

**A STUDY ON THE MARKET POTENTIAL OF CHOLAMANDALAM MS
GENERAL INSURANCE'S CHOLA HEALTH AND ACCIDENT PLAN FOR
STUDENTS WITH SPECIFIC REFERENCE TO UNAIDED SCHOOLS IN
COIMBATORE**

A PROJECT REPORT

Submitted by

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for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

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KCT Business School

Department of Management Studies

Kumaraguru College of Technology

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Coimbatore - 641 006

PROJECT COMPLETION CERTIFICATE

This is to certify that Ms.J.Vaishnavi had taken a project titled "A STUDY ON THE MARKET POTENTIAL OF CHOLAMANDALAM MS GENERAL INSURANCE'S CHOLA HEALTH AND ACCIDENT PLAN FOR STUDENTS WITH SPECIFIC REFERENCE TO UNAIDED SCHOOLS IN COIMBATORE", at Cholamandalam MS General Insurance Company Limited, Coimbatore for the period June 16, 2009 to July 30, 2009 and had completed it successfully.

(For Cholamandalam MS)


Mr.K.A.Yeshwanth

Underwriter

Cholamandalam MS,Coimbatore

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Bonafide certificate



**DEPARTMENT OF MANAGEMENT STUDIES
KUMARA GURU COLLEGE OF TECHNOLOGY (AUTONOMOUS)
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BONAFIDE CERTIFICATE

Certified that this project titled “A STUDY ON THE MARKET POTENTIAL OF CHOLAMANDALAM MS GENERAL INSURANCE’S CHOLA HEALTH AND ACCIDENT PLAN FOR STUDENTS WITH SPECIFIC REFERENCE TO UNAIDED SCHOOLS IN COIMBATORE” is the bonafide work of Ms.VAISHNAVI.J who carried out this project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

**Mr.C.Ganeshmoorthy
Faculty Guide**

**Prof.Dr.S.V.Devanathan
Director**


Evaluated and viva-voce conducted on ...11.09.2009.....

Examiner I
Examiner II

Declaration

DECLARATION

I hereby declare that the dissertation entitled “**A STUDY ON THE MARKET POTENTIAL OF CHOLAMANDALAM MS GENERAL INSURANCE’S CHOLA HEALTH AND ACCIDENT PLAN FOR STUDENTS WITH SPECIFIC REFERENCE TO UNAIDED SCHOOLS IN COIMBATORE**” submitted for the Master of Business Administration degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.



Signature of the candidate

(J.VAISHNAVI)

Acknowledgement

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Executive summary

EXECUTIVE SUMMARY

Life is challenged with apprehensions and uncertainties regarding the future despite all the planning and preparation one might make, no one can accurately guarantee or predict how or when the circumstances that might ensue in its aftermath. Then it is essential that one should plan for the future. People generally regard insurance as a scheme when and where you have to lose a lot to gain a little. Nevertheless, insurance is still the most reliable tool an individual can use to plan for his future.

A fire accident at Sri Krishna High School at Kumbakonam in Thanjavur district of Tamil Nadu, invited the attention of various authorities in the Indian Government and established the need for securing the lives of children and the youth going to pursue education from schools and colleges have to be covered by an insurance policy opted for them, by their institutions. With such a ruling being made by Supreme Court of the nation, now this provides avenues for the insurance companies to offer solutions to this segment. At this outset, Cholamandalam MS General insurance has introduced a new policy for this target market.

In this study, efforts have been made to conduct an analysis of target market characteristics in Coimbatore. The main objective of the project is to identify whether there is any potential for such a policy in schools and to give suggestions. The primary data is collected from the respondents and analyzed. The tools used to analyze the data collected are percentage analysis, weighted average and cross tabulation as an aid. The findings are presented.

Introduction

CHAPTER 1

INTRODUCTON

1.1 BACKGROUND

Insurance, a well thought out and methodical solution to lend a friendly hand for a person, at times of difficulties, is now considered to grow at a higher pace than before. The Indian psychology towards Insurance industry is now changing and is fuelling to the growth of this industry in our country. In simple terms, it aims to make good for the loss. It is a US\$ 41 billion industry in India, the fifth largest life insurance market in the emerging insurance economies globally and is growing at 32-34 percent annually. Foreign direct investment (FDI) up to 26 percent is permitted under the automatic route subject to obtain a license from the official regulator, Insurance Regulatory and Development Authority (IRDA). The total number of non-life insurance companies in India is 25. Two major factors impacting the general insurance segment are the detariffing of interest rates by Insurance Regulatory Development Authority (IRDA), which gave autonomy to insurers in pricing insurance policies and has created a competitive field in general insurance business, the second being the financial meltdown, which has also made the corporate sector shift partially towards the public sector insurers, perceived to be having higher financial strength, according to major industry players. The four public sector general insurers, United India Insurance Company, National Insurance Company, New India Assurance and Oriental Insurance Company have been holding on to their combined market share of 59.4 per cent during as of March 2009. All the 21 private sector general insurers together collected US\$ 478.3 million during April 2008-March 2009. According to the Investment Commission of India, the Indian insurance

market is expected to be around US\$ 52 billion by 2010. Further, according to a report 'Booming Insurance Market in India (2008-2011)' by Research and Markets, total non-life insurance premium is expected to increase at 25 per cent for the period spanning from 2008-09 to 2010-11. Though a number of policies have already been making their mark in serving to the needs of the public, yet there has always been an untapped market with an unfulfilled need which gives scope for further innovations and improvements in insurance business. With increasing competitiveness in the market, the players are bringing out newer products to attract more customers into their pool. The consequences faced by human beings at every stage of life have to be secured by some investment means like pension plans, education plans, and health insurance policies and so on. The recent judgement by Supreme Court in April 2009 for the Public Interest Litigation filed by Mr. Avinash Mehrotra at the background of a fire accident that happened at Sri Krishna High School in Kumbakonam in Thanjavur district of Tamil Nadu has made the schools and other educational institutions to opt for a fire safety and group accident protection policy for their students. As this is a mandate now, this particular segment is going to provide business to insurance market players. The insurance market players have been attempting to tap this market segment with their distinct policies and few players by modifying their existing policies. Against this backdrop, Cholamandalam MS General Insurance Company Limited came out with an exclusive policy called Chola Health and Accident Plan for Students, shortly called as CHAPS in May 2009 with features that could suit to even a residential educational institution. Thus, this study is intended to assess the potential for insurance in the schools and understand the primary expected requirements of this segment with special focus on the unaided schools in Coimbatore.

1.2 REVIEW OF LITERATURE

J. Venkatesan, July 2008¹ has remarked in The Hindu that the Supreme Court reserved verdict on a public interest litigation petition seeking formulation of a comprehensive time-bound plan to ensure safety of children in schools in the light of the Kumbakonam fire tragedy in July 2004 that claimed 90 lives. The petitioner, Avinash Mehrotra, wanted a direction to constitute a committee of jurists, legal experts and lawyers to formulate a comprehensive time-bound report for carrying out reforms in the safety standards prescribed for schools. He also asked the court to evolve model safety standards as a part of Article 21 and for free and fair exercise of the fundamental rights under Article 14, 15 and 19 of the Constitution.

Rakesh Bhatnagar, April 2009² stated in The Hindu that the Supreme Court has made a ruling that schools must take fire safety and group accident policy and has banned the use of toxic or inflammable items inside the schools' buildings. The right to education also enforces that right to study in safe schools, equipped to meet any kind of disaster. The court said that the authorities must make safety of the institution as a precondition for approval.

Bertrand Lavayssiere, 2009³ made a survey on multi-distribution models for capturing growth in a challenging market. It reveals that insurers face heightened competition from the increasingly complex web of intermediaries (networks) and access points (channels) in retail markets. Given current market conditions, multi-distribution offers insurers a

way to retain and increase share-of-wallet more effectively and face a highly competitive environment by managing networks and channels more efficiently.

K.B. Subhash and Deepti Bhat, July 2007⁴ in their article titled What Lies Beneath: The Untapped Insurance Market in India emphasizes that savings-oriented insurance product that provides flexibility in premium payment should be introduced. For any industry to grow, it is necessary that there should be many innovative products available to consumers, suitable to their needs and at appropriate prices. As of now many products are available that are tailor-made to different segments of the population, but mainly for the urban market.

Sandeep Bakhshi, Vikalpa, vol 30, no 3 September 2005⁵ opine that insurance products can easily be copied thereby limiting differentiation at the product level. In such a scenario, competitive advantage will be gained through constant product innovation, cost effective distribution, and quality of service delivery. This will allow the insurer to differentiate the overall value proposition offered to the customer and to adopt a pricing model based on the perceived value as against discounting.

Ramesh Bhat, Vikalpa, 2005⁶ says that process of reforms initiated has some achievements to its credit through enhanced competition, providing a choice to the customers, triggered innovative ways and means to carry out insurance activities, improved the efficiency level of the industry, increased the coverage of insurance in terms of density and penetration, obligated the insurers to provide for the needs of social and rural sectors, and increased awareness about the necessity of insurance, to name a

few. However, the achievements till date need to be built upon to further improve the efficiency of the insurance sector thereby reducing the costs and increasing the penetration particularly in rural and semi-urban areas.

Patrick Desmares, World insurance report, 2007⁷ establishes that accurate customer segmentation is a requisite for effectively meeting customer needs. Research reveals that customers are price focused (31%), service inclined (30%), non-committals (20%), product focused (19%). It also reveals that the majority of customers still prefer to use agents or distributors or independent financial advisors to purchase insurance and to get advice on insurance products.

Capgemini's World insurance report, 2008⁸ brings out the customers perception of insurance. In fact, the vast majority of customers have said they see insurance as a vital way to protect their possessions or their family. Only 11%, on average, primarily perceive insurance as a means of improving their finances, insurance as a means of wealth accumulation. Customers' perceptions about insurance present a significant challenge for insurers seeking to implement new means of marketing their products.

Sunil Maheshwari, Managing insurance: managing the agents, Vikalpa, Vol 30, and September 2005⁹ say that expansion of the market happens through increased penetration calls for strategic discussions between the insurers and the regulators though the awareness has improved only substantially. The article spotlights that for rates/tariff issues, innovations are least possible until a free market rate regime with adequate safeguards are put in place by the regulatory body, IRDA, which has recognized the need

to do so. In providing customer service, structural inefficiencies coupled with attitude problems and lack of transparency in claims handling are the reasons for dissatisfaction.

G.V.Rao, Detarrification and Non-life private insurance players, December 2008¹⁰ speaks how detarrification has impacted the gross premium underwritten by the private insurance players in India. With the decline in the gross premium underwritten by the insurers in 2006-2007, they were able to make a turn around in 2007-2008. The author suggests that Insurers need to look at how to address the underlying problems in industry with good deal of skepticism to arrive at solutions.

Kevin Bingham and John Slusarski, The recession and P/C claim activity, Insurance Chronicle, July 2009¹¹ brings the impact of recession that is the burst of mortgage bubble on the economy and how the market is behaving accordingly. The declaration of National Bureau of Economic research reveals that US economy entered in recession in 2007 and until the economy shows some good signs of recovering, the severity and frequency of claims will be monitored to determine the impact of loss.

L.P.Gupta, Health Insurance in India: Emerging trends and issues, Insurance Chronicle, January 2008¹² throws lights upon the health insurance products available in India, and how they competitively differ from one another, the role of the regulator IRDA, and the insurers providing health insurance. The article highlights few suggestions on how to overcome high premium rates.

Richard Kipp and Thomas Snook, Designing new health insurance: Technical considerations, IRDA Journal, January 2008¹³ suggests that in order to be more successful in the area of health insurance, Indian insurers have to classify the risks in accordance with the individual's profile and price them accordingly. Few of the benefits to be covered in a policy are critical illness, outpatient benefits, and others.

