीन महीने-2; | छः महीने-3; | <input type="checkbox"/> |
| Up to one month-1; | Three months-2; | Six months-3; | |
| एक साल-4; | एक साल से अधिक-5; | पता नहीं-6 | |
| One year-4; | More than a year-5; | Don't know-6 | |

9. यदि पॉलिसी परिपक्वता से पहले समर्पित होती है, तो अंकित मूल्य की कितनी मात्रा की अदायगी होती है?
If policy is surrendered before maturity, how much amount of the face value is paid?

- | | | |
|---|--|--------------------------|
| पूरी सुनिश्चित राशि-1; | पॉलिसी धारक द्वारा दिए प्रीमियम की मात्रा-2; | <input type="checkbox"/> |
| Full sum assured-1; | Premium amount paid by policyholder-2; | |
| पॉलिसी की शर्त अनुसार राशि-3; | कम्पनी द्वारा निर्धारित राशि-4; | |
| Surrender value as per policy conditions-3; | Surrender value as decided by company-4; | |
| अन्य (स्पष्ट करें)-5 _____; | पता नहीं-6 | |
| Others (specify)-5 _____; | Don't know-6 | |

10. क्या निर्धारित तिथि के बाद प्रीमियम अदायगी पर कोई जुर्माना है?
Is there any penalty if premium is paid after due date?

- | | | |
|--|-------------------------|--------------------------|
| मुहलत के दौरान कोई जुर्माना नहीं-1; | कोई भी जुर्माना नहीं-2; | <input type="checkbox"/> |
| No penalty during grace period-1; | No penalty at all-2; | |
| बीमा कम्पनी द्वारा निर्धारित जुर्माना-3; | कह नहीं सकते-4 | |
| Penalty as decided by insurer-3; | Can't say-4 | |

11. यदि किसी पॉलिसी का प्रीमियम बन्द हो जाए तो क्या होता है?
What happens if premiums under a policy are discontinued?

- | | | | |
|---------------------------------------|------------------------------------|--------------------------|--------------|
| जोखिम कवर समाप्त हो जाता है-1; | पॉलिसी रद्द हो जाएगी-2; | <input type="checkbox"/> | |
| Risk cover will cease-1; | Policy will lapse-2; | | |
| सभी देय प्रीमियम वापिस हो जाएंगे-3; | सभी देय प्रीमियम रद्द हो जाएंगे-4; | | पता नहीं-5 |
| All premiums paid will be refunded-3; | All premiums paid will be lost-4; | | Don't know-5 |

12. रद्द पॉलिसी का रिवाइवल (पुनरुद्धार) किस प्रकार संभव है?
How is revival of lapsed policy possible?

- | | | | |
|--|--|--------------------------|--------------|
| नया पॉलिसी बॉण्ड लेना-1; | न जमा कराये प्रीमियमों को जुर्माने के साथ जमा कराना-2; | <input type="checkbox"/> | |
| Getting new policy bond-1; | Paying unpaid premiums with penalty-2; | | |
| न जमा किए प्रीमियमों को जुर्माने के बिना जमा करना-3; | अन्य (स्पष्ट करें)-4 _____; | | पता नहीं-5 |
| Paying unpaid premiums without penalty-3; | Others (specify)-4 _____; | | Don't know-5 |

13. क्या आप निम्नलिखित से अवगत हैं?
Are you aware of the following?

- क) सूचीपत्र एवं प्रस्ताव को ध्यानपूर्वक पढ़ लेना चाहिए और प्रस्ताव के प्रश्न का उत्तर हस्ताक्षर से पहले ज्ञात करना चाहिए: हाँ-1; नहीं-2
- a) One must read the prospectus as well as proposal form carefully and answer the questions before signing the proposal form: Yes-1; No-2
- ख) पॉलिसी केवल लाइसेंस धारी एजेंट या बिचौलियों के माध्यम से ही लेनी चाहिए: हाँ-1; नहीं-2
- b) One must buy the policy only through licensed agents or intermediaries: Yes-1; No-2
- ग) झूठी कॉल करने वालों से सावधान रहना चाहिए और पॉलिसी विक्रेता को पैसा उसकी क्रेडेंशियल्स जानने के बाद देना चाहिए: हाँ-1; नहीं-2
- c) One should be cautious of spurious callers and verify the credentials of seller before making any payment: Yes-1; No-2
- द) पॉलिसी के दस्तावेज मिलते ही पढ़कर यह सुनिश्चित कर लेना चाहिए कि ये सभी अवधि एवं शर्तें बिक्री के समय किए गए वायदे के अनुसार हैं: हाँ-1; नहीं-2
- d) One must read the policy document immediately after receiving the same and ensure that the terms and conditions of the policy are the same as promised at the point of sale: Yes-1; No-2

VII. शिकायत एवं विवाद निराकरण के बारे में जागरूकता / AWARENESS ABOUT GRIEVANCE AND DISPUTE RESOLUTION

1. क्या आप बीमा कम्पनी की निम्नलिखित सेवाओं से संतुष्ट हैं:
Are you satisfied with the following services of the insurer:

क) बीमा कम्पनी की सेवाएं

a) Service of the Insurance company

हाँ-1; नहीं-2; कह नहीं सकते-3; लागू नहीं-4
Yes-1; No-2; Can't say-3; Not applicable-4

ख) आपके एजेंट की सेवाएं

b) Service of your agent

हाँ-1; नहीं-2; कह नहीं सकते-3; लागू नहीं-4
Yes-1; No-2; Can't say-3; Not applicable-4

ग) पॉलिसी के लाभ

c) Benefits of the policy

हाँ-1; नहीं-2; कह नहीं सकते-3; लागू नहीं-4
Yes-1; No-2; Can't say-3; Not applicable-4

2. बीमा कम्पनी के साथ विवाद/राय की भिन्नता होने की संभावना कब होती है (एक से अधिक उत्तर)?
When is the possibility of having a dispute/difference of opinions with the insurance company (multiple response)?

पॉलिसी बॉण्ड का प्राप्त न होना-1; प्रीमियम की अदायगी-2; दावा समझौता-3; पता बदलने पर-4;
Non receipt of policy bond-1; Premium payment-2; Claim settlement-3; Change of address-4;

नामांकन-5; असाइन्मेंट-6; सामान्य पॉलिसी सेवाएं-7; कोई नहीं-8
Nomination-5; Assignment-6; General policy services-7; None-8

3. बीमा कम्पनी के साथ असहमति होने पर क्या करना चाहिए?
What needs to be done in case of any disagreement with insurance company?

एजेंट से परामर्श करें-1; कम्पनी से मिलें-2;
Consult agent-1; Approach insurance company-2;

लोकायुक्त से मिलें-3; उपभोक्ता अदालत में शिकायत करें-4;
Approach ombudsman/lokayukta-3; Approach consumer court-4;

नहीं जानते-5; अन्य (स्पष्ट करें)-6 _____
Don't know-5; Others (specify)-6 _____

VIII. बीमा न कराने वाले परिवारों की जागरूकता / AWARENESS OF UN-INSURED HOUSEHOLDS

1. यदि परिवार के किसी भी सदस्य का बीमा नहीं कराया गया, तो क्या कारण है (एक से अधिक उत्तर)?
If no household member is insured, what are the reasons (multiple response)?

