material and non material needs of the agents who would propel them to look at the long term perspective rather than the short term interests like an immediate high rate of commission.

7.5 **CONCLUSIONS:**

On nationalization of life insurance business in the year 1956, the Bhaskar insurance company limited, the One insurance company of the North Eastern Region was brought under the Life Insurance Corporation of India (LICI), Since then the administration of life insurance business in the North Eastern Region has been controlled by the Zonal office in Calcutta (Kolkata). The Zonal office coordinates the activities of the divisional office in the region. The insurance industry in India has witnessed a sea change ever since it was opened up to private players in 1999. The liberalization transformed the industry’s outlook towards the huge Indian market. The sudden rise in the number of players has brought about innovation in product development and distribution channels. The Indian customer thus has a whole new range of insurance products to choose from, there is a choice for every societal segment. A number of districts, especially in the northeastern states do not have a single insurance company branch. The Northeast, as a matter of fact, was among the country’s top performing zones of private life insurer like Aviva Life, ICICI etc. The intention is to significantly reduce transaction costs and improve customer service and overall efficiency by using an aggregating distribution channel that is supported by technology. Intermediary agencies are trained to create awareness, enroll policyholders, collect premiums, facilitate claims settlement and provide customer service.
It is also observed that LIC is losing its market share in favour of new entrants or private companies. Being the largest insurance company in India, it is obvious that LIC has the largest strength of insurance agents and insurance business. It is further seen that LIC is well ahead of private insurers in terms of premium collection. It is worth noticing that all private companies suffered huge losses, but again, only LIC earned profits. It can be said that, LIC is the only life insurer in India that is fairly settled but the market share of LICI is decreasing day by day. Private players play a rivalry role in the insurance market. Further, it is observed that there should be a large gap between the new business premium amount and renewal premium, but in case of Indian insurance business, this gap is too narrow.

Moreover, the operating expenses of both private and public players are too high which needs to be minimized. Over the past three years, around 40 companies have expressed interest in entering the sector and many foreign and Indian companies have arranged anticipatory alliances. The threat of new players taking over the market has been overplayed. We can safely conclude that even LICI is better placed in terms of the confidence of the buyers but more emphasis has to be laid on marketing so that private players are not able to make a dent in its market and lure away the prospective buyers.