CHAPTER V
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SUMMARY AND SUGGESTIONS

In this Chapter an attempt has been made a summaries of previous chapters are given below

CHAPTER I

In the chapter an introduction to the topic is given the chapter comprise in statement of the problem, importance of the study, objective of the study, review of literature, limitation of the study, research methodology, sampling sources of data, data analysis and interpretation and chapter arrangement.

Insurance Regulatory and Development Authority the life insurance corporation of India enjoyed the monopoly status in insuring life of individual. It was a Government owned 100% monopoly undertaking. The LIC has been adopting numerous marketing strategies in terms of introducing taxonomy of policies with a view to have wider coverage of marketing. The LIC was introduced 57 kinds of policy up to 14 November 2002. All kinds of policies are aimed at giving life assurance to policy holder against receiving premium as consideration.
STATEMENT OF THE PROBLEM

What makes the LIC to distinguish the policies though the expectations of the investors remain constant. If a new policy gives more benefit it implies the extra investors in earlier policies are losers. It is the bounden duty of the LIC to explain that the given to policy holders.

IMPORTANCE OF THE STUDY

LIC is the single largest public sector undertaking in terms of the quantum of receipts as premium. For the year 2000-2001 the total premium income of the LIC was Rs.34,207.78 crores and Rs.48,963.60 crores in 2001-2002. For the same date the claim settled by the way of death and maturity came to be Rs.7,667.82 crores and Rs.14,519.25 crores.

OBJECTIVES OF THE STUDY

1. To examine the features of various policies with a view to bring out the common features of all policies as well as the distinguish features from policy to the other policy.

2. To examine the prime consideration of the investors in investing in insurance policies.

3. To examine the whether taking a life policy is savings rather than getting of life insurance.

4. To suggest measures if any for in providing better services by the LIC to the policy holders.
REVIEW OF LITERATURE

The study on marketing of LIC services among the policy holders available literature in terms of books, journals, periodicals, broachers, research publications and PhD works are reviewed.

LIMITATION OF THE STUDY

The study is based upon the informations given by the respondents the study is confined to Namakkal District.

RESEARCH METHODOLOGY

The survey method was done by means of questionnaire.

SAMPLING

Large samples of 100 respondents were taken for the purpose of the study. A disproportionate random sampling technique was adopted in choosing the respondents throughout the Namakkal District.

SOURCES OF DATA

Both primary and secondary data were used widely. News papers, Magazines, Periodical, Research papers, Books, Ph.d works, Broachers etc. were used as a secondary sources of data. The questionnaire method is used for the purpose of getting primary data.
DATA ANALYSIS AND INTERPRETATIONS

The data so collected are tabulated. To analyses the collected data the statistical techniques such as percentages, averages etc are used.

CHAPTER II

In this chapter a profile of a LIC is analysed.

The Life Insurance Corporation of India has been established by an Act of Parliament on 1st September 1956, LIC plays a stupendous role in our planned economic development by mobilizing the savings of the people into productive. It is a wholly owned Government Corporation. The Government of India guarantees the payment in cash in sums assured by the policies issued by the corporation including bonus declared in respect of such policies. This provides security to the insuring public. If any surplus emerges not less than 95% of such surplus is required to be allocated for the policy holders of the corporation. The LIC came into being in 1956 after the nationalization and merger at about 250 independent Life Insurance Societies. It is head quarter in Bombay.

MANAGEMENT OF LIC

The Corporation will establish one board at every zone. This boards judges on the journal management on the rules and regulations of the
corporation. The corporation may appoint one or more persons to be the Managing Director or Directors of the Corporation.

AUDITING OF LIC

The account of LIC shall be audited by qualified auditors in every year. The auditors shall be appointed by the corporation with the previous approval of the Central Government.

LIC’S INVESTMENT

As at 31st March 2002 was Rs.84.58 per cent of the total investments were in the Public Sector, 1.30 per cent in the corporate sector at 14.12 per cent in the private sector. Maximum investment is Central Government security Rs.1,09,938 crores up to 2002.

ASSITANCE OF LIC

The Corporation’s assistance to state level finance corporations and All India Finance Corporation like IDBI, IFCI, ICICI etc.

GROUP INSURANCE SCHEME OF LIFE

The Standard schemes offered by LIC are as follows:

1. Group term insurance schemes
2. Group Insurance in lieu of EDLI in scheme.
3. Group Gratuity Scheme
4. Social Security Scheme
5. Voluntary Retirement Scheme and so on.
LIC mutual fund, LIC Housing Financing Ltd. LIC International EC is other scheme of LIC.