इतना महत्वपूर्ण नहीं-1; अत्यधिक महंगा-2; सीमित उत्पाद-3;
Not so important-1; Too expensive-2; Limited range of products-3;

जटिल उत्पाद-4; पहुंच की समस्या-5; कठिन प्रक्रियाएं-6;
Products are complex-4; Accessibility problem-5; Difficult procedures-6;

बीमा पर कोई विश्वास और भरोसा नहीं-7; परिपक्वता पर अपर्याप्त राशि-8;
No confidence and trust on insurance-7; Inadequate value on maturity-8;

बिक्री के बाद निम्न स्तर की सेवाएं-9; अन्य कारण-(स्पष्ट करें)-10 _____
Poor after sale services-9; Other reasons- (specify)-10 _____

2. क्या बीमा केवल एक विशेष स्तर के लोगों के लिए ही ज़रूरी है?
Is insurance relevant only to a particular class of people?

हाँ-1; नहीं-2; कह नहीं सकते-3
Yes-1; No-2; Can't say-3

3. यदि हाँ, तो किस स्तर के लोगो के लिए बीमा प्रासंगिक है?
If yes, to which class, insurance is relevant?

केवल धनी लोगों के लिए-1; केवल मध्य श्रेणी के लिए-2; केवल गरीबों के लिए-3;
Only for rich-1; For middle class-2; Only for poor class-3;
सभी श्रेणी के लिए-4; कोई नहीं-5; कह नहीं सकते-6
For all classes-4; None-5; Can't Say-6

4. आपके परिवार को किस-किस तरह के वित्तीय जोखिमों का सामना करना पड़ सकता है (एक से अधिक उत्तर)?
What are various financial risks your household could face (multiple response)?

मुख्य कमाऊ व्यक्ति की मृत्यु-1; नौकरी छूटना-2; अस्पताल का ज्यादा खर्च-3;
Death of main earner-1; Job loss-2; High cost of hospitalisation-3;
फसल का नष्ट होना-4; आग/चोरी/डकैती-5; कोई अन्य (स्पष्ट करें)-6 _____
Crop failure-4; Fire/theft/burglary-5; Any other (specify)-6 _____

5. क्या पिछले एक वर्ष के दौरान आपके परिवार को किसी नुकसान/आपदा का सामना करना पड़ा?
Did your household face any loss/calamity during the last one year?

हाँ-1; नहीं-2
Yes-1; No-2

6. यदि हाँ, स्पष्ट करें (एक से अधिक उत्तर)
If yes, specify: (multiple response)

जीवन खोना-1; नौकरी छूटना-2; फसल नष्ट-3;
Loss of life-1; Loss of job-2; Loss of crop-3;
पशुधन की हानि-4; कृषि सम्बन्धी उपकरणों की हानि-5; अन्य (स्पष्ट करें)-6 _____
Loss of livestock-4; Loss of agricultural equipment-5; Others (specify)-6 _____

7. यदि बीमा क्रेडिट से जोड़ दिया जाए, तो क्या आप बीमे को प्राथमिकता देंगे?
If insurance is linked to credit, would you like to prefer insurance?

हाँ-1; नहीं-2; कह नहीं सकते-3
Yes-1; No-2; Can't say-3

8. क्या बीमा इस परिस्थिति में आपकी सहायता करेगा?
Would insurance help you in such eventuality?

हाँ-1; नहीं-2; कहना मुश्किल है-3
Yes-1; No-2; Difficult to say-3

9. क्या आप संभावित आर्थिक जोखिम के लिए कुछ पैसे का योगदान करेंगे?
Can you contribute some money for possible economic risks?

हाँ-1; नहीं-2; मालूम नहीं-3
Yes-1; No-2; Don't know-3

10. यदि हाँ, तो वार्षिक कितना (रु. में) _____
If yes, how much per year? (in Rs.) _____

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भाग IX. परिवार के सदस्यों का जनसांख्यिकीय और बीमा ब्यौरे/PART IX. DEMOGRAPHIC AND INSURANCE PARTICULARS OF HOUSEHOLD MEMBERS

क्र.सं. Sr No.	सदस्य का नाम Name of the Member	मुखिया से सम्बन्ध (कोड) Relation to Head (Code)	आयु (वर्ष) Age (Years)	लिंग (पुरुष-1, स्त्री-2) Sex (Male-1, Female-2)	वैवाहिक स्थिति (कोड) Marital Status (Code)	सामान्य शिक्षा स्तर (कोड) General Education Level (Code)	मुख्य व्यवसाय (कोड) Principal Occupation (Code)	वार्षिक आय (₹.) Annual Income (Rs.)	बीमा स्वामित्व (कोड) Insurance owned (Code)	पहली पॉलिसी की खरीद का वर्ष Year of Purchase of 1st Policy	वार्षिक प्रीमियम (₹.) Annual Premium (Rs.)	कुल पॉलिसी मूल्य (₹.) Total Policy Value (Rs)	स्वास्थ्य बीमा कवरेज-सरकारी योजना Health Insurance coverage - Government Scheme	स्वास्थ्य बीमा कवरेज-अन्य Health Insurance coverage - Private
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

- कोड (3) मुखिया से संबंध: स्वयं-1; मुखिया का पति/की पत्नी-2; विवाहित बच्चा-3; विवाहित बच्चे का पति/की पत्नी-4; अविवाहित बच्चा/बच्चे-5; पौत्र/पौत्री/नाती/नातिन-6; पिता/माँ/ससुर/सास-7; भाई/बहन/साला/जीजा/ननद/भाभी/अन्य रिश्तेदार-8; नौकर/कर्मचारी/गैर-रिश्तेदार-9.
- कोड (6) वैवाहिक स्थिति: कुंवारे-1; विवाहित-2; विधवा/विधुर-3; तलाकशुदा/सम्बंध विच्छेद-4.
- कोड (7) सामान्य शिक्षा स्तर: अनपढ़-01; साक्षर परन्तु औपचारिक स्कूली शिक्षा के बिना-02; साक्षर परन्तु प्राथमिक से कम-03; प्राथमिक-04; उच्च प्राथमिक-05; माध्यमिक-06; उच्च माध्यमिक-07; डिप्लोमा/सर्टिफिकेट पाठ्यक्रम-08; स्नातक-09; स्नातकोत्तर एवं अधिक-10.
- कोड (8) मुख्य व्यवसाय: खेती, पशुपालन, मछली पालन, शिकार एवं वानिकी-1; खनन एवं उत्खनन-2; विनिर्माणकारी-3; बिजली, गैस एवं जल आपूर्ति-4; निर्माण कार्य-5; होटल एवं रेस्तराँ-6; परिवहन, भण्डारण एवं संचार-7; लोक प्रशासन एवं रक्षा-8; वित्तीय मध्यस्ता-9; शिक्षा, कला, मनोरंजन एवं मनोविनोद-10; स्वास्थ्य एवं सामाजिक कार्य-11; स्थावर सम्पदा, किराए पर लेना-देना एवं करोबार गतिविधियाँ-12; थोक/खुदरा व्यापार-13; घर की चीजों की मरम्मत-14; अन्य सेवाएँ-15.
- कोड (10) जीवन बीमा (सरकारी)-1; जीवन बीमा (प्राइवेट या निजी)-2; सामान्य बीमा (सरकारी)-3; सामान्य बीमा (निजी)-4; स्वास्थ्य बीमा (सरकारी)-5; स्वास्थ्य बीमा (निजी)-6.
- कोड (14, 15) हाँ-1; नहीं-2; नहीं जानते-3.
- Code (3) Relation to Head: Self-1; Spouse of Head-2; Married Child-3; Spouse of married child-4; Unmarried child-5; Grandchild-6; Father/mother/father-in-law/mother-in-law-7; Brother/sister/brother-in-law/sister-in-law/other relatives-8; Servants/employees/non-relatives-9.
- Code (6) Marital Status: Never married-1; Currently married-2; Widowed-3; Divorced/separated-4.
- Code (7) General Education Level: Not Literate-01; Literate without formal schooling-02; Literate but below primary-03; Primary-04; Middle-05; Secondary-06; Higher Secondary-07; Diploma/Certificate Course-08; Graduate-09; Post Graduate and above-10.
- Code (8) Principal Occupation: Agriculture, Livestock, Fishing, Hunting & Forestry-1; Mining & Quarrying-2; Manufacturing-3; Electricity, Gas & Water Supply-4; Construction-5; Hotel & Restaurants-6; Transport, Storage & Communications-7; Public Administration & Defence-8; Financial Intermediation-9; Education, Arts, Entertainment & Recreation-10; Health & Social Work-11; Real Estate, Renting & Business Activities-12; Wholesale/Retail Trade-13; Repair of Household Goods-14; Others services-15.
- Code (10) Life Insurance (Government)-1, Life Insurance (Private)-2; General Insurance (Government)-3; General Insurance (Private)-4; Health Insurance (Government)-5; Health Insurance (Private)-6.
- Code (14, 15) Yes-1; No-2; Don't Know-3.



