



UGC CARE LISTED
ISSN No. 2394-5990

इतिहासाचार्य वि. का. राजवाडे मंडळ, धुळे या संस्थेचे त्रैमासिक ॥ संशोधक ॥

पुरवणी अंक ११ - डिसेंबर २०२२ (त्रैमासिक)

- शके १९४४
- वर्ष : ९०
- पुरवणी अंक : ११

संपादक मंडळ

- प्राचार्य डॉ. सज्जराव भाभरे
- प्रा. डॉ. मृदुला वर्मा
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● प्रकाशक ●

श्री. संजय मुंदडा

कार्याध्यक्ष, इ. वि. का. राजवाडे संशोधन मंडळ, धुळे ४२४००१

दूरध्वनी (०२५६२) २३३८४८, ९४०४५७७०२०

कार्यालयीन वेळ

सकाळी ९.३० ते १.००, सायंकाळी ४.३० ते ८.०० (रविवारी सुट्टी)

मूल्य रु. १००/-

वार्षिक वर्गणी रु. ५००/-, आजीव वर्गणी रु. ५०००/- (१४ वर्षे)

विशेष सूचना : संशोधक त्रैमासिकाची वर्गणी चेक/ड्राफ्टने
'संशोधक त्रैमासिक राजवाडे मंडळ, धुळे' या नावाने पाठवावी.

अक्षरजुळणी : सौ. सीमा शिंदे, चारजे-माळवाडी, पुणे ५८.

महाराष्ट्र राज्य साहित्य आणि संस्कृती मंडळाने या नियतकालिकेच्या प्रकाशनार्थ अनुदान दिले आहे. या नियतकालिकेतील लेखांच्या विचारांशी मंडळ व शासन सहमत असेलच असे नाही.



12.	A Geographical Study of Jalna Sweet Orange - GI Application	
	- Dr. S. A. Khandebharad	76
13.	Rural Transformation of India Through Solar Energy	
	- Smt. Bagewadi Samira Jafar, Prof. P. S. Kamble	80
14.	Influence of Physiography on the Population Distribution and Density in Marathwada Region (Maharashtra State)	
	- Dr. Sachin Himmatrao More	85
15.	Status and Trends of Air Quality of Solapur City	
	- DR. H. B. Tipe, Mr. Sandeep S. Chendkapure	90
16.	Strengthening the Concept of Sustainable Development through the Johannesburg Declaration (Earth Summit) 2002: An Analytical Study	
	- Dr. Umesh S. Aswar	96
✓ 17.	Role of Insurance Agents in Health Insurance: Special Reference To Solapur City	
	- Dr. Vyankat D. Dhumal, Mr. Rajendrakumar Y. Rawal	101
18.	Voices of Slum Subalterns in Vikas Swarup's Novels <i>Q & A</i>, <i>Six Suspects</i> and <i>The Accidental Apprentice</i>	
	- Mr. Prashant Jambhulkar, Dr. Vivek V. Joshi	106
19.	The Literature Review on Sustainable Development with reference to Rural Development Process	
	- Miss. Deepika Mirchandani, Dr. Meenakshi Pradeep Jadhav	112
20.	Satish Alekar's <i>The Dread Departure</i>: Unexampled Style of Narration	
	- Dr. S.A. Tambade	119
21.	The portrayal of Children in Arundhati Roy's <i>The God of Small Things</i>: A Subaltern Perspective	
	- Mr. Dilip M. Bawane, Dr. Shriram G. Gahane	123
22.	Gender Inequality in Access to Elementary Education: A Study of Part of West Bengal Sundarban	
	- Dr. Angshumita Chakraborty	128



Role of Insurance Agents in Health Insurance: Special Reference To Solapur City

Dr. Vyankat D. Dhumal*

Assistant Professor, Department of Commerce
Rajarshi Shahu Mahavidyalaya (Autonomous),
Latur (M.S.)

E-mail : dhumalvd@gmail.com

*Corresponding Author

Mr. Rajendrakumar Y. Rawal

Assistant Professor, Department of Commerce
Hirachand Nemchand College of Commerce
(Autonomous), Solapur (M.S.)

E-mail : rvrawal@gmail.com

1. ABSTRACT :

In India, the healthcare sector facilities are provided by public sector as well as private sector. The awareness about the Health Insurance is increasing day by day. It was found that majority of the Insurance Agents are trained as per the IRDA guidelines. But, these agents don't choose this profession as a full-time profession. When there is no full-time Insurance Agents the business have obstacle for the development in the market. Due to low income in this profession various Insurance Agents don't accepted this profession as a status.

Key words: Health Insurance Agent, IRDA, Profession, Insurance Sector.

2. INTRODUCTION :

In India, the healthcare sector facilities are provided by public sector as well as private sector. According to National Health Accounts, the government's health expenditure was increased from 1.15% (2013-14) to 1.35% (2017-18) in the total Gross Domestic Product. On the contrary, per capita out-of-pocket expenditure was declined from Rs. 2,336 (2013-14) to Rs. 2,097 (2017-18). The figures shows that, the government is utmost aware about the health care issue of the public. The health insurance sector has grown significantly mainly due to liberalization of economy and general awareness. According to the news paper The Hindu, in 2022, more than 34.2% of India's population had access

to some form of health insurances. Past studies showed that, the role of insurance agents / officers is important to aware the public.

3. REVIEW OF LITERATURE :

Ashokreddy B. Patil (2016), worked on marketing of health insurance in rural area and concluded that, reduction in the premium amount, restructuring public health insurance companies, adopting the strategies of private health insurance company's basket of services should be provided to the customers. It also suggested that, for retention of customers their needs should be considered, training of agents for dealing the rural customers. Gender, age, marital status educational level and willingness to pay show no significant association in this study.