ADMINISTRATIVE SET UP IN LIC

The Corporation's center office is located at Mumbai. Therefore seven zonal officers 100 Divisional Officers and 2049 branches in India.

TECHNOLOGY UPGRADEATION IN LIC

The micro process was introduced in the year 1980 in all branches. The system of graded in the nineties software packages for on line operation have been developed world wide has also been used by LIC in disseminating the information about the organization e-mail addresses on the documents and communication in future.

DIFFERENCE OVER SERVICE TAX ON LIFE POLICIES

The IRDA has locked horns with the Revenue Department on the method of computation of the risk premium component of Life Insurance policies on which the Government proposes to levy a 5% service tax.

CUSTOMERS' SATISFACTION

First and foremost to make new customer but also the retention of existing customer is most important customer receives risk security. First every one received protection and secondary, the few who sustained losses, obtained indemnity. Every customer should have following needs;
1. Stated need  
2. Real need  
3. Unstated need  
4. Delighted need  
5. Secret need

LEVEL OF SATISFACTION

Three broad levels are satisfactions. Short the expectation Matches the expectation and exceeds the expectation. So the customer sees other customers waiting for this and other services. Therefore LIC should maintain a balance between High-tech and High touch services.

CHAPTER III

In this chapter theoretical framework of service of marketing is analysed. This chapter is divided into three sections. First section is brief the evolution of services marketing as a field of academic study. The second sections is described the consideration some of the traditional method used to classifying services. In section three deals with screen of service analysis.

EVOLUTION OF SERVICE MARKETING

The evolutions of service marketing that are reflected in the literature of crawling out, scurrying stage and walking stage. In the crawling out stage discussion centered on the need for a separate body of literature to deal
with the specific problem of service sector. In the scurrying about stage between 1980 and 1985 the quality of academic literature produced about services marketing increasing considerably and the walking erect stage deals consideration of service encounters, service design, perceived service and quality and customer satisfaction.

CLASSIFYING SERVICES

The services rendered by an organization are classified on the basis of

- Service Operation Dimension
- Level of Tangibility
- Customer-Employee presence during the service
- Drama analogy of services
- Customization/Empowerment

A FRAME WORK FOR UNDERSTANDING SERVICES MARKETING

The Chapter III Chart 3.2 describes the frame work of services. The screen divided three panels such as model, people and mission. Every panel is divided into some components. Model panels deals with the three components viz. structure, process and contents. The second panel is deals with the two components are service provided and service render and the mission panel is deals with four components viz. satisfaction, quality, loyalty and profitability.
CHAPTER IV

In this chapter a common and distinctive features of LIC policies and other private policies. The features of LIC policies of private companies are also differ in terms of extending benefits to policy holders. Have an attempt has been made in this chapter to examine the features which make the policies of LIC of India to differ one from the other and to examine the features of LIC policies with the features of private policies with a view to find different in terms of benefits to policy holders.

LIC ANNOUNCES BONUS RATES FOR POLICY HOLDER

LIC of India announced the bonus rate for its policy holders for the year 2001-2002. 95% of the surplus is distributed as bonus to the holders of with profit policies. The bonus rates from Rs.25 to Rs.1400 per Rs.1000 sum assured. Showing the growth especially for long term policies as compared to Rs.25 to Rs.125 declared in year 2000-2001.

Majority of the policy holder are male.—100% respondents is not only considered Life Assurance Service but also higher bonus and savings. 54% are satisfied with the same service rendered by LIC. All the respondents have taken LIC policies on their own perception. All respondents are highly satisfied with the information provided by LIC.
Majority of the respondents are salaried classes and monthly income above Rs.20000. 54% of the respondents are income tax assessee.

SUGGESTIONS

1. The Private Life Insurance Corporation creates keel competition among the insurance companies. In order to net more number of policy holders, this companies has introduced many novel scheme, which will provide humpty number of schemes to the policy holders. Inculcation of the habits of savings and thrifts, availing of tax rebates, insurance against certain incurable diseases like cancer diabetics, heart diseases are some of the worth mentioning insurance scheme. But the percentage of people knowing the multifaceted benefits of the scheme are very meager. The concerned authority can take more effects in propagating the many-sided benefits to the hither to neglected sector of the societies. The modern medias like newspaper, radio, television, internet etc. can be fully explained in this direction.

2. Concessional insurance policy schemes with least minimum premium amount may be designed especially the suitable to the weaker sections of the society, so that these sections of the
people can also reap different kinds of benefits from out of the insurance scheme.

3. Healthy competition among the insurance companies which will encourage the public to enter into the fold of insurance may be coined and implemented.