Vijaya Raghavan, accident insurance: a necessity, Insurance Chronicle, March 2008¹⁴ call attention to need for insurance cover against accident substantiating with the pitfalls of today's life and how the policies of various players differ from each other and how people respond to such exclusive policies. The author concludes by saying that insurance policy is not that costly than a person's soul.

Mallikarjun Krishnamurthi, Health insurance: The Challenges Ahead, Insurance Chronicle, March 2008¹⁵ brings out that health insurance has become a prerequisite for all. A suitable cover by way of health insurance will ensure reimbursement of the cost of treatment or hospitalization for ailments.

1.3 OBJECTIVES OF THE STUDY

The study is intended to meet the following objectives. The primary objective with which the study is taken is

- To assess the market potential of CHAPS of Cholamandalam MS in the unaided schools situated in Coimbatore educational district.
- To segment the market into the existing customers and potential customers that is the prospects of such a kind of policy.

- To determine the basic features that the clients expect to be covered under the insurance policy for the students.
- To find out the most preferred premium range that the institutions wish to pay per student per year for such a policy.
- To identify the factors those influence the preference of the customer towards a general insurer while opting for a policy.

1.4 STATEMENT OF THE PROBLEM

The insurance for schools has now become a mandate for them such that they are looking out for plausible solutions from various insurance companies. The competition is intense due to high domination of Public Sector Undertakings and Cholamandalam MS has introduced a new policy called Chola Health and Accident Plan for Students (CHAPS) to cater the needs of the specific market segment. In this situation this study helps to know whether there is potential for such an exclusive policy in the Coimbatore region.

1.5 SCOPE OF THE STUDY

The main aim of the study is to find out the potential for insurance in schools and to segment the market as existing customers and prospects and to identify the features that is basically expected out of the policy, and to spot light the most preferred premium range the customers are willing to pay per student per year for this kind of policy and the factors that influence the customers in selecting a specific insurer. The study is mainly conducted with high relevance to the new CHAPS policy of Cholamandalam MS and is done in Coimbatore educational district with a sample of seventy schools.

1.6 LIMITATIONS OF THE STUDY

The study is observed to have the following limitations, which gives further scope for research.

- The research is limited to Coimbatore educational district with 25% of the target population, which is generalized as the representative of the entire population because of time constraint.
- The study makes an observation only on the private schools whereas the aided schools are also taking insurance. This particular segment remains unobserved by the study.
- The study includes price variable based on the CHAPS, which does not help to establish the exact price range of premium expected by the target segments.

1.7 FURTHER SCOPE FOR RESEARCH

The research can be extended to study the potential for insurance in other forms of educational institutions like aided and partly aided schools and colleges. The sample size can be increased and the study can be conducted in a wider area i.e., more taluks in the Coimbatore educational district can be included and also the other districts in revenue district of Coimbatore can also be taken for further research. The price variable can be further classified based on the mostly preferred range as revealed by this study to identify the actually preferred range of premium by the market.

Organization profile

CHAPTER 2

ORGANIZATION PROFILE

2.1 HISTORY OF THE ORGANIZATION

Cholamandalam MS General Insurance Company is a joint venture between Murugappa Group and Mitsui Sumitomo Insurance Group, and commenced its operations on 21 October, 2002, with its headquarters in Chennai. Being a very recent entrant into the field of non-life insurance in the insurance industry, they were able to steadily and responsibly grow from 150 Crores to 684 Crores in terms of size and 113 offices in terms of scale with 18 regional offices spread across India. The company offers a rich range of comprehensive product solutions spanning almost all non life insurance offerings ranging from motor, health, home, travel, accident, property, marine, liability, engineering, fire safety and rural insurance serving the retail, commercial, Small & Medium Enterprises(SME) and rural segments . The organization's commitment to consumer orientation is seen from its products differentiation, high operational efficiency and quick claim settlement.

THE MURUGAPPA GROUP

The Murugappa Group, headquartered in Chennai, India, is a USD 3 billion family promoted, professionally managed conglomerate with its wings in engineering, abrasives, sanitaryware, fertilizers, finance, bio-products and plantations. It has 29 companies under its umbrella, of which eight are listed and actively traded on the National Stock Exchange

and the Bombay Stock Exchange. Together, they have over 28,000 employees. With 40 units spread across 12 states in India, the Murugappa Group is one of India's oldest business houses. It has a presence in United Kingdom, United States of America, Australia, Canada, South Africa, UAE, Thailand, and China. The group is a market leader in India across a spectrum of products like sanitaryware, fertilizers, abrasives, automotive chains, car door frames and steel tubes. Neemazal, a neem-based organic pesticide, the market leader in bio-pesticides, the Country's best-known brands like BSA and Hercules in bicycles, Parryware in sanitaryware, Parrys Spirulina and Parrys Beta Carotene in nutraceuticals, Ballmaster and Ajax in abrasives, Gromor and Paramfos in fertilisers, and many more come from the Murugappa Group. The Murugappa Group is the recipient of the Distinguished Family Business Award – 2001 from the International Institute of Management Development (IIMD) in Switzerland. It is the only business group in Asia to have received this prestigious award.

The major companies of this conglomerate are

- Tube Investments of India Ltd, a pioneer and market leader in high-end cold-drawn welded (CDW) tubes and is the second largest manufacturer of bicycles in India with best known brands BSA and Hercules and fitness equipments too
- EID Parry India Ltd, a pioneer in the manufacture of plantation white sugar from sugarcane. The company has 5 fully equipped plants in the country and pioneered zero-waste integrated sugar complex.

- Carborundum Universal Ltd, a manufacturer of coated and bonded abrasives in India, produces super refractories, electrominerals, industrial ceramics and ceramic fibres.

- Coromandel Fertilizers is the leading manufacturer of a wide range of fertilizers and pesticides and second largest phosphatic fertilizer player in India with a capacity of over 1 million tonnes per year.

- Godavari Fertilisers and Chemicals Limited (GFCL) is engaged in the business of manufacture and sale of fertilizers, and the lowest cost producer of phosphatic fertilisers in India

- Chola DBS Finance Company Ltd, a pan-Indian company which is a joint venture between the Murugappa Group and Development Bank of Singapore (DBS) and one of the India's premier Non Banking Financial Company with more than 160 branches/ locations across India.

- Parry Agro Industries Ltd, is in the business of tea and coffee plantations and is one of the leading producers of tea in the country, exporting tea to more than 10 countries

- Parryware Roca Private Limited, an established and trusted name in bathroom solutions, setting new standards and trends in the sanitaryware industry since 1952 is India's number one sanitaryware brand and 10th largest in the world.

MITSUI SUMITOMO INSURANCE GROUP

Mitsui Sumitomo Insurance Group is one of the largest insurance groups in the world. Today the group operates in non-life insurance, life insurance, financial services and risk management services. With non-life insurance as its core business, the operations of Mitsui Sumitomo Insurance Group span over 38 countries across the globe. MS is the second largest insurance group in Japan and is rated “AA-” by Standard & Poor and “Aa3” by Moody's. Mitsui Sumitomo Insurance has 733 sales bases, 257 claims handling offices and approximately 75,000 agents throughout Japan to form a sales network of the highest class in the industry. The company also offers global services with 63 sales bases in 38 countries and regions overseas. The Company received the ‘General Insurance Company of the year 2005’ at the 9th Asia Insurance Industry Award Ceremony for being the most active non-life insurance company in Asia in 2004.

2.2 MANAGEMENT

The Murugappa group’s board is being chaired by Mr.M.A.Alagappan, and Vice-Chairman cum Director-Strategy is Mr.A.Vellayan, the Director - Finance is Mr.N.Srinivasan, Director - Human Resources is Mr.Sridhar Ganesh, the non-executive External Director is Mr.Deepak Satwalekar, and yet another non-executive Director is Mr.Sridar Iyengar. The Cholamandalam MS General Insurance Company has got its own business head. The Coimbatore regional office is being headed by Mr.Murali, Deputy General Manager, Underwriter Mr.K.A.Yeshwanth, Branch Manager, Mr.Kalaiarasu,

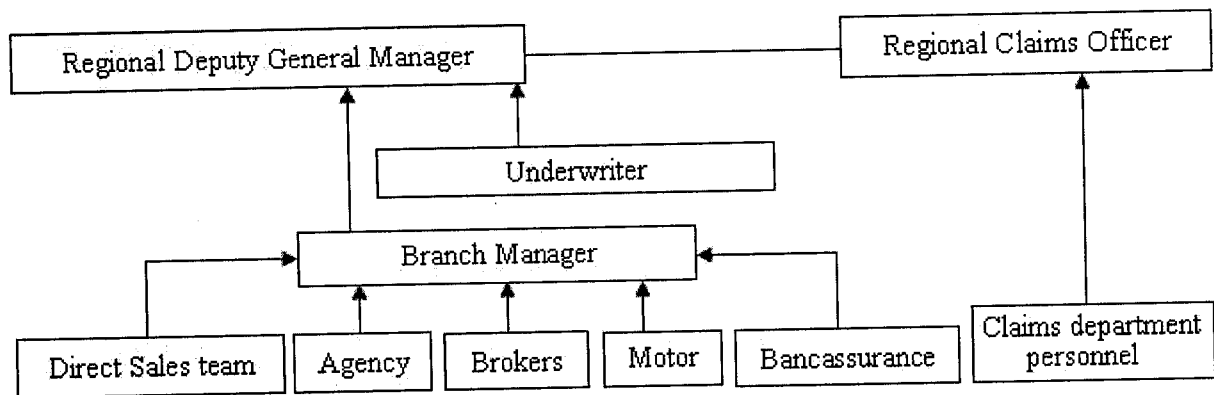
SME sector and Management Information System handled by Mr.Sundar, and Regional Claims Officer, Mr.Rajan.

2.3 ORGANIZATION STRUCTURE

The organization structure of Cholamandalam MS General Insurance Company Limited's regional office at Coimbatore is shown below in the form of a flowchart

Chart 2.3.1 showing the organization structure of Regional office of

Cholamandalam MS at Coimbatore



2.4 PRODUCTS PROFILE

The company offers a wide range of policies for the business segments retail, commercial, Small & Medium Enterprises (SME) and rural segments. The offering includes fire safety, motor, health, home, travel, accident, property, marine, product liability, and engineering. The very recently introduced policy to cater the needs of the educational institutions is Chola Health and accident Plan for Students (CHAPS).

2.4.1 CHAPS – FEATURES

It provides an exhaustive coverage for students through its exclusive features as mentioned below.

- Medical expenses due to accident and general illness both inpatient and outpatient
- Accidental personal death
- Permanent disability and/or partial disability due to personal accident
- Outpatient dental treatment expenses
- Study interruption to cover the refundable amount by the institution, when a student discontinues.
- Fee for private tuition to compensate per day tuition fee for hours lost, with a special tutor, when the insured is not able to attend the school/college.
- Compassionate visit cover for hospitalization expenses to the insured in the event of visit by immediate family member when the insured is hospitalized.
- Bail bond to cover in the event of insured being arrested or detained by the judicial authorities of the place at which he/she is studying and if the offence for which he/she is arrested is bailable.
- Baggage loss is to cover in the event of permanent loss of baggage, kept under personal custody during traveling by air or rail in AC coach or first class only.
- Personal liability to cover any legal liability the insured incurs to a third party in his private capacity to pay damages for accident.
- Staff protection against medical illness, death and disability
- Parent protection against permanent total disability due to accident and critical illness.
- Staff protection

2.5 COMPETITIVE STRENGTHS OF THE COMPANY

Cholamandalam MS General Insurance is found to have the following strengths that provide them a competitive advantage over other players.

