Methodologies And Techniques To Be Used:

To achieve the objectives set out above the researcher desires to undertake this study for the Western Maharashtra region which comprises of 9 districts which has a fair mix of industry dominated as well as agriculture dominated districts.

Sample size:

The researcher proposes to divide these each of the nine districts of the Western Maharashtra into developed and underdeveloped category. From each district one tahasil from each developed and underdeveloped tahasils will be identified for in depth study. 500 residents (250 of urban and 250 from rural area) from each tahasils will be randomly identified.

Primary Data:

The primary data will be collected from the identified area with the use of well designed questionnaire. The questionnaire will be in the regional language.

Secondary Data:

The secondary data about the life insurance coverage will be obtained from the service providers in these identified tahasils. Besides this source the available related literature will be studied to understand the topic of the present research. The researcher would also like to have interaction with the executives of the service providers in the identified field to know their perception about the present penetration and to know their future plans on this front.

Data analysis and Presentation:

The data so collected will be tabulated and with the use of graphs will be analyzed from which meaningful observations will be drawn which will form the basis for the researcher’s suggestion.
The Kinds Of Conclusions Expected And Their Possible Value:

The researcher would like to substantiate the relation of literacy and the insurance coverage.

The present level of awareness of the insurance needs and its impact of the present level of the insurance business will focus on the need for creation of greater awareness of the insurance business in the interior parts.

The product awareness and the method of collecting premiums from the available targeted market (rural, uneducated, agriculture, economically weak etc.) also need to be toned up and stepped up.

The delivery of services related to life insurance and faster claims settlement machinery may be put in force.

There is need to educate the policy holders about the claim settlement procedure so as to ensure that the percentage of rejection of the claims is substantially reduced.