Hemalatha M.A (2016), found that, the insurance agents can play an important role in customers satisfaction, settlement of claims and creating awareness about health insurance. Hence, the researcher advocates a pro-active role on the part of insurance agents to attract more customers in the health insurance schemes.

Varghese, Thomas (2013), studied on influential factors regarding purchase decision in health insurance. The research concluded advertisement, role of agents was very important in the marketing. The researcher suggested that, companies should made advertisement focusing on the risk aspect, creating and spreading



awareness of health insurance policies in the public.

4. OBJECTIVES :

- To study the training obtained by the Insurance Agents.
- To study whether they are working as full-time or part-time.
- To identify the reason why the Insurance Agents choose this profession.

5. HYPOTHESIS :

- H01 : The Insurance Agents are fully trained irrespective to gender.
- H02 : The Insurance Agents are working full-time as their profession.
- H03 : Insurance agents choose this profession as a status in the public.

6. METHODOLOGY :

For the present study both primary as well as secondary data was used. The primary data was collected from 36 respondents, who are Insurance Agents / Officers from Solapur city. The

secondary data was obtained from the news papers. The respondents are collected by convenience sampling method from Solapur city. The structured questionnaire was designed for the collection of primary data. For analysis of the data F test is used.

7. LIMITATIONS OF STUDY :

- The study is limited to Solapur city only.
- The respondent's responds are according their own perception and experience.
- The samples are selected from the category who are working in the capacity of Insurance Agents / Officers in the Solapur City.

8. DATA ANALYSIS :

a) IRDA Training for Agents :

The trained agents can play an important role in this sector. As IRDA circular dated 1st October, 2004 it is mandatory to every insurance agent shall have to undergo at least 100 hours' practical training in life or general insurance business.

Table 1 : IRDA Training

Gender	Training Obtained		Total	F-value	D.F.	Level of Significance	Result
	Yes	No					
Male	23	09	32	4.4568	1	5%	Null Hypothesis Accepted
Female	04	00	04				
Total	27	09	36				

Source : Compiled on the basis of primary data.

Table 1 depicts that, out of total 36 respondents, 27 (75.00%) respondents were having IRDA training completion certificate and 9 (25.00) were working in official capacity as an employee. It was found that all the female

insurance agents are trained, but the 9 male insurance agents are not trained.

b) Nature of working as Agents :

Part-time and full-time workers job satisfaction makes difference. It was found that,



Table 2 : Nature of working as Agents

Gender	Nature of working			Total	F-value	D.F.	Level of Significance	Result
	Full Time	Part Time	Commission Basis					
Male	19	6	7	32	22.4289	2	5%	Null Hypothesis Rejected
Female	0	3	1	04				
Total	19	09	08	36				

Source : Compiled on the basis of primary data.

part-time workers are less satisfied with their jobs as compared to full-time workers and this low satisfaction level is mainly due to lower income and dissatisfaction with their work status.

Table 2 states that, out of total 36 respondents from insurance advisors / agents / officers / development officers, 19 (52.78%) were working as full-time, 9 (25.00%) respondents as Part-Time employees whereas 8 (22.22%) respondent persons were exclusively working on commission basis for the insurance companies concerned with them.

The null hypothesis 'The Insurance Agents are working full-time as their profession' is tested by using F test at 5% level of significant and it was found that, the agents are not chosen Insurance Agent as a profession for full-time. Hence, the null hypothesis was rejected and the alternative hypothesis 'The Insurance Agents are not working full-time as their profession' is accepted.

c) Selection of Profession :

The selection of profession by self motivation, then it makes a lot of difference

with regard to job satisfaction, effectiveness, etc. The selection by obligation gives less efficiency.

Table 3 states that, out of total 36 respondents from insurance advisors / agents / officers / development officers, 18 (50.00%) respondents mentioned that they have elected this field as Status of Insurance Professional whereas 4 (11.11%) each have mentioned as an effect of education, awareness about risks and for high (rate of) commission in Insurance business. 6 (16.67%) other respondents were having some other reason than discussed options.

The null hypothesis 'Insurance agents choose this profession as a status in the public' is tested by using F test at 5% level of significant and it was found that, the agents are not chosen Insurance Agent as a status in profession. Hence, the null hypothesis is rejected and the alternative hypothesis 'Insurance agents choose this profession for any other reason except status' is accepted.



Table 3 : Selection of Profession

Selection of Profession	Gender		Total	F- value	D.F.	Level of Significance	Result
	Male	Female					
Effect of Education	4	0	4	25.6667	4	5%	Null Hypothesis Rejected
Awareness about the risks	2	2	4				
Status of Insurance Professional	16	2	18				
High Income in Insurance business	4	0	4				
Any other	6	0	6				
Total	32	4	36				

Source : Compiled on the basis of primary data.

9. CONCLUSIONS :

The business of insurance is majority are based on the Insurance Agents. Hence, the Insurance agents should be trained as per the IRDA guidelines. In the present study, it was found that they are trained. The Insurance agents should be full-time employee, for the effective working. But, during the study it was found that majority of the Insurance Agents are working as a Part-time or on commission basis. If the Insurance Agents profession got the status in the society then the qualified and full time people can rush towards this sector.

10. RECOMMENDATIONS :

- All the Insurance Should trained as per the IRDA guidelines.
- Full-time Insurance Agents should be appointed for effective marketing.
- The rate of commission should be increase, as the Insurance Agents should get the status in public and will work as full-time workers.

II. REFERENCES :

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