**INSURANCE REGULATORY AND DEVELOPMENT
AUTHORITY OF INDIA**



**MASTER CIRCULAR
ON
INSURANCE ADVERTISEMENTS**

IRDAI/LIFE/CIR/MISC/147/08/2015

13th August, 2015

VER-01

MASTER CIRCULAR ON INSURANCE ADVERTISEMENTS

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1. **Background:**
 - 1.1 The success of sales communication depends on public confidence and the faith they repose in the insurers, when they receive a communication from them promoting their products. As such the insurers are expected to adopt honest and fair practices in the market-place and avoid practices that tend to impair the confidence of the public. As it is very difficult for the public to understand and evaluate the latent intricacies involved in the various insurance products, it is of paramount importance that the publicity material is relevant, fair and transparent enabling informed decision making about whether or not to buy a specific insurance product. The verbal communication that the prospects receive from their advisors can be supplemented by the written material that is made available to them.
 - 1.2 These guidelines issued with the above background are intended to protect the interests of the insuring public, enhance their level of confidence on the nature of sales material used and ultimately encourage fair business practices. They are to be considered as the minimum standards to be adhered to, in addition to compliance with the IRDA (Insurance Advertisements and Disclosure) Regulations, 2000 (hereinafter referred to as 'Advertisement Regulations') and the code of conduct prescribed by the Advertisement Standards Council of India (ASCI) and any other regulations as applicable. These provisions reinforce the extant regulations on all promotional communications with policyholders/prospective policyholders or targeted market segment with the objective of soliciting insurance business or otherwise.
2. **Categories of Advertisements:**

For the purpose of these provisions an advertisement may be classified into two types:

 - 2.1 Institutional Advertisements
 - 2.2 Insurance Advertisements
 - 2.1.1 **Institutional Advertisement:** This is the advertisement of any nature which is not, either directly or indirectly, intended to solicit the insurance business, but only promotes the brand image of the insurers and/or its intermediaries and may contain the registered name, address, toll-free number, logo or trademark thereof. Advertisements issued in any mode including those that highlight sponsorships fall under this category.

Any inclusion of product names or information about the products, performance of the companies or their funds, or the information about the product launches constitute insurance advertisements as defined in para 2.2 below.
 - 2.2.1 **Insurance Advertisement:** Any advertisement issued with the specific purpose of soliciting insurance business, and / or to influence the choice, opinion or behavior of the prospective policyholders will fall under this category. Advertisement, for this purpose, means Insurance Advertisement as defined in 'advertisement regulations' and is classified as under:
 - 2.2.1.1 **"Invitation to Inquire":** This is an advertisement which highlights the basic features of insurance/insurance products issued through recognised marketing media in any mode to create a desire to inquire further about them.

2.2.2 **“Invitation to Contract”**: This is an advertisement containing the detailed information regarding the insurance/ insurance products mainly to induce the public to purchase, increase, modify, reinstate or retain a policy.

3. Guidelines on Advertisements:

3.1. These provisions are to be complied with by:

- All the Insurers (Life Insurers, Non-Life Insurers and Health Insurers) and
- The Insurance Intermediaries

3.2. **Coverage**: These provisions apply to advertisements, issued through all recognised marketing media, in any mode including printed material, radio, television, e-mails, hosting on the Internet and any other audio/visual electronic media.

3.3. General Requirements:

3.3.1 **Do’s**: All insurance advertisements (as indicated in para 2.2 above) should ensure that:

3.3.1.1 Communications are clear, fair and not misleading whatever be the mode of communication. They should use material and design (including paper size, colour, font type and font size, tone and volume) to present the information legibly and in an accessible manner.

3.3.1.2 Sales material and advertisements are comprehensible in the light of the complexity of the product being sold.

3.3.1.3. Brand names of the product as proposed in the File and Use application are adhered to.

3.3.1.4. When issued in vernacular languages, the mandatory disclosures are also in the same vernacular language.

3.3.1.5 All Insurance Advertisements must prominently state the availability of

underlying element of ‘Life Insurance Coverage’ to clearly identify the product as an Insurance product.

3.3.1.6. Where any insurance advertisement highlights the benefit of Guarantees, a clear disclosure of the underlying conditions under which the guarantee operates must be made, wherever applicable. In all such cases, all the conditions (including cost of guarantee, charges) under which the guarantee operates need a prominent mention. If the underlying conditions are very elaborate, the text/ wording on Guarantee must be accompanied by the phrase “Conditions Apply” in a font that is at least 50% of the font used to highlight the guarantee. These conditions must be distinctly mentioned in a legible font beneath, not making it part of other applicable disclosures.

3.3.1.7 In respect of Unit Linked Life Insurance Products the actual asset mix of various underlying funds vis-à-vis the asset composition of approved asset pattern shall be placed on the web portal of respective life insurance companies at least on a half yearly basis. This information on investment updates is to ensure that clear, actual and timely information is made available to prospects to make an informed financial decision.

3.3.2. Don’ts:

3.3.2.1. The design, content or format shall not disguise, obscure or diminish the significance of any statement, warning or other matter which an advertisement should contain as required by these provisions.

3.3.2.2. Use or denigrate names, logos, brand names, distinguishing marks, symbols etc., which may be similar to those already used by others in the market that may lead to confusion in the market place.