- The company's promoters are 2 strong giants, Murugappa group from India and Mitsui Sumitomo group, second largest insurer in Japan.
- The sister concern of Cholamandalam MS General Insurance Company, i.e., Cholamandalam MS Risk Services Limited, which conducts risk survey using thermography technology provides twin benefits to the corporate customers by grading them, on the basis of risk they have and suggesting precautionary measures too. No other general insurance company is providing this service.
- The company is very focused on encouraging its agency and its human potential to make full utilization of the available resources than other mediums.
- Product packaging and differentiation achieved through certain policy features that are exclusives of Cholamandalam MS, which differentiates them from other players. A constant focus to research based product design done through dedicated team of underwriters, provide them a competitive edge.
- They are the first and only general insurer to do cross selling of life insurance policies of AVIVA life insurance, which adds to their revenue.

2.6 DESCRIPTION OF FUNCTIONAL AREAS

The regional office has got nearly 60 people working in various departments such as

- Underwriting
- Sales
- Claims,
- Operations
- Management Information System
- Administration and
- Front office.

Core functions are done at the zonal level. Underwriting involves the process of deciding upon the extent of risk coverage that the company can accept and the rate at which it can be covered. Sales team is constituted by the company's direct sales team, agency, brokers, and bancassurance. The direct sales team focuses on the entire product range of Cholamandalam MS. Operations department deal with verification, forwarding and dispatch of complied applications and request for claims made by the customers to the departments concerned. Claims department verify the request whether it is genuine and applicable as per the policy terms and conditions and approve for settlement in case if it meets the conditions as stated in the policy or otherwise reject them. In case of motor claims, surveyors are designated to immediately confirm the accident and to make note of the critical issues for their survey report. Management Information System is concerned with tracking of all the activities done at the regional office and to report it to the senior level.

Methodology

CHAPTER 3

METHODOLOGY

3.1 TYPE OF THE STUDY

The type of design used in the study is exploratory study. The study helps us to establish whether there is a potential for insurance in the schools located in Coimbatore with 70 respondents. The study helps us to identify the basic features expected in the insurance for students and most preferred premium range and the factors influencing the selection of a specific insurer.

3.2 SAMPLE DESIGN

The type of sampling technique used is probability sampling, which is specifically called as area random sampling. The universe consists of all the schools situated in Coimbatore educational district i.e., 478 schools and the population selected is based on the management that runs the schools as private schools. The population size is 264 schools. Sample size is set as 25 percent of the population that is 70 schools which is rounded off. The taluks selected for study are Coimbatore north, Coimbatore south and Mettupalayam.

3.3 METHOD OF DATA COLLECTION

The study relies on the primary data collected through a structured questionnaire.

Secondary data collected is collected in the form of journals, articles and reviews.

3.4 TOOLS FOR ANALYSIS

The tools used for analysis are

- Percentage analysis
- Weighted average and
- Cross tabulation as an aid to draw meaningful insights and inferences.

The tools help in interpreting of qualitative information and quantitative information.

Percentage analysis helps us to draw basic insights on the data given by respondents to gather generalized information. Weighted average is used to determine the average of the qualitative information given by the respondents on a Likert's scale and cross tabulation is used to determine how two or more factors together give implications to meet the objectives.

Data analysis and interpretation

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE NO. 4.1

Table showing the locality of the respondents

S.No	Locality of the school	Number of respondents	Percentage (%)
1	Rural	19	27
2	Suburban	-	-
3	Urban	51	73
	Total	70	100

INTERPRETATION:

The table 4.1 indicates the locality in which the respondents are situated. 73 percent of the schools are located in urban areas and 27 percent of the schools are situated in the rural regions.

INFERENCE:

It is inferred that most (51 out of 70 i.e., 73%) of the respondents are located in urban areas.

TABLE NO. 4.2

Table showing the years since establishment of the respondents

S.No	Years since establishment	Number of respondents	Percentage (%)
1	Less than 10 years	11	16
2	10-20 years	26	37
3	20-30 years	15	21
4	30-40 years	7	10
5	More than 40 years	11	16
	Total	70	100

INTERPRETATION:

The table 4.2 indicates the number of years of the respondents since their year of establishment. 37 percent of the schools are found to be existing in the field for about 10 to 20 years, 21 percent of schools have been for 20 to 30 years, 16 percent of schools have been in existence for less than 10 years, 16 percent of schools were found to be in existence for more than 40 years and 10 percent of the schools have been for 30 to 40 years.

INFERENCE:

It is inferred that most (26 out of 70 i.e., 37%) of the respondents are in existence for about 10 to 20 years.

TABLE NO. 4.3

Table showing the nature of institution of the respondents

S.No	Nature of institution	Number of respondents	Percentage (%)
1	Primary school	-	-
2	Upper middle school	-	-
3	Matriculation	21	30
4	Higher secondary	49	70
	Total	70	100

INTERPRETATION:

The table 4.3 indicates the nature of the institution whether they are matriculation or higher secondary schools. 70 percent of the respondents are higher secondary schools whereas the rest 30 percent of them are matriculation schools.

INFERENCE:

It is inferred that most (49 out of 70 i.e., 70%) of the respondents are higher secondary schools.

TABLE NO. 4.4

Table showing the managing entity of the respondents

S.No	Managing entity	Number of respondents	Percentage (%)
1	Charity	6	9
2	Trust	58	83
3	Independent entity	1	1
4	Company	1	1
5	Others	4	6
	Total	70	100

INTERPRETATION:

The table 4.4 indicates the entity which runs the respondent institutions. The management is taken care by the trust in 83 percent schools, 9 percent of schools are charity run, the other entities like associations run schools are of 6 percent, an independent entity run school is 1 percent, and schools run by a company is 1 percent,.

INFERENCE:

It is inferred that most (58 out of 70 i.e., 83%) of the respondents' management are run by trust.

TABLE 4.5**Table showing the students' strength of the respondents**

S.No	Students' strength	Number of respondents	Percentage (%)
1	Less than 500	16	23
2	500-1000	24	34
3	1000-1500	13	19
4	1500-2000	7	10
5	More than 2000	10	14
	Total	70	100

INTERPRETATION:

The table 4.5 indicates the students' strength of the respondents. The schools having 500 to 1000 students strength is observed to be 34 percent, schools with students' strength less than 500 is 23 percent, , 1000 to 1500 students in 19 percent of the schools, more than 2000 students are present in about 14 percent of schools, and 1500 to 2000 in 10 percent of the schools.

INFERENCE:

It is inferred that most (24 out of 70 i.e., 34%) of the schools have strength of students as 500 to 1000.

TABLE NO. 4.6

Table showing the staffs' strength of the respondents

S.No	Staffs' strength	Number of respondents	Percentage (%)
1	Less than 100	61	87
2	100-200	9	13
3	200-300	-	-
4	300-400	-	-
5	More than 400	-	-
	Total	70	100

INTERPRETATION:

The table 4.6 indicates the staffs' strength in the respondents. Respondents having the staffs' strength as less than 100 are 87 percent and 13 percent of schools have more than 100 to 200 staffs.

INFERENCE:

It is inferred that the most (61 out of 70 i.e., 87%) of the respondents has the staffs' strength to be less than 100.

TABLE NO. 4.7

Table showing the point of view about non-life insurance by the respondents

S.No	Point of view about non-life insurance	Number of respondents	Percentage (%)
1	Risk coverage	47	67
2	Financial protection against loss	21	30
3	Indemnity	1	1
4	Others	1	2
	Total	70	100

INTERPRETATION:

The table 4.7 indicates the point of view of respondents regarding non-life insurance. 67 percent of the respondents have conceived that non-life insurance facilitates risk coverage against all sort of risks, 30 percent of respondents think that non-life insurance is a financial protection against loss, 1 percent opine that it is an indemnity, that is the insurer is liable to pay as per the terms of contractual agreement, and few of the respondents constituting 1 percent have a different opinion that it is vital and good for the school and students.

INFERENCE:

It is inferred that most (47 out of 70 i.e., 67%) of the respondents have a point of view that non-life insurance facilitates risk coverage against all sort of risks they encounter.

TABLE NO. 4.8

Table showing the preference for the channel through which the respondents come to know better about insurance policy

S.No	Policy better known from	Number of respondents	Percentage (%)
1	Company's direct sales team	40	57
2	Agents	23	33
3	Brokers	2	3
4	Media	4	6
5	Others	1	1
	Total	70	100

INTERPRETATION:

The table 4.8 indicates that preference towards the channel through which they come to know better about the insurance policy. 57 percent of the respondents prefer company's direct sales team to know better about the policy features, 33 percent of the respondents prefer agents, 6 percent of the respondents prefer media to be the best channel for a better knowledge about an insurance policy, 3 percent of the respondents say that it is brokers and 1 percent prefers other channels like friends, relatives and existing customers.

INFERENCE:

It is inferred that most (40 out of 70 i.e., 57%) of the respondents have preference towards company's direct sales team as the best source to know about the policy features.

TABLE NO. 4.9

Table showing the factors influencing the preference of the respondents in opting for an insurance policy

S.No	Factors influencing preference for opting an insurance policy	Number of respondents	Percentage (%)
1	Extent of risk coverage	44	26
2	Policy features	39	24
3	Premium amount	41	24
4	Service & claims settlement	44	26
	Total	81	100

INTERPRETATION:

Table 4.9 indicates the factors that influence the preference of the respondents in opting for an insurance policy. 26 percent of the respondents say that it is the extent to risk coverage that influences them in opting for an insurance policy, 26 percent of the respondents say that it is service and claims settlement that influences them in taking a policy whereas 24 percent of institutions say that premium amount finally influences them to take a specific policy and policy features have been the influencing factor for 24 percent of the institutions.

INFERENCE:

It is inferred that most (44 out of 81 responses i.e.,26%) of the respondents' preference for opting an policy is influenced by the extent of risk coverage that the policy offers and good service that insurer provides to them.

TABLE NO. 4.10

Table showing the expected improvements by the respondents in non-life insurance industry

S.No	Improvements expected in Insurance industry	Number of respondents	Percentage (%)
1	More awareness	38	25
2	More benefits	38	25
3	Good service	51	34
4	More discount	22	15
5	Others	1	1
	Total	150	100

INTERPRETATION:

The table 4.10 indicates the expectations of the respondents in the non-life insurance industry. 34 percent of respondents expect the improvement should be in terms of good service. 25 percent of the respondents expect more awareness to be created, 25 percent of the respondents expect improvement in terms of more benefits, 15 percent of the respondents expect improvements in terms of more discounts and 1 percent expects other improvements like enhancing the reliability of private insurers.

INFERENCE:

It is inferred that most (51 out of 150 responses i.e., 34%) of the respondents expect improvement in terms of good service because the customers expect the insurers to settle their claims favourably, easy policy documentation to renewal reminder along with adequate information about the policy.

TABLE NO. 4.11

**Table showing the awareness of the respondents regarding the Supreme Court
verdict**

S.No	Aware of supreme court verdict	Number of respondents	Percentage (%)
1	Yes	61	87
2	No	9	13
	Total	70	100

INTERPRETATION:

The table 4.11 indicates whether the respondents are aware of the Supreme Court judgement that schools should take fire safety and group accident insurance for students. 87 percent of the respondents are aware of the verdict whereas 13 percent are not aware of the judgement.

INFERENCE:

It is inferred that most (61 out of 70 respondents, i.e.,87%) of the respondents are aware of the Supreme Court verdict that Schools should take fire safety and group insurance policy for their students to cover the children against all calamities and accidents.

