

**GOVERNMENT OF INDIA  
FINANCE  
LOK SABHA**

UNSTARRED QUESTION NO:3148  
ANSWERED ON:15.03.2013  
INSURANCE AWARENESS CAMPAIGN  
Bajwa Shri Partap Singh

**Will the Minister of FINANCE be pleased to state:**

- (a) whether the benefits of life and non-life insurance facilities available in the country have not satisfactorily percolated to the rural areas of the country;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) whether the Government has launched/proposes to launch any awareness campaign in rural areas in this regard; and
- (d) if so, the details thereof along with the success achieved therefrom during the last three years and the current year?

**Answer**

Minister of State in the Ministry of Finance (Shri Namu Narain Meena)

(a) & (b): No, Sir. Insurance Regulatory and Development Authority (IRDA) has a well laid out legal framework mandating insurers to do insurance business in the rural areas of the country. IRDA has informed that Insurers have been prescribed obligations in respect of rural and un-organized sector and backward classes and the details are spelt under IRDA (Obligations to Rural & social sector) Regulations, 2002. For Financial Year 2011-12, more than 31 % of the total life insurance policies are issued in rural areas. In non-life sector, a business of Rs. 7470 crore which constitutes around 14% of total non-life insurance business is generated from rural areas.

(c): IRDA has further informed that it has stepped up its efforts to enhance consumer awareness on various tenets of insurance and has adopted a multi-pronged approach of consumer education under the brand name Bima Bemisaal Campaign.

The initiatives include:

- a. Publication of Handbooks on common subjects of Insurance viz. life insurance, property insurance, health insurance, motor insurance and intermediaries in 12 Indian languages.
- b. Carrying out Print campaign in vernacular languages through local newspapers.
- c. Using Electronic media in various languages for creating insurance awareness through TV and Radio.
- d. Sponsoring of Consumer awareness seminars through consumer bodies working with SHGs/NGOs and distributing all the material through them for dissemination to people at grass root level.

(d): IRDA has further informed that looking to the need to spread awareness in smaller cities and interior areas, some of the seminars were also conducted in places such as Vijayawada, Aizawal, Palakkad, Bilaspur, Munger, Ranchi etc.

During the last three years the business generated from the rural sector is as follows:

	Total Industry Premium	Rural sector Premium	%
Non Life Rs. in Crores			
FY 2011-12	52876	7470	14.1
FY 2010-11	44124	4594	10.4
FY 2009-10	35697	3673	10.3
Life	No of policies	Policies in rural sector	%
FY 2011-12	44191864	13983265	31.6
FY 2010-11	48136948	14982638	31.1
FY 2009-10	53127637	14425404	27.2