3.3.2.3. The Brand Names of insurance products must not use terms or phrases that convey a fabricated sense of security.

- 3.3.2.4 The features / benefits prominently displayed in the Insurance Advertisements shall not be the features / benefits that are applicable under extreme / exceptional scenarios.
- 3.4. Specific Requirements for an “Invitation to Contract” (Refer para 2.2.2):**
- 3.4.1. **Dos’:** Advertisements should ensure that:
- 3.4.1.1. Any expression of opinion of the insurer is a fair and honest representation.
- 3.4.1.2. Any statement of fact, promise or projection discloses all the relevant assumptions; and indicates in a clear and prominent way significant limitations / criteria on which any special offers are available.
- 3.4.1.3. Where attention is drawn to insurer’s past financial performance it should indicate that the past performance is not an indication of future performance.
- 3.4.1.4. The contents should necessarily include:
- The nature of the insurance contract (i.e., whether traditional/unit linked) and the type of the product (i.e., its uniqueness or otherwise, whether annuity, pension, health or whole life, home owners’, shop keepers policies and any combination thereof, etc.,).
 - The risks involved; the limitations and exclusions of the contract;
 - Illustrations which indicate the exact costs and charges; reasonable projections of benefits; and full disclosures of the basis and sources of information (e.g., disclose date of NAV);
 - The commitment of the insurer and the policy holder under the contract (e.g. the minimum amount to be invested; minimum and/or maximum sum assured; lock-in period; the reasonable safety norms to be adopted in case of non-life insurance products etc.,)
- 3.4.1.5. Where illustrations are provided, they should adhere to the guidelines/circulars issued, if any, by the Authority or the Council.
- 3.4.2. **Don’ts:** The advertisements should not:
- 3.4.2.1 Highlight the potential benefits of an insurance contract without giving a fair indication of the risks.
- 3.4.2.2 Draw attention to favorable tax treatment without stating that they are subject to changes in the tax laws.
- 3.4.2.3 Highlight the positive financial condition of the parent (or promoting partner) company without mentioning the financial condition of the insurer and/or indicate that the assets of parent company can be banked upon when desired.
- 3.4.2.4 Disclose benefits partially without disclosing the corresponding limitations/ conditions/ implications.
- 3.4.2.5 Indicate that acceptance of risk and/or settlement of claims are liberal and generous without an intent to do so.
- 3.4.2.6 Use ambiguous words or phrases which are likely to exaggerate the underlying benefits of the policies or plans and/or capable of limiting the actual exclusions or the limitations of the underlying benefits of the plan.
- 3.4.2.7 Denigrate or Damage the reputation of the competitor or the industry.
- 3.5. Mandatory disclosure in ‘Invitation to Inquire’:** Every advertisement in the nature of ‘invitation to inquire’ should disclose the following statement “For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale”.
- 3.6. Advertising through the Internet and other Electronic Media:** Provisions applicable to published advertisements apply equally to

advertising through electronic media i.e., advertisements through a telephonic interactive mode or on the internet.

3.6.1. Internet:

3.6.1.1. In case of communications on/through internet an insurer should ensure that the recipients/viewers have the opportunity to view the full text of the relevant key features; terms and conditions; any other applicable risk information required by these guidelines and they shall not be hidden away in the body of the text. It shall be easily obtained, before any application form is offered. In case of e-mail communications there should be a provision to unsubscribe from the mailing list.

3.6.1.2. Text, graphics, hyperlinks and sound should be entirely consistent with all the requirements specified herein.

3.6.1.3. Insurers should take an undertaking from the prospective policyholders that they have read the entire text, features, disclosures, terms and conditions, etc., while applying for insurance on-line.

3.6.1.4. Mandatory provision of a helpline or help number to further provide all information that a policyholder would reasonably expect.

3.6.1.5. Insurers should provide hard copy of the necessary information on request.

3.6.2. Telephonic Interactive Mode:

3.6.2.1. Promotional activities through Cold-calls shall be preferably by a licensed intermediary. In case it is done by other than licensed intermediary, responsibility of compliance with advertisement regulations and the related circulars/guidelines vests with the insurer/intermediary that has outsourced this activity.

3.6.2.2. The telephone caller shall take necessary steps to ensure that they do not intrude into the privacy of the receiver. They should

disclose their identity and proceed to converse only after permission.

3.6.2.3. A reference on the access to full information about the available products and the importance of financial need analysis along with the contact phone numbers which can provide such information shall be placed before closing the call.

3.6.2.4. Every insurer shall facilitate an access to 'do not call registry' with the contact numbers of the persons who wish not to be contacted, which should be referred to, before every call.

3.7. **Joint Sale Advertisements (JS):** Any insurance advertisement brought out jointly by an insurer either with its corporate agent or with a micro-insurance agent would fall under this category. These could relate to promotional activities where the logo/trademark/trade names of the participating parties are displayed jointly.

3.7.1. Joint sale advertisements in the nature of insurance advertisements (as defined in para 2.2 above) can be released without prior approval of the Authority in accordance to the applicable regulations / circular provisions in vogue and file the same.

3.7.2. All the joint Sale Advertisements released shall be filed separately specifically mentioning therein that the Advertisements filed are 'Joint Sale Advertisements' along with a certificate from the Appointed Actuary that it presents the same features of the product as cleared under File and Use.

3.7.3. The contents of these provisions will apply in mutatis mutandis to all the JS advertisements, as applicable.

4. **Branding with Third parties:** (Third parties for this purpose shall mean any individual/ association/entity other than insurance intermediary)

4.1 Can be used on any advertisement of insurer/ intermediary only when it does not urge the

prospect or a policyholder to purchase, renew, increase, retain or modify a policy of insurance.

4.2 An exemption is however, given to insurance schemes sponsored/subsidized by Central/ State government (s) in which case branding is permissible in any category of advertisements.

4.3 The onus vests with the insurer as to the compliance requirements of 'advertisement regulations' and the related circulars/ provisions issued from time to time, in such cases.

5. Rating/Ranking/Awards:

5.1. Any claim of rating/award should be based only on those declared by entities which are independent of the insurers and its affiliates. Insurers and its affiliates should not however, procure services from such independent entities so as to get a rating/award.

5.2. Source of such rating/award is to be disclosed conspicuously and legibly in such advertisements.

5.3. No claim of ranking by Insurer, as regards its position in the insurance market, based on any criteria (like premium income or number of policies or branches or claims settlements etc.,) is permissible in any of the advertisements.

6. Mandatory disclosure as specified by 'advertisement regulations' and applicable guidelines/Circulars as may be specified from time to time should be clear, conspicuous and legible and should find at least 10% of the total space utilized for the advertisement in print/visual mode with a minimum print equivalent to font 'Times New Roman' No. 7. In case of audio mode, these disclosures should be spelt for at least 10% of the total time slot of the advertisement.

7. All the advertisements should carry a unique identifiable reference number as maintained

in the advertising register in accordance with regulation 3 (v) (a) of the regulations.

8. Use of taglines by registered insurers/ licensed entities:

8.1 All licensed entities soliciting insurance business should mention their identity and contact details. Any person who is found to be guilty of misleading the prospect on any insurance product will be viewed seriously.

8.2 All the registered insurers and licensed intermediaries shall print the following text (font size should not be less than 9) at the bottom of all their advertisements (both institutional and insurance advertisements) and other publicity material including policy documents, premium receipts, renewal notice, bill boards/display boards and logos released through print or electronic media:

For Insurers IRDA Regn. No. _____

For Intermediaries ... IRDA License No. _____

9. Where material is filed with the Authority in accordance with the 'advertisement regulations', in other than English/Hindi language, true translation of the same in English/Hindi duly certified by an Authorised officer of the insurer, is to be enclosed.

10. Advertisements filed in accordance with Regulation 3(v) of the 'Advertisement Regulations' including Joint Sale Advertisements should be filed within 7 days of their release.