TABLE NO. 4.12

Table showing whether the respondents have taken insurance policy at present

S.No	Taken policy at present	Number of respondents	Percentage (%)
1	Yes	25	36
2	No	45	64
	Total	70	100

INTERPRETATION:

The table 4.12 indicates whether the respondents have been insured at present. 64 percent of the respondents are not insured at present whereas 36 percent of the respondents are insured.

INFERENCE:

It is inferred that most (25 out of 70 i.e., 64%) of the respondents are not insured at present because of reasons like no parents support, no need for insurance is felt yet and the consideration to opt an insurance policy is under perusal in some schools.

TABLE NO. 4.13**Table showing the existing insurer of the insured respondents**

S.No	Existing insurer	Number of respondents	Percentage (%)
1	Royal Sundaram	-	-
2	TATA AIG General	2	8
3	HDFC General	1	4
4	Reliance General	-	-
5	Cholamandalam MS	6	24
6	Other private insurers	2	8
7	PSU	14	56
	Total	25	100

INTERPRETATION:

The table 4.13 indicates the existing insurer of the respondents who are insured. 56 percent of the respondents schools have taken insurance from Public Sector Undertakings, 24 percent of the schools have taken insurance from Cholamandalam MS, 8 percent of schools have taken insurance from TATA AIG General and 8 percent from other private insurers and 4 percent from HDFC General Insurance.

INFERENCE:

It is inferred that most (14 out of 25 respondents i.e., 56%) of the respondents have taken insurance from Public Sector Undertakings as they perceive that public sector companies are financially sound and will not default the customers.

TABLE NO. 4.14

Table showing the risk cover details of the respondents who are insured at present

S.No	Risk cover details	Number of respondents	Percentage (%)
1	Death	18	36
2	Disability	13	26
3	Medical expenses	19	38
	Total	50	100

INTERPRETATION:

The table 4.14 indicates the risk cover details of the respondents who are insured at present. 38 percent of the schools have taken insurance to cover medical expenses, 36 percent of the schools have taken cover against death and 26 percent of the schools have taken insurance cover against disability.

INFERENCE:

It is inferred that most (19 out of 50 responses i.e., 38%) of the schools have taken insurance to cover the medical expenses because they are drawn emotional and sentimental that the young children will and should not get any major harm or casualty.

TABLE NO. 4.15

Table showing the premium paid per student per year by the respondents who are insured at present

S.No	Premium per student (in Rs.)	Number of respondents	Percentage (%)
1	Less than 100	22	88
2	100-200	3	12
3	200-300	-	-
4	300-400	-	-
5	More than 400	-	-
	Total	25	100

INTERPRETATION:

The table 4.15 indicates the premium paid per student per year by the respondents who are insured at present. 88 percent of the schools are paying less than Rs.100 as premium per student and 12 percent of the schools are paying Rs.100 to Rs.200 per student per year.

INFERENCE:

It is inferred that most (22 out of 25 respondents i.e., 88%) of the respondents are paying less than Rs.100 as premium per student per year because the premium amount is drawn from the parents in fees and they cannot pressurize them to afford more.

TABLE NO. 4.16

Table showing the period of cover of the respondents who are insured at present

S.No	Period of cover	Number of respondents	Percentage (%)
1	Less than 1 year	-	-
2	1 year	24	96
3	More than 1 year	1	4
	Total	25	100

INTERPRETATION:

The table 4.16 indicates the period of cover for which the respondents are currently insured. 96 percent of the schools have taken insurance cover for one year. Only 4 percent of the respondents have taken insurance for more than 1 year.

INFERENCE:

It is inferred that most (24 out of 25 respondents i.e., 96%) of the respondents have taken insurance for a period of 1 year as a conventional non-life insurance policy is only for a term of one year and need to renewed for the next year.

TABLE NO. 4.17**Table showing the claim history of the respondents that are insured at present**

S.No	Claim history (if any in Rs.)	Number of respondents	Percentage (%)
1	Less than 250	-	-
2	250-5000	4	31
3	5000-50000	7	54
4	50000-100000	2	15
5	More than 100000	-	-
	Total	13	100

INTERPRETATION:

The table 4.17 indicates the claim history if any by the respondents who are insured at present. 54 percent of the schools have claimed for Rs.5000 to Rs.50000, 31 percent of the respondents have claimed for Rs.250 to Rs.5000 whereas 15 percent of schools have taken claim for more than Rs.100000.

INFERENCE:

It is inferred that most (7 out of 13 respondents i.e., 54%) of the respondents who are currently insured have claimed Rs.5000 to Rs.50000 as the students community is not that prone to severe and frequent risks normally and death or disability happens rarely under normal conditions.

TABLE NO. 4.18

Table showing the beneficiaries of the insurance policy taken by respondents that are insured at present

Beneficiaries of existing policy	Number of respondents	Percentage (%)
Students	25	48
Staff	17	33
Parents	10	19
Total	52	100

INTERPRETATION:

The table 4.18 indicates the beneficiaries of the existing policy of the respondents that are insured at present. 48 percent of the schools have taken insurance for students, 33 percent of schools have taken insurance including staffs and 19 percent of the schools have included parents along with students in insurance policy taken.

INFERENCE:

It is inferred that most (25 out of 52 responses i.e., 48%) of the respondents have insured for the students as the Supreme Court ruling makes insurance mandate only for the student community in the schools.

TABLE NO. 4.19

Table showing the level of satisfaction with existing insurer of the respondents that are insured at present

S.No	Level of satisfaction with existing insurer	Number of respondents	Percentage (%)
1	Highly satisfied	7	28
2	Satisfied	14	56
3	Moderately satisfied	1	4
4	Dissatisfied	2	8
5	Highly dissatisfied	1	4
	Total	25	100

INTERPRETATION:

The table 4.19 indicates the level of satisfaction of the currently insured respondents with the existing insurer. 56 percent of the respondents are satisfied with the existing insurer, 28 percent are highly satisfied, 8 are dissatisfied, 4 percent of the respondents are moderately satisfied and 4 percent of the respondents are highly dissatisfied.

INFERENCE:

It is inferred that most (14 out of 25 respondents i.e., 56%) of the respondents are satisfied with the existing insurer because of the service they offer to the customers.

TABLE NO. 4.20

**Table showing the reasons for which the respondents have taken insurance policy
from a particular insurer**

S.No	Reasons for selecting the insurer	Number of respondents	Percentage (%)
1	Flexible plan	4	16
2	Brand name	2	8
3	Features	2	8
4	Easy claim settlement	3	12
5	Service	12	48
6	Premium amount	-	-
7	Other factors	2	8
	Total	25	100

INTERPRETATION:

The table 4.20 indicates the reasons for which the respondents have selected a particular insurer. 48 Percent of the respondents indicate that they selected a particular insurer for their service, 16 percent have selected an insurer as they are offering flexible plan, 12 percent of the schools have selected insurers for the sake of easy claims settlement. 8 percent of the respondents have selected insurers for the following reasons each, brand name, features of the policy and other factors including, being approached by a specific corporate broker each.

INFERENCE:

It is inferred that most (12 out of 25 respondents i.e., 48%) of the respondents have selected a particular insurer for the service they offer right from the initial marketing call, easy documentation formalities, to next renewal reminder call, further clarifications, etc.

TABLE NO. 4.21

Table showing the reasons for which the respondents have not taken insurance policy for students

S.No	If no policy is taken, why	Number of respondents	Percentage (%)
1	Not aware	2	4
2	Financial constraint	7	16
3	Not interested	5	11
4	No management support	3	7
5	Other reasons	28	62
	Total	45	100

INTERPRETATION:

The table 4.21 indicates the reasons for which the respondents have not taken insurance at present. 62 percent of the schools have not taken insurance because of other reasons, 16 percent have not taken because of financial constraint, 11 percent of the schools are not interested, 7 percent because of no management support and 4 percent of respondents have not taken insurance because of the reason that they are not aware of the need for insurance, no support from parents, Christian missionaries do not rely on insurance.

INFERENCE:

It is inferred that most (28 out of 45 respondents i.e., 62%) of the respondents have not taken insurance because of reasons like need for insurance is not yet felt, no support from parents, Christian missionaries do not rely on insurance, and in few schools, it is under process.

TABLE NO. 4.22

Table showing the extent of risk that the respondents' students meet

S.No	Extent of risk that their students meet	Number of respondents	Percentage (%)
1	Very high	-	-
2	High	7	10
3	Moderately high	18	26
4	Low	31	44
5	Very low	14	20
	Total	70	100

INTERPRETATION:

The table 4.22 indicates the extent of risk that the respondents' schools students meet. 44 percent of the respondents' schools student meet low risk, 26 percent meet moderately high risk, 20 percent meet very low risk, 10 percent of respondents meet high risk.

INFERENCE:

It is inferred that most (31 out of 70 respondents i.e., 44%) of the respondents' students meet only low risk as the respondents have conceived that at young age, the students will not meet with any health issues as adults and they are being taken care by parents and institution as well.

TABLE NO. 4.23

Table showing the awareness of the respondents regarding all the benefits of insurance for students

S.No	Awareness about all benefits of students insurance	Number of respondents	Percentage (%)
1	Very high	3	4
2	High	19	27
3	Moderately high	30	43
4	Low	13	19
5	Very low	5	7
	Total	70	100

INTERPRETATION:

The table 4.23 indicates the level of awareness of the respondents regarding all the benefits of group insurance policy for students. 43 percent of the respondents have moderately high awareness about the benefits of insurance for students, 27 percent have high awareness, 19 percent of respondents have low awareness, 7 percent have very low awareness and 4 percent have high level of awareness about all the benefits of group insurance for students.

INFERENCE:

It is inferred that most (43%) of the respondents have moderately high level of awareness regarding all the benefits of group insurance for students as the technical details of insurance remains yet highly unknown to them.

TABLE NO. 4.24**Table showing risks to be covered in future policy of the respondents**

S.No	Risks that are want to be covered in future	Number of respondents	Percentage (%)
1	Death	56	21
2	Disability	62	23
3	Medical expenses	53	19
4	Dental treatment	20	7
5	Staff protection	45	16
6	Parent protection	39	14
	Total	275	100

INTERPRETATION:

The table 4.24 indicates the basic risks, which are to be covered under the insurance policy in future by the respondents. 23 percent of the respondents wish to cover disability, 21 percent wish to cover death, 19 percent want to cover medical expenses, 16 percent wish to have staff protection, 14 wish to have parent protection and 7 percent want to cover dental treatment expenses.

INFERENCE:

It is inferred that most (62 out of 275 responses i.e., 23%) of the respondents wish to cover disability due to accident in insurance policy to be opted by them in future as they feel that their liability to the students comes only when there is some accident to the student inside their campus and has to be compensated with insurance.

TABLE NO. 4.25

Table showing the additional coverage preferred by the respondents

S.no	Additional coverage	Number of respondents	Percentage (%)
1	Study interruption	59	31
2	Compassionate visit	24	13
3	Private tuition	30	16
4	Personal liability	18	10
5	Bail bond	17	9
6	Baggage loss	19	10
8	Others(None)	20	11
	Total	187	100

INTERPRETATION:

The table 4.25 indicates the additional coverage that respondents prefer to have. 31 percent want to have study interruption cover, 16 wish to have private tuition, 13 percent want to have compassionate visit cover, 11 percent wish to have cover no additional covers, and 10 percent want personal liability cover, 10 percent for baggage loss, 9 for bail bond and all the covers.

INFERENCE:

It is inferred that most (59 out of 187 responses i.e., 31%) of the respondents prefer to have study interruption cover because as an educational institution they are very much concerned about preventing drop outs and to help the student to continue his studies.