11 All Insurance Advertisements approved by Insures for their Insurance Agents (Individual Agents and Corporate Agents) in accordance with the provisions of Regulation (6) IRDA (Insurance Advertisements) Regulations, 2000 and Clause 12 of Guidelines on Licensing of Corporate Agents No. 0171/IRDA/Circular/CA Guidelines/2005 dated 14th July, 2005 shall also comply with all provisions of Advertisement Regulations and the provisions of this Master Circular and shall form part of

- Advertisement register referred at Regulation 3 (iii) of Insurance Advertisement Regulations. These Advertisements shall also be filed within 7 days as referred at clause 10 above.
12. In Unit linked business, advertisements issued by Life Insurers should also adhere to the advertisement norms prescribed in IRDA (Linked Insurance Products) Regulations, 2013
13. **0% and 100% allocation charges under ULIP Products**
- 13.1 Some companies have products with 0% or 100% (or more) allocation charges under ULIP products. These two situations are special in nature and hence in either case additional information is required in the undertaking to be given by the policyholder to avoid any confusion. It has been decided that the Insurer should
- 13.1.1 In the case of products having 0% allocation, the benefit illustration should carry a declaration in capital and bold letters. "I ALSO UNDERSTAND THAT NO PART OF MY FIRST YEAR PREMIUM WILL BE INVESTED IN UNIT LINKED INVESTMENT FUNDS".
- 13.1.2 In the case of 100% allocation product
- a. The Company must not issue specific advertisements or sales literature or any other marketing material (print or electronic or any other form) positioning the product as offering 100% (or more) allocation of premium in first policy year.
 - b. The benefit illustration should carry a declaration in capital and bold letters. This declaration is "I ALSO UNDERSTAND THAT WHILST ___% OF MY FIRST YEAR PREMIUM WILL BE INVESTED IN UNIT LINKED INVESTMENT FUNDS THERE ARE CHARGES DURING THE FIRST POLICY YEAR AS GIVEN IN THE BENEFIT ILLUSTRATION".
14. **Norms while promoting the Product Combinations**
- 14.1 Life Insurance Advertisements should not offer, as inducement, any award / reward points, discounts and rebates, except those approved by the Authority as part of product features, either from Insurer directly or through arrangement with any third party involving any expenses / costs / outgo to the Insurer.
- 14.2 Where more than one product and combination of their benefits are promoted in a single advertisement, there shall be a complete disclosure of all the related particulars of Individual Products, inter alia, a reference to the respective product names and UIN, a caveat advising the prospect to refer the detailed sales literature of the respective individual products, segregated premium particulars of each product.
- 14.3 Such advertisements as described in (14.2) above should contain a specific declaration as "Advertisement Disclaimer" on Top in BOLD *not less than Font size 7].
- "This advertisement is designed for combination of Benefits of two or more individual and separate products named (1) ___ (2) ___ (3) ___ (as applicable) etc. The Customer has the choice of purchasing any one or more products as per his/her need and choice and there is no compulsion whatsoever that these products are to be taken together as suggested by the Insurer and presented in this advertisement. The customer is expected to ask questions, understand and satisfy himself that the combination meets his/her specific needs better before deciding to purchase the suggested combination. This Benefit Illustration is the arithmetic combination and chronological listing of combined benefits of individual products. The customer is advised to refer the detailed sales brochure of respective individual products mentioned herein."

14.4 A certificate by the Appointed Actuary must be enclosed at the time of filing of advertisements as described in (14.2) with the Authority which will state -

- i) The benefit illustration shown by combining the benefits of more than one products is nothing but the arithmetical Combination of all the individual product benefit illustrations (state product names and UIN) as approved by the Authority and is a proper chronological and combined listing of the benefits of two or more individual products.
- ii) The benefit illustration shown in the advertisements truly and fairly represents the combined benefits of individual products and does not in any way exaggerate the same.

14.5 All Life Insurers shall ensure that any insurance advertisements used by insurance agents/intermediaries are duly approved as per the provisions of Regulation 6 of IRDA (Insurance Advertisements) Regulations, 2000 and filed within 7 days from the date of the release.

14.6 IRDA (Linked Insurance Products) Regulations, 2013 & IRDA (Non-Linked Insurance Products) Regulations 2013, as applicable to Linked/ Non-Linked Products being part of the Combination, need to be complied with.

15. Spurious Phone Calls and Fictitious/ Fraudulent Offers

15.1 All Life Insurers shall flash on their Home Page of their websites, the following Public Notice issued by IRDAI cautioning general public about spurious calls and fictitious offers. This may also be inserted in a box item prominently at the end of all their product advertisements in print media including pamphlets, publicity material, etc. with a view to educate the customers on the role of Regulator and also caution the public on spurious calls.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/ FRADULENT OFFERS

IRDAI clarifies to public that

- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.
- IRDAI does not announce any bonus.
- Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.

15.2 At the end of TV Advertisements/Cinema Hall Advertisements of Life Insurance, the slide placed at Annexure -I may be displayed continuously for a minimum period of 5 (five) seconds. (Hindi version in Annexure-II is also enclosed). True translation in other Indian Languages may also be used as per need with due certification.

16. This Master Circular supersedes all the circulars listed in the Annexure-A.

(Nilesh Sathe)
Member (Life)

Annexure – A

List of Circulars

Sl. No	Circular No.	Circular Date	Subject of the Circular/Advisory	Related Clauses in the Master Circular
1	007/IRDA/CIR/ADV/MAY-07	14 th May, 2007	Guidelines on Advertisement, Promotion and Publicity of Insurance Companies and Insurance Intermediaries	Base document
2	16/IRDA/Actl/ULIP/08-09	16 th October, 2008	0% and 100% Allocation Charges under ULIP Products	Clause 13
3	IRDA/Life/Misc/Cir/129/08/2010	16 th August, 2010	Advertisements – Life Insurance Products	Clauses 3.3.1.5; 3.3.1.6; 3.3.1.7 and 3.3.2.3
4	IRDA/Life/Misc/Cir/154/07/2012	17 th July, 2012	Modified Guidelines on Advertisements	Clauses 3.7.1 and 3.72; Clause 10 and Clause 11
5	IRDA/LIFE/ADV/T/CI R/182 /09/2013	10 th Sept, 2013	Advertisements – Life Insurance Products (Combination of plans)	Clause 14
6	IRDA/CAD/CIR/MIS C/024/01/2014	17 th Jan, 2014	Use of taglines by registered insurers/licensed entities	Clause 8
7	IRDA/CAD/CIR/MIS C/038/01/2014	27 th Jan, 2014	Spurious Phone Calls and Fictitious / Fraudulent Offers	Clause 15 (Gist of the Circular Included)
8	IRDA/CAD/CIR/MIS C/059/01/2014	13 th Feb, 2014	Spurious Phone Calls and Fictitious / Fraudulent Offers	Clause 15 (Gist of the Circular Included)
9	IRDA/Life/Cir/ADV/146/06/2014	24 th June, 2014	IRDAI Notice on Spurious Phone Calls to be included in all Insurance Advertisements	Clause 15 (Gist of the Circular Included)

Annexure-I

DON'T BELIEVE FRAUD PHONE CALLS! IRDAI IS NOT INVOLVED IN:

- 1) ANNOUNCING BONUS IN INSURANCE POLICIES
- 2) INVESTING PREMIUMS
- 3) SELLING INSURANCE POLICIES

Issued in Public Interest by

**INSURANCE
COMPANY**



भारतीय बीमा विनियामक और विकास प्राधिकरण
INSURANCE REGULATORY AND
DEVELOPMENT AUTHORITY OF INDIA

Annexure-II

छल-कपट वाले फोन कॉल से सावधान! आई आर डी ए आई (IRDAI) यह काम नहीं करती

- 1) बीमा पॉलिसियों पर बोनस की घोषणा
- 2) बीमा पॉलिसियों के प्रीमियम का निवेश
- 3) बीमा पॉलिसी बेचना

जनहित में जारी

**INSURANCE
COMPANY**



भारतीय बीमा विनियामक और विकास प्राधिकरण
INSURANCE REGULATORY AND
DEVELOPMENT AUTHORITY OF INDIA

Snapshot of Life Insurance Industry as at 31.06.2015

The Life Insurance Sector procured Rs. 23568.14 crore First Year Premium with a growth of 19.64% as at the end of 30th June, 2015. LIC procured Rs 16428.23 Cr with a growth of 17.21% where as Private Sector procured Rs 7139.91 Cr posting a growth of 25.63%. Private sector experienced a growth in both Individual NB and Group NB where as LIC shown a growth in Group NB and decline in Individual NB. The number of individual policies has shown a growth of 28.09% by public sector and 2.58% by private sector and a overall growth of 21.70% at the industry level. The number of lives covered under Group policies has shown a growth by 36.19% at the industry level.

ULIP business has shown a growth of 74.8% up to the period ended 30th June, 2015 compared to the corresponding previous period. The Life Insurance Industry has procured Linked Premium of Rs.2836.19 crore as at 30th June, 2015 as against Rs. 1622.98 crore for the same corresponding period of previous year. This entire growth may be attributed to the Private Sector (growth of 74.8%) while LIC has a decline of 100% in ULIP business.

The share of Annuity (6.70%), Pension (27.01%) and Health (0.15%) segments has shown growth where as Life (66.13%) segment has shown a decline when compared to last year's performance. The individual pension business shows substantial decline both in terms of number of policies and premium. Group Pension premium has a growth of 31.00% for private sector and 41.92% for LIC. However, the share of individual pension premium out of the total pension premium remains at just around 2.6%.

The number of individual agents* in life insurance sector stood at 20,07,096 with a net reduction of 60,740 (2.9%) for the period. The reduction is 95435 (3.5%) in private sector which has ended up with a total of 8,72,645 agents while the reduction is 29,153 (2.5%) in case of LIC which closed the month of June 2015 with a total of 11,34,451 individual agents.

(* Source data is from Life Council's MIS for the month of June, 2015)

Analysis of ULIP business:

The Life Insurance Industry has procured Linked Premium of Rs.2836.19 crore as at 30th June, 2015 as against Rs. 1622.98 crore for the same corresponding period of previous year. It shows an increase of 74.8%.

LIC's Premium is Rs.0.00 crore (PY Rs.0.42 crore), a decrease of 100%.

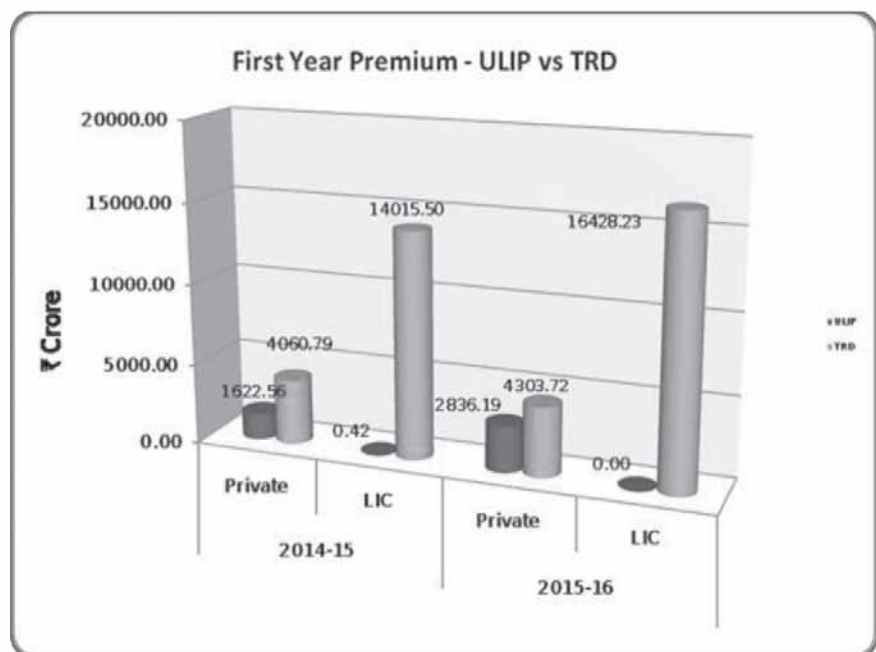
Private players have collected linked Premium of Rs.2836.19 crore (PY Rs.1622.56 crore), an increase of 74.8%.

Analysis of Traditional Business:

The Life Insurance Industry has procured Non-Linked Premium of Rs.20731.95 crore as at 30th June, 2015 as against Rs.18076.29 crore for the same corresponding period of previous year. It shows a growth of 14.7%.

LIC's Premium is Rs.16428.23 crore (PY Rs. 14015.50 crore), a growth of 17.21%.

Private players have collected Non-linked Premium of Rs.4303.72 crore (PY Rs.4060.79 crore), an increase of 5.98%.



Compiled by Life Dept., IRDAI

FIRST YEAR PREMIUM OF LIFE INSURERS FOR THE QUARTER JUNE 2015

INDIVIDUAL SINGLE PREMIUM (INCLUDING RURAL & SOCIAL)

(₹ in Crores)

Sl. No.	PARTICULARS	PREMIUM		POLICIES		SUM ASSURED	
		Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015
1	Non linked*						
	Life						
	with profit	2394.23	1609.97	288250	214930	3270.10	8044.26
	without profit	34.17	20.91	18947	41016	249.74	391.88
2	General Annuity						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	446.51	384.98	12747	9113	29.16	37.28
3	Pension						
	with profit	7.41	6.04	176	148	10.03	8.91
	without profit	36.32	22.18	89	61	0.09	0.09
4	Health						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	0.44	0.01	140	7	8.19	0.16
A.	Sub total	2919.08	2044.09	320349	265275	3567.31	8482.58
1	Linked*						
	Life						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	146.19	243.04	5808	11895	173.60	438.43
2	General Annuity						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0.00	0.00
3	Pension						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	9.86	23.30	54	138	2.87	17.58
4	Health						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	-0.01	0.00	-1	0	-0.03	0.00
B.	Sub total	156.04	266.35	5861	12033	176.43	456.02
C.	Total (A+B)	3075.11	2310.44	326210	277308	3743.74	8938.60
	Riders:						
	Non linked						
1	Health#	0.01	0.00	3	0	0.07	0.30
2	Accident##	0.08	0.11	493	494	14.18	23.14
3	Term	0.003343	0.00	4	2	-0.22	0.02
4	Others	1.12	1.10	0	0	1.44	1.32
D.	Sub total	1.20	1.21	500	496	15.48	24.78
	Linked						
1	Health#	0.00	0.00	0	-1	0.00	-0.01
2	Accident##	0.04	0.06	708	799	33.86	46.67
3	Term	0.00	0.00	0	0	0.00	0.00
4	Others	0.00	0.00	0	0	0.00	0.00
E.	Sub total	0.04	0.06	708	798	33.86	46.65
F.	Total (D+E)	1.25	1.27	1208	1294	49.34	71.43
G.	**Grand Total (C+F)	3076.36	2311.71	326210	277308	3793.08	9010.03

* Excluding rider figures.

** for policies Grand Total is C.

All riders related to critical illness benefit, hospitalisation benefit and medical treatment.

Disability related riders.

The premium is actual amount received and not annualised premium.