TABLE NO. 4.26

Table showing the beneficiaries to be covered in future insurance policy of the respondents

S.no	Beneficiaries of future policy	Number of respondents	Percentage (%)
1	Students	70	43
2	Staff	50	31
3	Parents	43	26
	Total	163	100

INTERPRETATION:

The table 4.26 indicates the beneficiaries of the policy to be taken in future by the respondents. 43 percent of the respondents want students to be covered, 31 percent of respondents wish to cover staff also under the policy, 26 percent of the respondents what to include parents also in the policy and 23 percent of respondents want all of the above to be covered under insurance policy.

INFERENCE:

It is inferred that most (70 out of 163 responses i.e., 43%) of the respondents wish to cover mainly students in the insurance policy to be taken in future as it is made mandate to cover the students in an insurance policies and the inclusion of rest other parties to be covered are left to the discretion of the institution's management and willingness and the affordability of parents.

TABLE NO. 4.27**Table showing range of premium that respondents can pay per student per year**

S.No	Range of premium that can be paid per student in future (in Rs.)	Number of respondents	Percentage (%)
1	Less than 250	66	94
2	250-500	4	6
3	500-750	-	-
4	750-1000	-	-
5	More than 1000	-	-
	Total	70	100

INTERPRETATION:

The table 4.27 indicates the premium that respondents can pay per student per year. 94 percent of the respondents opine that they can pay less than Rs.250 as premium and 6 percent of the respondents can pay Rs.250 to Rs.500.

INFERENCE:

It is inferred that most (66 out of 70 respondents i.e., 94%) of the respondents can pay less than Rs.250 as premium as this is collected from parents in the fee and they can't force the parents to spend more at this time of economic slowdown where the parents struggle to pay even the fees.

TABLE NO. 4.28

Table showing the chance that the respondents will opt for such a policy in future.

S.No	Chances to buy such a policy in future	Number of respondents	Percentage (%)
1	Very high	6	9
2	High	21	30
3	Moderately high	31	44
4	Low	6	9
5	Very low	6	8
	Total	70	100

INTERPRETATION:

The table 4.28 indicates the chances for the respondents to buy such a policy in future. 44 percent of the respondents have moderately high chances to buy such a policy, 30 percent of the respondents have high chances to buy such a policy, 9 percent of the respondents have very high chances to buy the policy, 9 percent have low chances to buy the policy in future and 8 percent have very low chances to buy such a policy in future.

INFERENCE:

It is inferred that most (31 out of 70 respondents i.e., 44%) of the respondents have moderately high chances to opt for such a policy in future because it is made as a mandate by Supreme Court but limited by the lack of support from parents and other reasons too.

TABLE NO. 4.29

Table showing the preference towards an exclusive policy for students or Group protection policy against accident by the respondents

S.No	Preference for an exclusive policy/GPA	Number of respondents	Percentage (%)
1	Exclusive policy	47	67
2	Group Protection for Accident	23	33
	Total	70	100

INTERPRETATION:

The table 4.29 shows the preference of the respondents towards opting for an exclusive policy or a group accident protection policy. 67 percent of the respondents have preference towards exclusive policy whereas 33 percent have preference towards group accident policy

INFERENCE:

It is inferred that most (47 out of 70 respondents i.e., 67%) of the respondents have preference towards opting for an exclusive insurance policy for students as with reference to table 4.24, the respondents are mostly looking out for a combination of disability, death and medical expenses due to general illness cover in a single policy which an accident policy does not offer such cover.

TABLE NO. 4.30**Table showing the preferred insurer by the respondents in future**

S.No	Preferred insurer in future	Number of respondents	Percentage (%)
1	ICICI Lombard	4	6
2	Bajaj Allianz	3	4
3	Reliance General	1	1
4	TATA AIG	6	10
5	Royal Sundaram	1	1
6	Cholamandalam MS	5	7
7	Other private insurers	-	-
8	PSU	50	71
	Total	70	100

INTERPRETATION:

The table 4.30 indicates the preferred insurer by the respondents in the future. 71 percent of the respondents are having a preference towards Public Sector Undertakings, 10 percent of the respondents prefer TATA AIG General, 7 percent of the respondents have preference towards Cholamandalam MS, 6 percent of the respondents prefer ICICI prudential, 4 percent of the respondents are having preference towards Bajaj Allianz, and 1 percent of the respondents have preference towards Reliance General and Royal Sundaram each.

INFERENCE:

It is inferred that most (50 out of 70 respondents i.e., 71%) of the respondents have preference towards Public Sector Undertakings because most of them do not rely upon private insurers and have trust upon PSUs which are thought to be financially sound.

TABLE NO. 4.31

Table showing whether the respondents are aware of Cholamandalam MS General Insurance Company

S.No	Aware of CMSGIC	Number of respondents	Percentage (%)
1	Yes	37	53
2	No	33	47
	Total	70	100

INTERPRETATION:

The table 4.31 indicates the awareness of respondents regarding Cholamandalam MS General Insurance Company. 53 percent of the respondents are aware of Cholamandalam MS whereas 47 percent are not aware of the Cholamandalam MS.

INFERENCE:

It is inferred that most (37 out of 70 respondents i.e., 53%) of the respondents are aware of the Cholamandalam MS General Insurance Company as they have come to know about the company as their customers, through media, advisors, agents, brokers, and from friends and relatives.

TABLE NO. 4.32

Table showing whether the respondents will or did consider Cholamandalam MS policy before opting students insurance policy

S.No	Did/Will consider CMSGIC policy before opting students insurance	Number of respondents	Percentage (%)
1	Yes	33	47
2	No	37	53
	Total	70	100

INTERPRETATION:

The table 4.32 indicates whether the respondents will consider Cholamandalam MS General Insurance Company's students insurance policy or not before opting for an insurance policy. 53 percent of the respondents opine that they will not consider Cholamandalam MS insurance policy before opting for insurance, whereas 47 percent of the respondents did or will consider Cholamandalam MS insurance before opting for insurance policy.

INFERENCE:

It is inferred that most (37 out of 70 respondents i.e., 53%) of the respondents will not consider Cholamandalam MS General Insurance Company's insurance policy before opting for an insurance policy for the students as the majority of the respondents do not have a confidence on the private insurers with reference to table 4.30.

TABLE NO. 4.33

**Table showing the channel through which respondent came to know about
Cholamandalam MS**

S.No	Channel through which CMSGIC is known	Number of respondents	Percentage (%)
1	Advisors	2	5
2	Agents	14	38
3	Company's sales team	10	27
4	Media	10	27
5	Other channels	1	3
	Total	37	100

INTERPRETATION:

The table 4.33 indicates the channel through which the respondents became aware of the Cholamandalam MS General Insurance Company. 38 percent of the respondents have become aware of the company through agents, 27 percent through the company's direct sales team, 27 percent through media, 5 percent through advisors, 3 percent through the other miscellaneous channels like friends and relatives.

INFERENCE:

It is inferred that most (38%) of the respondents have come to know about Cholamandalam MS General Insurance Company through agents as this is the exhaustively used channel by the company to sell its policies.

TABLE NO. 4.34

Table showing the cross tabulation between locality of the respondents and their point of view regarding non-life insurance

Particulars	Point of view about non life insurance				
	Risk coverage	Financial protection against loss	Indemnity	Others	Total
Rural	13	4	1	1	19
Urban	34	17	-	-	51
Total	47	21	1	1	70

INTERPRETATION:

The table 4.34 is the cross tabulation between locality of the respondents and their point of view regarding non-life insurance. 49 percent of respondents from urban areas have conceived non-life insurance as risk coverage and 24 percent of the respondents from urban areas say that it is a financial protection against loss. 19 percent of respondents from the urban areas from rural regions have a opinion that non-life insurance facilitates risk coverage, 6 percent of respondents from rural areas say that non-life insurance is financial protection against loss. 1 percent of the rural respondents opine that non-life insurance is indemnity for the insurer to pay back to the customer as per the terms, and 1 percent of the rural respondents opine that it is good to the school and students.

INFERENCE:

It is inferred that majority (34 out of 70 respondents i.e., 49 %) of respondents are from urban areas and they think that non-life insurance facilitates risk coverage against all sort of risks they encounter.

TABLE NO. 4.35

Table showing the cross tabulation between the locality, nature of institution of the respondents and whether they are aware of the supreme court verdict and insured at present

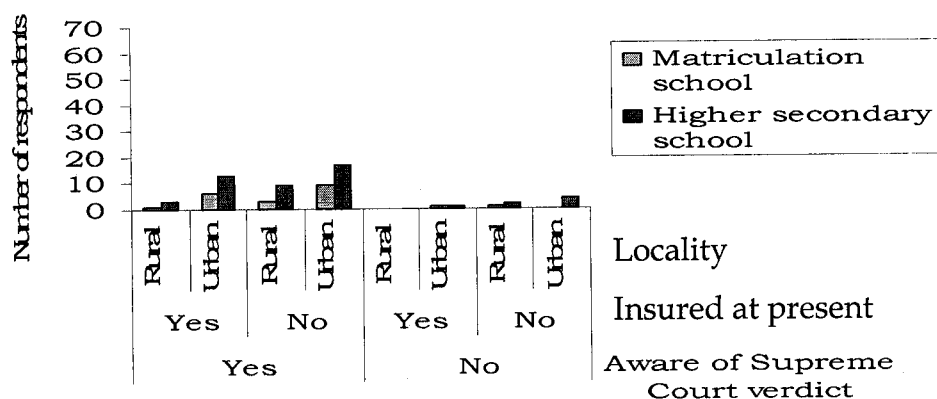
Aware Of Supreme Court Verdict	Taken Insurance At Present	Locality	Nature Of Institution		
			Matriculation school	Higher secondary school	Total
Yes	Yes	Rural	1	3	4
		Urban	6	13	19
	No	Rural	3	9	12
		Urban	9	17	26
No	Yes	Rural	-	-	-
		Urban	1	1	2
	No	Rural	1	2	3
		Urban	-	4	4
Total			21	49	70

INTERPRETATION:

The table 4.36 is the cross tabulation between locality of the respondents, nature of institution, their awareness regarding the Supreme Court verdict and whether they are currently insured which brings out the segments of existing customers and prospects of insurance policy for schools. 24 percent of the respondents are located in urban areas, which are higher secondary schools, aware of the Supreme Court judgement yet have not taken insurance at present. 20 percent of the respondents are urban higher secondary schools that are aware of the Supreme Court verdict and have taken insurance at present. 13 percent of the respondents are urban matriculation schools that are aware of

the judgement but have not insured currently. 13 percent of the respondents are rural higher secondary schools that are aware of the judgement but have not insured at present. 9 percent of the respondents are Matriculation schools located in urban areas, which are aware of the ruling and have been insured at present. 6 percent of the respondents are urban higher secondary schools that are not aware as well have not taken insurance as of now. 4 percent of the respondents are rural higher secondary schools that are aware of the verdict and are insured at present. 4 percent of rural matriculation schools are aware of the ruling and are yet to be insured. 3 percent of the respondents are rural higher secondary which are not aware of the Supreme Court ruling and yet to be insured. 1 percent of the respondents are rural matriculation schools, aware of the judgement and insured at present. 1 percent of the urban matriculation and higher secondary schools each are not aware of the ruling but are insured at present. 1 percent of the rural matriculation schools are not aware and not insured at present.

Chart 4.35 showing existing customers and prospects of students' insurance policy



INFERENCE:

It is inferred that most (17 out of 70 respondents i.e., 24%) of the respondents are located in urban areas, which are higher secondary schools that are aware of the Supreme Court verdict but are not insured at present .