FIRST YEAR PREMIUM OF LIFE INSURERS FOR THE QUARTER ENDED JUNE 2015

INDIVIDUAL NON - SINGLE PREMIUM (INCLUDING RURAL & SOCIAL)

(₹ in Crores)

Sl. No.	PARTICULARS	PREMIUM		POLICIES		SUM ASSURED	
		Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015
1	Non linked*						
	Life						
	with profit	5175.27	4652.43	2846717	3707717	54456.53	71636.93
	without profit	580.58	601.15	419082	356391	49137.12	52706.45
2	General Annuity						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0.00	0.00
3	Pension						
	with profit	24.95	24.48	7069	5794	375.38	363.64
	without profit	21.63	10.31	2885	1097	53.17	28.68
4	Health						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	17.90	35.91	33704	77179	451.79	3253.39
A.	Sub total	5820.33	5324.29	3309457	4148178	104473.98	127989.09
1	Linked*						
	Life						
	with profit	-0.01	0.00	0	0	0.00	0.00
	without profit	1111.22	1565.52	168072	205261	12392.00	17332.32
2	General Annuity						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0.00	0.00
3	Pension						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	72.73	81.13	6630	6271	15.35	15.89
4	Health						
	with profit	0.00	0.00	0	0	0.00	0.00
	without profit	0.34	-0.02	-36	-12	-0.26	-0.18
B.	Sub total	1184.28	1646.62	174666	211520	12407.09	17348.03
C.	Total (A+B)	7004.61	6970.91	3484123	4359698	116881.07	145337.12
	Riders:						
	Non linked						
1	Health#	1.51	1.14	12918	10792	128.99	221.02
2	Accident##	2.51	2.81	149061	135691	7010.22	6073.50
3	Term	1.27	1.11	6254	10706	139.83	223.87
4	Others	0.48	0.64	1150	7074	0.79	14.54
D.	Sub total	5.76	5.71	169383	164263	7279.83	6532.93
	Linked						
1	Health#	0.02	0.01	-14	-1	-1.16	0.08
2	Accident##	0.35	0.30	13428	9620	587.34	444.35
3	Term	0.00	0.00	0	-5	-0.41	-0.68
4	Others	0.10	0.18	1576	1817	7.91	10.45
E.	Sub total	0.47	0.50	14990	11431	593.68	454.20
F.	Total (D+E)	6.24	6.20	184373	175694	7873.51	6987.13
G.	**Grand Total (C+F)	7010.84	6977.12	3484123	4359698	124754.58	152324.26

* Excluding rider figures.

** for policies Grand Total is C.

All riders related to critical illness benefit, hospitalisation benefit and medical treatment.

Disability related riders.

The premium is actual amount received and not annualised premium.

FIRST YEAR PREMIUM OF LIFE INSURERS FOR THE QUARTER ENDED JUNE 2015

GROUP SINGLE PREMIUM (INCLUDING RURAL & SOCIAL)

(₹ in Crores)

Sl. No.	PARTICULARS	Premium		No. of Schemes		Lives Covered		Sum Assured	
		Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015
Non linked*									
1	Life								
a)	Group Gratuity Schemes with profit	9.24	9.28	5	2	0	0	0.00	0.00
	without profit	2305.02	3712.07	23	30	13740	115199	93.46	105.91
b)	Group Savings Linked Schemes with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	6.62	-0.01	0	0	242	2	1.45	0.00
c)	EDLI with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.49	10.18	19	16	37459	90942	497.81	3325.81
d)	Others with profit	2.80	0.70	2	0	0	0	0.00	0.00
	without profit	1044.56	1681.56	269	315	3174327	6226004	57356.80	105667.60
2	General Annuity with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	756.87	1193.16	8	0	34531	67799	0.13	8.58
3	Pension with profit	235.74	68.01	2	1	113	17	0.00	0.00
	without profit	3464.93	5542.44	5	8	37967	2689	157.50	20.59
4	Health with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
A.	Sub total	7826.26	12217.38	333	372	3298379	6502652	58107.14	109128.50
Linked*									
1	Life								
a)	Group Gratuity Schemes with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	108.89	187.41	11	11	14861	15099	1.49	1.51
b)	Group Savings Linked Schemes with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	11.70	-0.36	0	0	106	0	15.11	0.00
c)	EDLI with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
d)	Others with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	46.08	185.37	14	9	0	27449	0.00	94.14
2	General Annuity with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
3	Pension with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	20.95	261.45	6	4	4476	6696	0.00	0.00
4	Health with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
B.	Sub total	187.61	633.87	31	24	19443	49244	16.59	95.65
C.	Total (A+B)	8013.87	12851.25	364	396	3317822	6551896	58123.74	109224.16
Riders:									
Non linked									
1	Health#	0.72	1.45	18	16	2620	4271	227.88	422.18
2	Accident##	1.79	7.91	26	18	6681	85342	1188.60	3153.94
3	Term	0.00	0.00	0	0	0	0	0.00	0.00
4	Others	0.00	0.00	0	0	0	0	0.00	0.00
D.	Sub total	2.52	9.37	44	34	9301	89613	1416.48	3576.12
Linked									
1	Health#	0.00	0.00	0	0	0	0	0.00	0.00
2	Accident##	0.01	0.01	0	0	0	0	0.00	0.00
3	Term	0.00	0.00	0	0	0	0	0.00	0.00
4	Others	0.00	0.00	0	0	0	0	0.00	0.00
E.	Sub total	0.01	0.01	0	0	0	0	0.00	0.00
F.	Total (D+E)	2.52	9.37	44	34	9301	89613	1416.48	3576.12
G.	**Grand Total (C+F)	8016.39	12860.62	364	396	3317822	6551896	59540.22	112800.27

* Excluding rider figures.

** for no. of schemes & lives covered Grand Total is C.

All riders related to critical illness benefit, hospitalisation benefit and medical treatment.

Disability related riders.

The premium is actual amount received and not annualised premium.

FIRST YEAR PREMIUM OF LIFE INSURERS FOR THE QUARTER ENDED JUNE 2015

GROUP NEW BUSINESS-NON-SINGLE PREMIUM (INCLUDING RURAL & SOCIAL) (₹ in Crores)

Sl. No.	PARTICULARS	Premium		No. of Schemes		Lives Covered		Sum Assured	
		Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015	Jun, 2014	Jun, 2015
Non linked*									
1	Life								
a)	Group Gratuity Schemes with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	419.38	216.99	1010	687	314675	554959	2728.92	2298.32
b)	Group Savings Linked Schemes with profit	0.45	0.20	0	0	4	-1	0.11	-0.02
	without profit	25.79	5.71	0	0	48999	-14	1634.33	-0.41
c)	EDLI								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	4.07	17.16	103	151	260586	599764	3635.46	23902.29
d)	Others								
	with profit	0.00	0.00	0	0	0	18478	0.00	-39.55
	without profit	362.54	579.70	7517	5919	22391125	27692636	194022.87	444244.42
2	General Annuity								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
3	Pension								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	686.27	306.80	128	57	26982	382147	2.67	24.70
4	Health								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
A.	Sub total	1498.50	1126.57	8758	6814	23042371	29247969	202024.35	470429.74
Linked*									
1	Life								
a)	Group Gratuity Schemes with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	90.20	271.55	67	88	68088	151994	42.81	268.70
b)	Group Savings Linked Schemes with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.38	1.05	10	8	2541	44624	2.28	4.46
c)	EDLI								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
d)	Others								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.87	1.48	0	0	0	-1758	0.00	-0.01
2	General Annuity								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
3	Pension								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	3.08	14.71	15	21	2086	4154	4.87	5.50
4	Health								
	with profit	0.00	0.00	0	0	0	0	0.00	0.00
	without profit	0.00	0.00	0	0	0	0	0.00	0.00
B.	Sub total	94.53	288.79	92	117	72715	199014	49.96	278.65
C.	Total (A+B)	1593.03	1415.36	8850	6931	23115086	29446983	202074.31	470708.39
Riders:									
Non linked									
1	Health#	1.97	2.71	44	57	95581	151075	11565.84	14838.81
2	Accident##	0.39	0.39	26	18	12563	24242	467.19	1680.69
3	Term	0.29	0.25	0	0	1819	1198	128.03	56.78
4	Others	0.00	0.00	0	0	0	-99	0.00	-166.72
D.	Sub total	2.65	3.34	70	75	109963	176416	12161.06	16409.56
Linked									
1	Health#	0.00	0.00	0	0	0	0	0.00	0.00
2	Accident##	0.00	0.00	0	0	0	0	0.00	0.00
3	Term	0.00	0.00	0	0	0	0	0.00	0.00
4	Others	0.00	0.00	0	0	0	0	0.00	0.00
E.	Sub total	0.00	0.00	0	0	0	0	0.00	0.00
F.	Total (D+E)	2.65	3.34	70	75	109963	176416	12161.06	16409.56
G.	**Grand Total (C+F)	1595.68	1418.70	8850	6931	23115086	29446983	214235.37	487117.96

* Excluding rider figures.

** for no. of schemes & lives covered Grand Total is C.

All riders related to critical illness benefit, hospitalisation benefit and medical treatment.

Disability related riders.

The premium is actual amount received and not annualised premium.

STATISTICS NON-LIFE INSURANCE

Report Card : General

Gross Premium underwritten for and up to the month of June, 2015

(₹ in Crores)

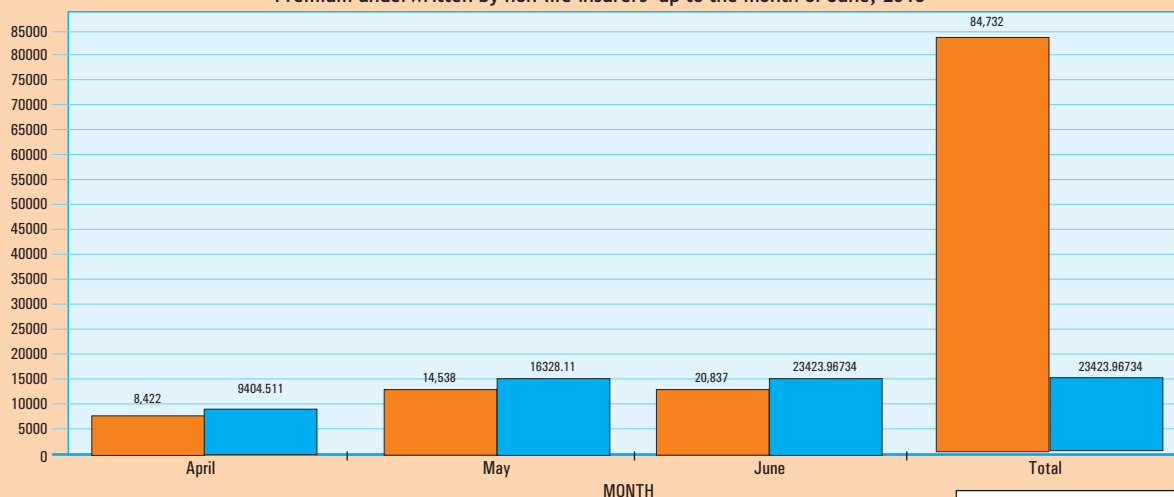
(%)

INSURER	JUNE		APRIL-JUNE		GROWTH OVER THE CORRESPONDENCE PREVIOUS YEAR
	2015-16	2014-15*	2015-16	2014-15*	
Royal Sundaram	120.95	117.69	416.08	408.13	1.95
Tata-AIG	212.85	186.65	852.18	703.98	21.05
Reliance General	230.36	221.77	832.47	782.20	6.43
IFFCO-Tokio	245.49	259.63	920.33	823.12	11.81
ICICI-lombard	540.76	422.77	2,047.36	1,785.51	14.67
Bajaj Allianz	405.19	379.66	1,293.63	1,157.85	11.73
HDFC ERGO General	225.64	208.64	811.02	760.74	6.61
Cholamandalam	158.66	146.51	478.55	445.60	7.39
Future Generali	122.06	108.98	424.50	363.96	16.63
Universal Sampo	65.21	52.56	214.26	168.30	27.31
Shriram General	139.61	120.41	377.38	341.36	10.55
Bharti AXA General	96.03	106.21	343.46	435.45	-21.13
Raheja QBE	2.33	2.01	7.42	5.94	24.95
SBI General	122.05	99.34	394.65	306.93	28.58
L&T General	32.25	26.57	112.63	74.60	50.98
Magma HDI	30.63	38.83	95.20	104.81	-9.18
Liberty	33.19	20.06	111.77	67.29	66.09
Star Health & Allied Insurance	144.88	118.08	374.95	282.29	32.82
Apollo MUNICH	57.61	50.59	161.99	138.18	17.23
Max BUPA	33.44	23.67	100.63	72.87	38.09
Religare	34.84	16.66	123.95	53.34	132.38
Cigna TTK	6.08	0.38	14.67	1.12	1211.49
New India	1,227.44	1,078.59	3,957.28	3,473.45	13.93
National	997.14	895.39	3,114.59	2,776.46	12.18
United India	1000.37	846.39	3181.17	2810.72	13.18
Oriental	637.20	617.78	2182.21	2042.93	6.82
ECGC	119.45	124.48	315.27	311.60	1.18
AIC	48.10	51.74	164.38	138.59	18.61
PRIVATE TOTAL	3,060.12	2,727.67	10,509.06	9,283.59	13.20
PUBLIC TOTAL	4,029.69	3,614.37	12,914.91	11,553.75	11.78
GRAND TOTAL	7,089.82	6,342.04	23,423.97	20,837.34	12.41

Note: Compiled on the basis of data submitted by the Insurance companies

* Figures revised by insurance companies

Premium underwritten by non-life insurers up to the month of June, 2015



* Compiled on the basis of data submitted by the Insurance companies

The total bar in the above chart represents the business figures of the entire financial year

2014-15 2015-16

PUBLIC NOTICE



IRDA CAUTIONS PUBLIC AGAINST SPURIOUS CALLS AND FICTITIOUS OFFERS

Insurance Regulatory and Development Authority (IRDA) has been receiving complaints, through email/letters and in its Integrated Grievance Management System, from members of public informing the Authority that they are receiving spurious calls from unidentified persons:

- Claiming to be representatives of IRDA and offering insurance policies of different insurance companies with various benefits.
- Claiming that IRDA is distributing bonus to insurance policyholders out of the funds invested by insurance companies with IRDA.
- Claiming that the policyholder would receive bonuses being distributed by IRDA if they purchase an insurance policy and wait for a few months after which the bonus would be released by IRDA.
- Advising customers to subscribe to fresh policy after surrender of the existing policy and wait for a few months after which the fresh policy would be entitled for additional enhanced returns / benefits.
- Informing that 'Survival Benefit or Maturity Proceeds or Bonus' is due under their existing policy and investing in a new insurance policy is mandatory to receive the amounts which are due.
- Advising public to invest in insurance policies to avail gifts, promotional offers, interest free loans, or setting up of Telecom towers or other such offers.

The general public is hereby informed that IRDA is a regulatory body established by an Act of Parliament, i.e. the Insurance Regulatory and Development Authority Act 1999, to protect the interests of the policyholders, to regulate, promote and ensure orderly growth of the insurance industry and for matters connected therewith or incidental thereto. Further, IRDA informs the members of public that:

- IRDA does not involve directly or through any representative in sale of any kind of insurance or financial products.
- IRDA does not invest the premium received by insurance companies.
- IRDA does not announce any bonus for policyholders or insurers.
- Any person making any kind of transaction with such individuals/agents will be doing the same at his own risk.

IRDA hereby urges the public to remain alert and not to fall prey to frauds or scams perpetrated by miscreants who impersonate to be employees / officers of IRDA or other insurance companies.

If any member of the public notices such instances, he or she may lodge a police complaint, along with the details of the caller and telephone number from which the call was received, in the local police station

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- Never sells any insurance or financial products
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- Never endorse any bonuses

Report the name, phone number and other details of such callers to your nearest Police Station.

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