TABLE 4.36

Table showing the cross tabulation between the locality, students' strength of the respondents and whether they are aware of Supreme Court verdict and have insured at present

Aware Of Supreme Court Verdict	Taken Insurance At Present	Locality	Students' Strength					Total
			Less than 500	500 to 1000	1000 to 1500	1500 to 2000	More than 2000	
Yes	Yes	Rural	1	1	-	1	1	4
		Urban	4	4	4	2	5	19
	No	Rural	3	3	6	-	-	12
		Urban	6	12	2	2	4	26
No	Yes	Rural	-	-	-	-	-	-
		Urban	1	1	-	-	-	2
	No	Rural	1	2	-	-	-	3
		Urban	-	1	1	2	-	4
Total			16	24	13	7	10	70

INTERPRETATION:

The table 4.36 is the cross tabulation between locality of the respondents, students' strength, their awareness regarding the Supreme Court verdict and whether they are currently insured. 17 percent of the respondents are urban schools with students' strength of the range 500-1000, which are aware of Supreme Court ruling and yet are not insured. 9 percent of the respondents are rural schools of students' strength ranging between 1000-1500, which are aware of the Supreme Court ruling and are not insured. 9 percent of the respondents are urban schools of students' strength less than 500, which are aware

of Supreme Court judgement and are not insured. 7 percent of the respondents are urban schools with more than 2000 students who are aware of Supreme Court verdict and are insured at present. 6 percent of the respondents are urban schools with students' strength ranging less than 500, 500-1000, 1000-1500 each is aware of the Supreme Court verdict and also have taken insurance for students. 6 percent of the respondents are urban schools with more than 2000 students, which are aware of the Supreme Court verdict but have not insured. 5 percent of the respondents are rural schools with students' strength category less than 500 and 500-1000 each are aware of the Supreme Court verdict and have not taken insurance. 3 percent of the respondents are urban schools with 1500-2000 students, which are aware of the Supreme Court judgement and have insured. 3 percent of the respondents are urban schools with 1500-2000 students, which are aware of the Supreme Court judgement and have not insured. 3 percent of the respondents are urban schools with 1000-1500 students, which are aware of the Supreme Court judgement and have not insured. 3 percent of the respondents are urban schools with 1500-2000 students, which are not aware of the Supreme Court judgement and have not insured. 3 percent of the respondents are rural schools with 500-1000 students, which are not aware of the Supreme Court judgement and have not insured. 1 percent of the respondents are rural schools with less than 500 students, which are aware of the Supreme Court judgement and are insured. 1 percent of the respondents are rural schools with 500-1000 students, which are aware of the Supreme Court judgement and are insured. 1 percent of the respondents are rural schools with 1500-2000 students, which are aware of the Supreme Court judgement and are insured. 1 percent of the respondents are rural schools with more than 2000 students, which are aware of the Supreme Court judgement and are insured. 1 percent of the respondents are urban schools with less than 500 students, which

are not aware of the Supreme Court judgement and are insured. 1 percent of the respondents are urban schools with 500-1000 students are not aware of the Supreme Court judgement and are insured. 1 percent of the respondents are rural schools with less than 500 students are not aware of the Supreme Court verdict and are not insured. 1 percent of the respondents are urban schools with 500-1000 students are not aware of the Supreme Court verdict and are not insured. 1 percent of the respondents are urban schools with 1000-1500 students are not aware of the Supreme Court verdict and are not insured.

INFERENCE:

It is inferred that most (12 out of 70 respondents i.e., 17 %) of the respondents are urban schools with students' strength of the range 500-1000, which are aware of Supreme Court ruling and yet are not insured.

TABLE NO. 4.37

Table showing the cross tabulation between reasons for which respondents have not insured at present and their awareness about all the benefits of students insurance

Particulars	Awareness About all the Benefits Of Students Insurance					
	Very high	High	Moderately high	Low	Very low	Total
Not aware	-	-	-	2	-	2
Financial constraint	-	-	5	2	-	7
Not interested	-	-	3	-	2	5
No management support	1	1	1	-	-	3
Other reasons	2	6	13	4	3	28
Total	3	7	22	8	5	45

INTERPRETATION:

The table 4.37 is the cross tabulation between the reasons for which respondents have not insured and their awareness level about all the benefits of group insurance policy for students. 29 percent of the respondents have not taken insurance for other reasons like no parents' support, as they dint realize the need for insurance so far and it is under process in some of the schools and they have moderately high awareness regarding the benefits of group insurance policy for students. 13 percent of the respondents are not insured due to the reasons other than considered as mentioned above and have high level of awareness

of the benefits of insurance for students. 11 percent of the respondents are not insured due to other reasons and have moderately high awareness about the benefits of insurance for students. 9 percent of the respondents are not insured due to other reasons and have low awareness about the benefits of group insurance for students. 7 percent of the respondents are not interested to take insurance but are moderately aware of benefits of students insurance. 7 percent of the respondents are again not insured for other reasons than considered, but have low level of awareness about insurance for students. 4 percent of the respondents are not insured due to the reasons like not aware, financial constraint, not interested and other reasons and have either high, very high, low and very low level of awareness each. 2 percent of the respondents are not insured due to no management support and have either very high, high or moderately high awareness about the benefits of group insurance for students.

INFERENCE:

It is inferred that most (13 out of 45 respondents i.e., 29 %)of the respondents have not taken insurance for reasons like no parents' support, as they dint realize the need for insurance so far and it is under process in some of the schools. They are found to have moderately high awareness regarding the benefits of group insurance policy for students.

TABLE NO. 4.38

Table showing the cross tabulation between the locality of the respondents, and the risks to be covered in future for the existing customers and prospects

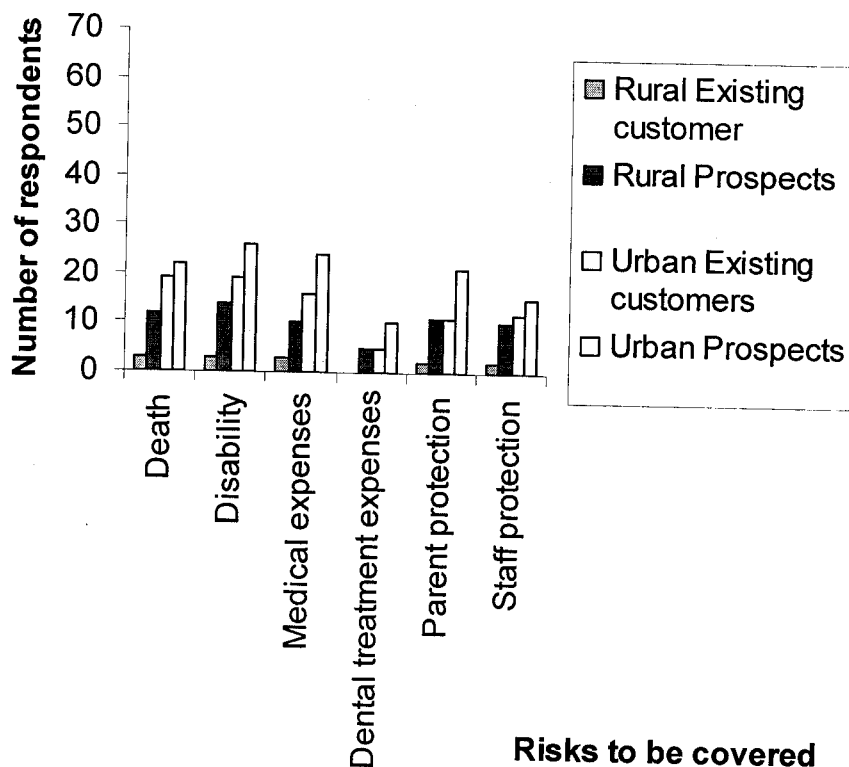
Locality	Existing customer or Prospect	Risks to be covered in future policy						Total
		Death	Disability	Medical expenses	Dental treatment expenses	Parent protection	Staff protection	
Rural	Existing customer	3	3	3	-	2	2	13
	Prospects	12	14	10	5	11	10	62
Urban	Existing customers	19	19	16	5	11	12	82
	Prospects	22	26	24	10	21	15	118
Total		56	62	53	20	45	39	275

INTERPRETATION:

The table 4.38 is the cross tabulation between the locality of the respondents, whether they are existing customer or a prospect and their preference towards the risks to be covered in the future policy. 23 percent of the existing customers and prospects wish to cover accident under the future insurance policy. 21 percent of the respondents wish to cover death under insurance. 19 percent of the respondents prefer medical expenses cover in insurance policy. 16 percent of the respondents want the staffs' protection to be covered in their policy. 14 percent of the existing and prospect customers prefer the

parent's protection cover also to be included in insurance. 7 percent of the respondents want the dental treatment expenses cover to be given in the insurance policy.

Chart 4.38 showing the locality of the respondents, and the risks to be covered in future for the existing customers and prospects



INFERENCE:

It is inferred that most (62 out of 275 responses i.e., 23 %)of the respondents, the existing customers and prospects from both urban and rural areas prefer the disability due to accident to be covered in their insurance policy to be taken in future.

TABLE NO. 4.39

Table showing the cross tabulation between locality of the respondents, nature of the institution, and the preferred range of premium

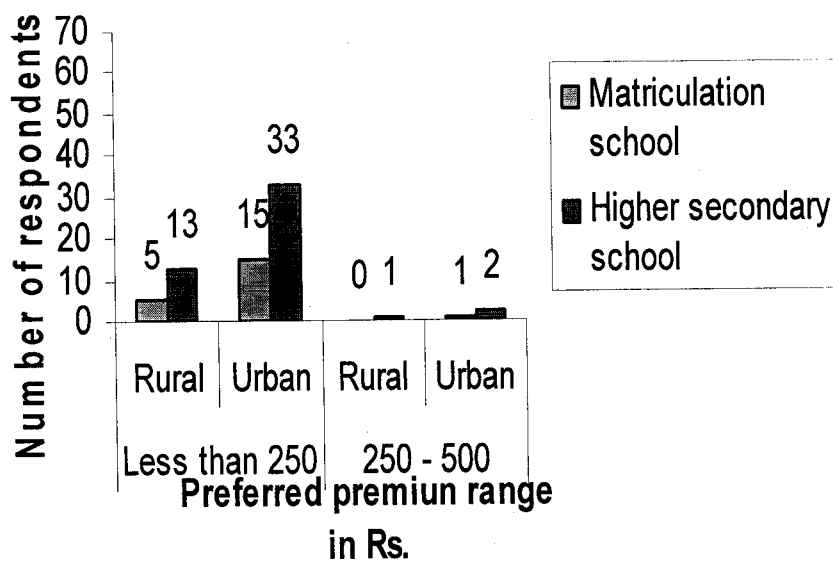
Range Of Premium In Rs	Locality	Nature Of Institution		
		Matriculation school	Higher secondary school	Total
Less than 250	Rural	5	13	18
	Urban	15	33	48
250 - 500	Rural	-	1	1
	Urban	1	2	3
Total		21	49	70

INTERPRETATION:

The table 4.39 is the cross tabulation between the locality of the respondents and their nature of institution and range of premium that they wish to pay per student per year in Rupees. 47 percent of the respondents are urban higher secondary schools that are willing to pay less than Rs.250. 21 percent of the respondents are urban matriculation schools that are preferring less than Rs.250 to be their premium range. 20 percent of the respondents are rural higher secondary schools that prefer the range of premium as less than Rs.250. 7 percent of the respondents are rural matriculation schools which want their premium to be less than Rs.250. 3 percent of the urban higher secondary schools are willing to pay premium in the range of Rs.250 to Rs.500. 1 percent of the rural higher

secondary and urban matriculation schools are preferring the premium range of Rs.250 to Rs.500 each.

Chart 4.39 showing the locality of the respondents, nature of institution and their preferred range of premium in Rs.



INFERENCE:

It is inferred that most (33 out of 70 i.e., 47 %) of the respondents are urban higher secondary schools that are willing to pay less than Rs.250

TABLE 4.40

Table showing the cross tabulation between the locality of the insured respondents, their existing insurer and the reason for which the particular insurer is chosen by the respondent

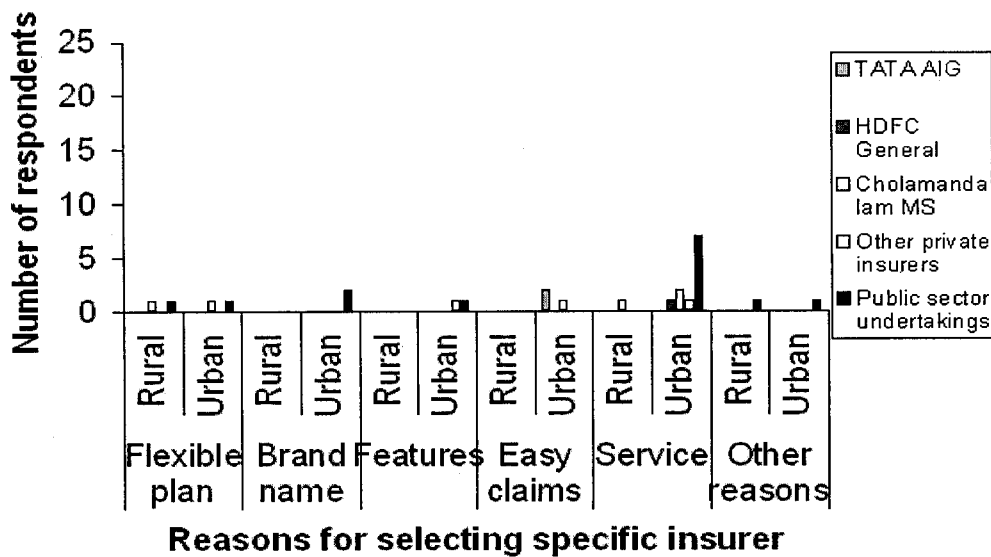
Reasons	Locality	Existing insurer					Total
		TATA AIG	HDFC General	Cholamandalam MS	Other private insurers	Public sector undertakings	
Flexible plan	Rural	-	-	1	-	1	2
	Urban	-	-	1	-	1	2
Brand name	Rural	-	-	-	-	-	-
	Urban	-	-	-	-	2	2
Features	Rural	-	-	-	-	-	-
	Urban	-	-	-	1	1	2
Easy claims settlement	Rural	-	-	-	-	-	-
	Urban	2	-	1	-	-	3
Service	Rural	-	-	1	-	-	1
	Urban	-	1	2	1	7	11
Other reasons	Rural	-	-	-	-	1	1
	Urban	-	-	-	-	1	1
Total		2	1	6	2	14	25

INTERPRETATION:

The table 4.40 is the cross tabulation between the locality of the respondents, their existing insurer and reasons for which they have chosen the specific insurer. 56 percent of the respondents prefer Public Sector Undertakings for the reasons like flexible plan, brand name, features of the policy, service and other reasons too. 24 percent of the

respondents have taken insurance from Cholamandalam MS General Insurance Company due to reasons like flexible plan and service. 8 percent of the currently insured respondents have taken insurance from TATA AIG General for easy claims settlement and another 8 percent of the respondents from other private insurers due to features of the policy and service. 4 percent of the respondents have taken insurance from HDFC General due to service offered by them.

Chart 4.40 showing reasons for which a specific insurer is selected by respondents



INFERENCE:

It is inferred that most (14 out of 25 i.e., 56 %)of the respondents prefer Public Sector Undertakings for the reasons like flexible plan, brand name, features of the policy, service and other reasons too. 24 percent of the respondents have taken insurance from Cholamandalam MS General Insurance Company due to reasons like flexible plan and service.

TABLE 4.41

Table showing the cross tabulation between locality of the respondents and their preferred insurer in future

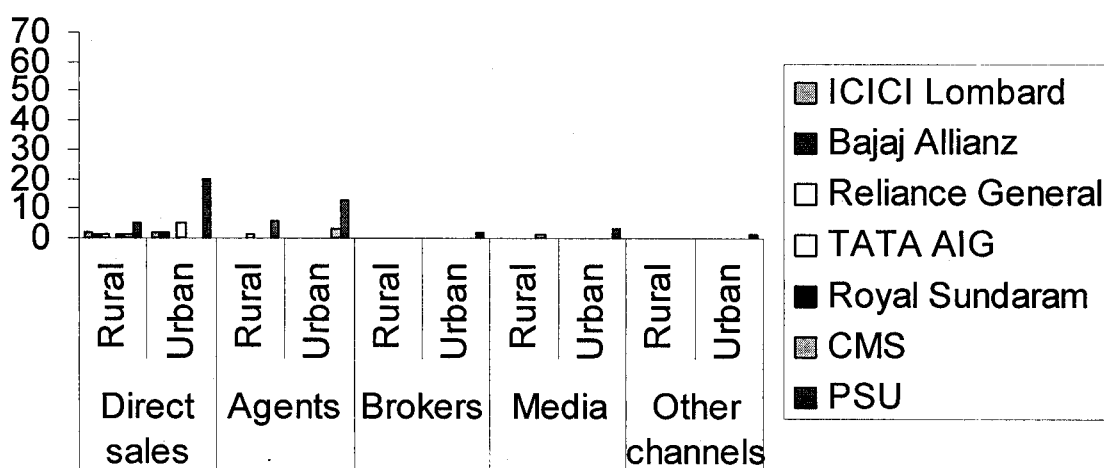
Channel to know about policy	Locality	Preferred Insurer In Future							
		ICICI Lombard	Bajaj Allianz	Reliance General	TATA AIG	Royal Sundaram	CMS	PSU	Total
Company's direct sales team	Rural	2	1	1	-	1	1	5	11
	Urban	2	2	-	5	-	-	20	29
Agents	Rural	-	-	-	1	-	-	6	7
	Urban	-	-	-	-	-	3	13	16
Brokers	Rural	-	-	-	-	-	-	-	-
	Urban	-	-	-	-	-	-	2	2
Media	Rural	-	-	-	-	-	1	-	1
	Urban	-	-	-	-	-	-	3	3
Other channels	Rural	-	-	-	-	-	-	-	-
	Urban	-	-	-	-	-	-	1	1
Total		4	3	1	6	1	5	50	70

INTERPRETATION:

The table 4.41 is the cross tabulation between the locality, preference of the respondents towards the channel through which they can know better about the policy and the preferred insurer in future. 57 percent of the respondents prefer company's direct sales team and majority of them have preferred Public Sector Undertakings. 33 percent of the respondents have preferred agents as the best source to know about a policy, majority

from the Public Sector Undertakings. 6 percent prefer media as best source and 3 percent wish the channel to be brokers and 1 percent prefer other channels like friends, relatives, existing customers. The trend for preferred insurer is as follows from majority to minority that is Public Sector Undertakings, TATA AIG General, Cholamandalam MS, ICICI Lombard, Bajaj Allianz, Reliance general and other private insurers.

Chart 4.41 showing the preferred insurer in future by the respondents and the preferred channel



INFERENCE:

It is inferred that most (33 out of 70 respondents i.e., 57%) of the respondents prefer company’s direct sales team as the best channel to know about a policy and majority of them have preferred Public Sector Undertakings.

TABLE NO. 4.42

Table showing the weighted average of level of satisfaction with existing insurer, extent of risk that respondent school students meet, awareness level regarding benefits of insurance policy and chances to buy such insurance policy in future

S.No	Particulars	Very high (5)	High (4)	Moderately high (3)	Low (2)	Very low (1)	Total number of respondents	Weighted average
1	Level of satisfaction with existing insurer	7	14	1	2	1	25	3.96
2	Extent of risk that students meet	-	7	18	31	14	70	2.26
3	Awareness about all the benefits of group insurance for students	3	19	30	13	5	70	3.03
4	Chances to buy such a policy in future	6	21	31	6	6	70	3.21

INTERPRETATION:

The table 4.42 is the weighted average of level of satisfaction with existing insurer, extent of risk that respondent school students meet, awareness level regarding benefits of insurance policy and chances to buy such insurance policy in future. The average level of

satisfaction with the existing insurer by the respondents who are currently insured is high. The average level of risk that students of the respondent schools meet is moderately high. The average level of awareness of the respondents regarding all the benefits of group insurance policy for students is moderately high. The chance for the respondents on an average to buy such policy as indicated by them in future is moderately high.

INFERENCE:

It is inferred that on an average, the level of satisfaction with existing insurer by the currently insured respondents is high. The extent of risk that students of respondent schools meet, the average level of awareness of the respondents and the chance for the respondents to buy the policy on average are moderately high.

TABLE 4.43

Table showing the profile of target customers

S.No	Characteristics	Target group
1	Location	Urban
2	Years since establishment	10 to 20 years
3	Nature of the institution	Higher secondary schools
4	Management entity	Trust
5	Students' strength	500 to 1000
6	Staffs' strength	Less than 100

INTERPRETATION

Table 4.43 indicates the profile of target customers that the company can focus upon based on the majority of the findings projected by tables 4.1 to 4.6. The target group is observed to have the following characteristics.

- The target customers are mostly located in urban areas.
- The target customers are schools that fall in the range of 10 to 20 years since their establishment.
- The target customers are mostly higher secondary schools.
- The target customers' management is mostly run by a trust.
- The target customers have students' strength mostly ranging between 500 to 1000.
- The target customers have staffs' strength mostly less than 100.

Conclusion

CHAPTER 5

CONCLUSION

This chapter deals with the key findings and suggested recommendations for the study.

5.1 FINDINGS

5.1.1 PROFILE OF THE RESPONDENTS

- Majority of the respondents are located in urban areas.
- Most of the respondents are in existence for about 10 to 20 years.
- Majority of the respondents are higher secondary schools.
- Most of the respondents' management is run by trust.
- Majority of the schools have strength of students as 500 to 1000.
- Most of the respondents have the staffs' strength to be less than 100.

5.1.2 GENERAL OPINION ABOUT THE NON-LIFE INSURANCE INDUSTRY

- Majority of the respondents have a point of view that non-life insurance facilitates risk coverage.
- Most of the respondents prefer company's direct sales team as best source to know better about the policy features.
- Majority of the respondents are influenced by the extent of risk coverage the policy offers and the good service offered by the insurer, when they are opting for an insurance policy.
- Most of the respondents expect improvements in the non-life insurance industry in terms of good service.

5.1.3 RESPONDENTS' AWARENESS REGARDING SUPREME COURT RULING AND THEIR INSURANCE STATUS

- Majority of the respondents are aware of the Supreme Court verdict that Schools should take insurance policy for their students.
- Most of the respondents are not insured at present.

5.1.4 EXISTING CUSTOMER BEHAVIOUR

- Majority of the respondents have taken insurance from Public Sector Undertakings.
- Most of the schools have taken insurance to cover the medical expenses.
- Majority of the respondents are paying less than Rs.100 as premium per student per year.
- Most of the respondents have taken insurance for a period of 1 year.
- Majority of the respondents who are currently insured have claimed Rs.5000 to Rs.50000.
- Most of the respondents have insured for the students.
- Majority of the respondents are satisfied with the existing insurer.
- Most of the insurers have selected a particular insurer for the service they offer.

5.1.5 FACTORS FOR NOT HAVING INSURED

- Majority of the respondents have not taken insurance because of reasons like need for insurance is not yet felt, no support from parents, Christian missionaries do not rely on insurance, and it is under perusal in some schools.

5.1.6 FACTORS THAT CAN INFLUENCE THE DECISION TO OPT INSURANCE POLICY IN FUTURE

- Most of the respondents' students meet only low risk
- Majority of the respondents has moderately high level of awareness regarding all the benefits of group insurance for students.

5.1.7 EXPECTED CUSTOMER PREFERENCES IN FUTURE

- Most of the respondents wish to cover disability due to accident in insurance policy to be opted by them in future.
- Majority of the respondents prefer to have study interruption cover
- Most of the respondents wish to cover students in the insurance policy to be taken in future.
- Majority of the respondents can pay less than Rs.250 a premium.
- Most of the respondents have moderately high chances to opt for such a policy in future.
- Majority of the respondents have preference towards opting for an exclusive insurance policy for students
- Most of the respondents have preference towards Public Sector Undertakings.

5.1.8 AWARENESS AND PREFERENCE TOWARDS CHOLAMANDALAM MS GENERAL INSURANCE COMPANY

- Majority of the respondents are aware of the Cholamandalam MS General Insurance Company.

- Most of the respondents will not consider Cholamandalam MS General Insurance Company's insurance policy before opting for an insurance policy for the students.
- Majority of the respondents have come to know about Cholamandalam MS General Insurance Company through agents.

5.1.9 PERCEPTION ABOUT NON-LIFE INSURANCE BY DIFFERENT SEGMENTS OF MARKET

- Majority of respondents are from urban areas and they think that non-life insurance facilitates risk coverage against all sort of risks they encounter.

5.1.10 SEGMENTATION OF THE MARKET INTO EXISTING CUSTOMERS AND PROSPECTS

- Most of the respondents are located in urban areas, which are higher secondary schools that are aware of the Supreme Court verdict but are not insured at present which form the major chunk of prospects.
- Majority of the respondents are urban schools with students' strength of the range 500-1000, which are aware of Supreme Court ruling and yet are not insured.

5.1.11 REASONS FOR NOT HAVING INSURED AND AWARENESS LEVEL ABOUT THE BENEFITS OF STUDNETS INSURANCE

- Most of the respondents have not taken insurance for reasons like no parents' support, as they dint realize the need for insurance so far and it is under process in

some of the schools. They are found to have moderately high awareness regarding the benefits of group insurance policy for students.

5.1.12 MOST PREFERRED BASIC FEATURES IN STUDENTS INSURANCE POLICY

- Majority of the respondents, that is the existing customers and prospects prefer the disability due to accident to be covered in their insurance policy to be taken in future.

5.1.13 MOST PREFERRED PREMIUM RANGE FOR THE POLICY

- Most of the respondents are urban higher secondary schools that are willing to pay less than Rs.250

5.1.14 FACTORS INFLUENCING THE PREFERENCE TOWARDS AN INSURER

- Majority of the respondents prefer Public Sector Undertakings for the reasons like flexible plan, brand name, features of the policy, service and other reasons too. 24 percent of the respondents have taken insurance from Cholamandalam MS General Insurance Company due to reasons like flexible plan and service.
- Most of the respondents prefer company's direct sales team as the best channel to know about a policy and majority of them have preferred Public Sector Undertakings

5.1.15 FINDINGS USING WEIGHTED AVERAGE

- It is inferred that on an average, the level of satisfaction with existing insurer by the currently insured respondents is high. The extent of risk that students of respondent schools meet, the average level of awareness of the respondents and the chance for the respondents to buy the policy on average are moderately high.

5.2 SUGGESTIONS

The following recommendations emanates from the study.

1. Company's direct sales team, being the most preferred channel by the customers to know about the policy details, it should be used extensively to promote the sale of the policy as this would benefit the customer in getting a better knowledge of the policy and intermediation fee can also be avoided. The sales team should also be well educated about the pricing of the policy, the reason for why a feature is offered in policy so as to enable him in a position to substantiate and persuade the prospect or existing customer with adequate information and make a prospect into a customer and to make an existing customer to switch to an exclusive policy like CHAPS if it is really suiting to the needs of the customers.
2. Schools, which are aware of the Supreme Court verdict regarding insurance for schools and those who have not opted the policy, should be the primary target segment that has to be immediately addressed as they are showing high or moderately high willingness to buy such policy in future. The company can also focus upon not only the private schools but also the partly aided and aided schools with a low priced policy, which will suit to their needs and capabilities.

3. Awareness of the schools regarding the need for insurance, have to be improved through campaigns as a bundled effort with already running campaigns by Cholamandalam MS for marketing the life insurance policies of AVIVA Life insurance by visiting schools. This can be a cost effective means of creating awareness.

4. Being conservative may not help a market player to hit the mass to capture a huge share. It is the need of the hour for any market player to make his presence known to the market, as the competition is becoming more and more intense everyday with a large number of private and foreign entrants into the field. Awareness about Cholamandalam MS General Insurance Company seems to be less when compared to that of Public Sector Undertakings and other private players. The Media has to be made use of, to reach the mass so as to make their presence known. Sales channels and advisors have to be used by the company to extend the awareness about their brand in a manner that reinforces their presence again in the minds of customers and prospects.

5. Reliability of the private insurers needs to be evidenced by the customers. This is being regretted by some segment of customers having experienced the repudiation of claims as they make claims, being ignorant of the terms and conditions of the policy or at times inflated claims too. But the company has to be much concerned about the ignorant claims that result in a dissatisfied customer. Gone off the days where caveat emptor was the slogan but today it is caveat vendor and it's the ultimate responsibility of the company and its representatives to educate the customers fully aware of the terms and conditions of the policy. Extent of risk coverage of the policy and good

service & claims settlement by the insurer, being the most influencing factors towards the selection of a specific insurer, such factors have to be focused by the company to have a good penetration into the market

6. Terms and conditions of an insurance policy in a manual has to be made concise and manual has to be designed in a customized manner that interests the customer so as to develop an inclination towards reading and understanding of the policy condition and also opting the policy rather than being bored by the conventional terms that makes sense only to the experts in the field.
7. A critical competitor analysis on the basis of the rural segment needs for insurance and pricing of the policy will help the company to offer a better priced policy which can cater to the needs of the rural segment too.
8. Indian population is considered to be a 'save' cultured economy rather than a spending economy and mostly human tendency is to look out for returns out of any worthwhile spending of money. Insurance being seen as investment in Life insurance sector, here in non-life insurance it is only a compensation amount reserved by the customers for any uncertainties. If no claim is being made by the customers, to appreciate him/her, apart from the No Claim Bonus (NCB) given as discount in sum insured of the future policy, when the returns of his/her money being invested in some form by the company, is shared as a percentage with the customer, then the customer may be happy atleast with the part of his spending that has reaped returns to him.

5.3 CONCLUSION

The Supreme Court verdict for the Public Interest Litigation filed by Mr. Avinash Mehrotra has provided a new avenue for the insurance companies to tap the market of schools as it is being made a mandate for every school to take fire safety and group insurance policy for their students as the judgement for the case. The market is also found to be seemingly responsive to the verdict and few of them seem to be providing businesses to the insurers even before such a mandate is made. At this outset, a number of players starting with the giants like United India Assurance, National Insurance, Oriental Insurance and many other private insurers who dare to take huge risks and many new entrants awaiting to roll out into action pose a highly intense competition to fight with. Against this background the study has attempted to study the potential for insurance in schools and whether Cholamandalam MS can tap this opportunity for their new policy CHAPS designed to serve this market segment. The segmentation of the market, basic features expected out of insurance policy for students, the range of premium that the market is willing to afford for a policy like CHAPS and the various factors influencing the preference towards a specific insurer, are studied. The findings will enable the marketers, and product designers to frame strategies to capture the market share in insurance for educational institutions.

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Appendix

QUESTIONNAIRE

Name of the institution: _____

Address: _____

Contact person: _____

Contact number: _____

Locality of the institution: _____

Year of establishment: _____

Nature of the institution:

- Primary Upper middle Matriculation Higher secondary Arts Engineering
 Others

Who runs the institution?

- Charity Trust Independent entity Company Others

What is the students & staffs strength of the institution?

i) Students

- Less than 500 500 – 1000 1000 – 1500 1500 – 2000 More than 2000

ii) Staff (both teaching and nonteaching)

- Less than 100 100 – 200 200 – 300 300 – 400 More than 400

1. What is your point of view about general (i.e., Non-life) insurance?

- Risk coverage Financial protection against loss Indemnity Others, please specify

2. From whom do you think that you can know better about the policy features?

- Company's direct sales team Agents Brokers Media Other channels, please specify
- _____

3. What are the factors that influence your preference towards opting for an insurance policy? (Please note that you can select more than one option)

- Extent of risk coverage Policy features Premium amount Service & Claims settlement All the above

4. As a customer, what are the improvements that you wish to have in the current general insurance avenues? (Please note that you can select more than one option)

- More awareness More benefits Good service More discount All the above Others, please specify _____

5. Are you aware of the Supreme Court verdict that schools should take insurance (i.e., fire safety and accident protection) policy for their students? Yes No

6. Have you taken any insurance policy for the students at present? Yes No

7. If yes,		
i)	From whom?	a)Royal Sundaram b)TATA AIG General c)HDFC General d)Reliance General e)Cholamandalam MS f)Other private insurers g)Public Sector Undertakings (National Insurance, New India Assurance, Oriental general Insurance, United India Insurance)
ii)	Risk cover details	a) Death b) Disability c) Medical expenses d) Others
iii)	Premium per student (in Rs.)	a) Less than 100 b) 100-200 c) 200-300 d) 300-400 e) More than 400
iv)	Period of cover(with Risk Start Date)	a) Less than 1 year b) 1 year c) More than 1 year
v)	Claim history details (if any with the period)	a)Less than 250 b)250 – 5,000 c)5,000 – 50,000 d)50,000-1,00,000 e)More than 1,00,000
vi)	Beneficiaries	a)Students b)Staff c)Parents d)All the above
vii)	Level of satisfaction	a)Highly satisfied b)Satisfied c)Neither satisfied nor dissatisfied d)Dissatisfied e)Highly dissatisfied
viii)	Why that insurer?	a)Flexible plan b)Brand name c)Features d)Easy claim settlement e)Service f)Premium g)Other factors, please specify _____

8. If no, why? Not aware Financial constraint Not interested No Management support
 Other reasons, please specify _____

9. Particulars	Very high	High	Neutral	Low	Very low
Extent of risk that your students meet					
Your awareness about all the benefits of group insurance policy for students					

10. What are the aspects that you would like to cover under insurance for students? (Please note that you can select more than one option)

Death Disability due to accident General illness Dental treatment expenses Parent protection
 Staff protection All the above

11. What other additional coverage that you prefer from the following? (Please note that you can select more than one option)

Study interruption Private tuition Compassionate visit Baggage loss Bail bond Personal liability
 All the above Others, please specify _____

12. Who are the beneficiaries, you want to be covered under group insurance policy? (Please note that you can select more than one option) Students Staff Parents All the above

13. What is the range of premium that you can pay per student per year? (In Rs.)

Less than 250 250 to 500 500 to 750 750 to 1000 More than 1000

14. Particulars	Very high	High	Neutral	Low	Very low
Chances for you to buy such a policy with above said features					

15. If you would buy the policy in future, which of the following do you wish to take?

- An exclusive policy for students General group accident policy

16. From whom do you prefer to take the policy in future?

- ICICI Lombard Bajaj Allianz Reliance General TATA AIG Royal Sundaram
 Cholamandalam MS Other private insurers Public Sector Undertakings (National Insurance, New India Assurance, Oriental general Insurance, United India Insurance)

17. Particulars	Yes	No
i) Aware of Cholamandalam MS General Insurance		
ii) Did/will you compare Cholamandalam MS with other insurers before opting for such a group insurance policy for students?		

18. How did you come to know about Cholamandalam MS? (Please note that you can select more than one option) Advisors Agents Company's sales team Media Other channels, please specify

Thank you very much for your valuable responses