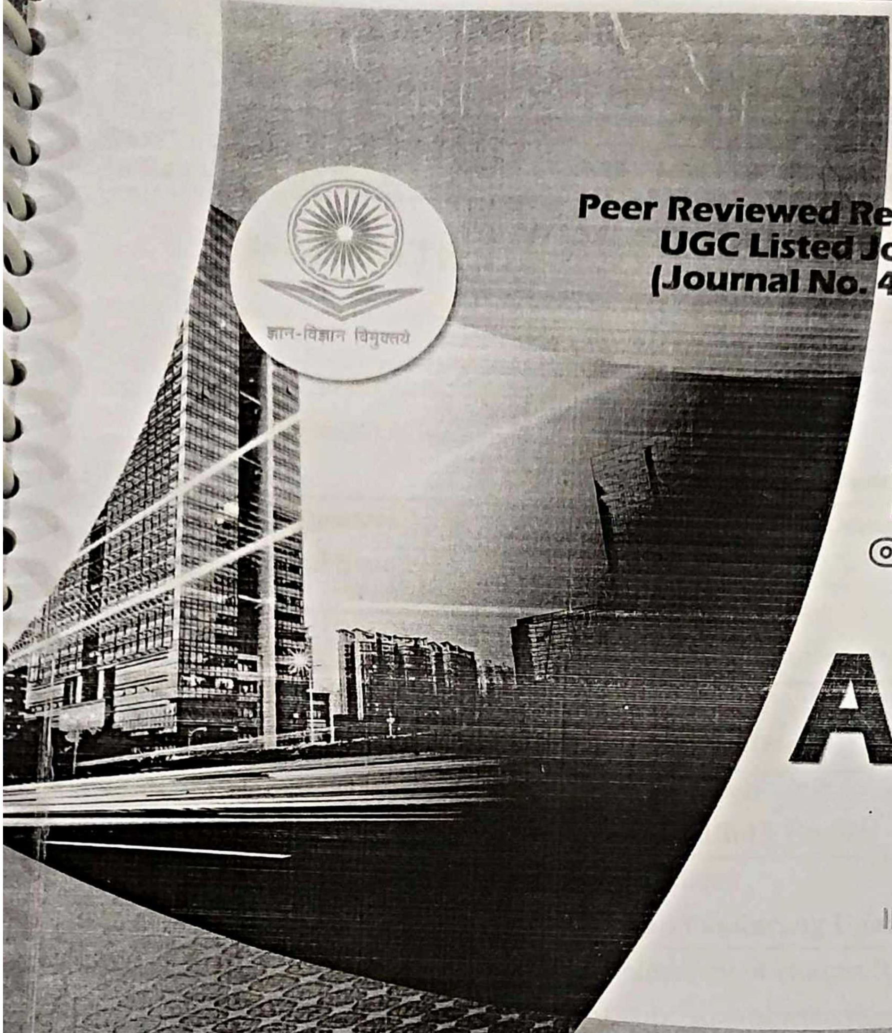

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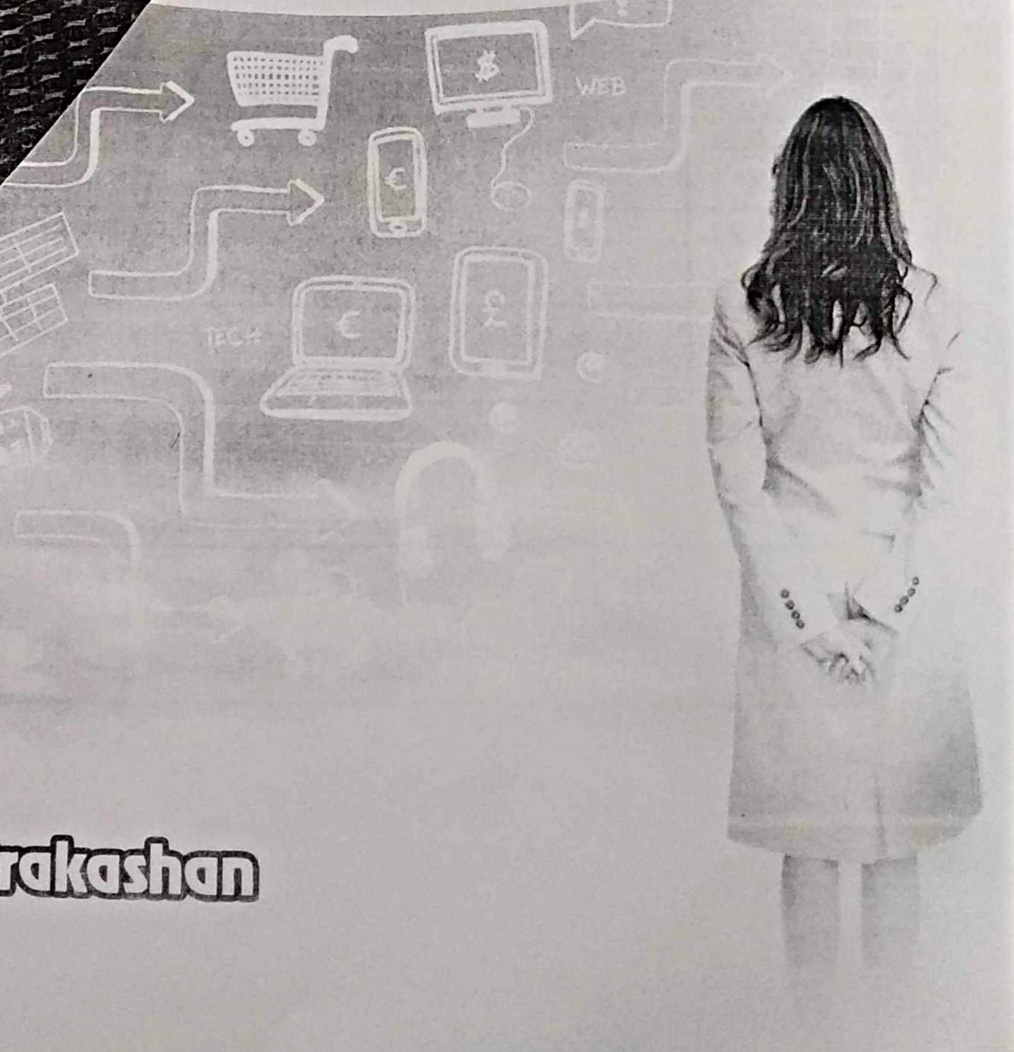

Ajanta Prakashan

CONTENTS OF ENGLISH PART - II

21. Impact of Banking Sector Reforms on the Profitability and Productivity of Banking in India - An Analysis

Mr. Sachin S. Rudrawar
Asst. Professor, Sunderrao Solanke Mahavidyalaya, Majalgaon, Beed.

Introduction

Commercial banks, as the monetary intermediaries between the savers and the investors, play a significant role in the modern economy based on large scale system of production. The banks accept deposits from the savers and use the resources so collected for lending loans to the borrowers and investors and thereby mobilise the savings of the people for productive purposes. Besides acting as a link between the savers and the investors, commercial banks add to the supply of purchasing power, money, in an economy through their ability to create money in the form of bank credit, a function which distinguishes commercial banks from other financial intermediaries. Commercial banks also undertake various subsidiary functions such as acting as the agents of their customers and for the general public. It is this important role of the commercial banks in a modern economy that has given them an infrastructural role in the economy and the commercial banking system of a country is now widely recognised as the financial infrastructure of its economy.

Then the Modi government came into power and our Prime Minister Mr. Narendra Modi in September 2014, launched "MAKE IN INDIA" campaign as a Nation-building initiative. This was launched to encourage national as well as Multi-National Companies (MNCs) to manufacture in India. The main aim of this campaign is to generate employment and enhancement of skills in the economy. Government has passed many schemes and made banking to contribute in the development process. It is no longer restricted to only the metropolitans, but has reached even to the remote areas of the country. Banking has the prime, foremost and most significant share in shaping up the Indian economy. To fight with NPAs of the Public sector banks, government started Indradhanush program, in which they recapitalized most of the amount and expected public sector banks to mop up the rest with the help of domestic and foreign investors.

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Table 1.Financial performance of commercial banks

	RoA	RoE	PAT Growth	Earnings Before Provisions & Taxes Growth	Net Interest Income Growth	Other Operating Income Growth	Risk Provision Growth	Write-offs Growth
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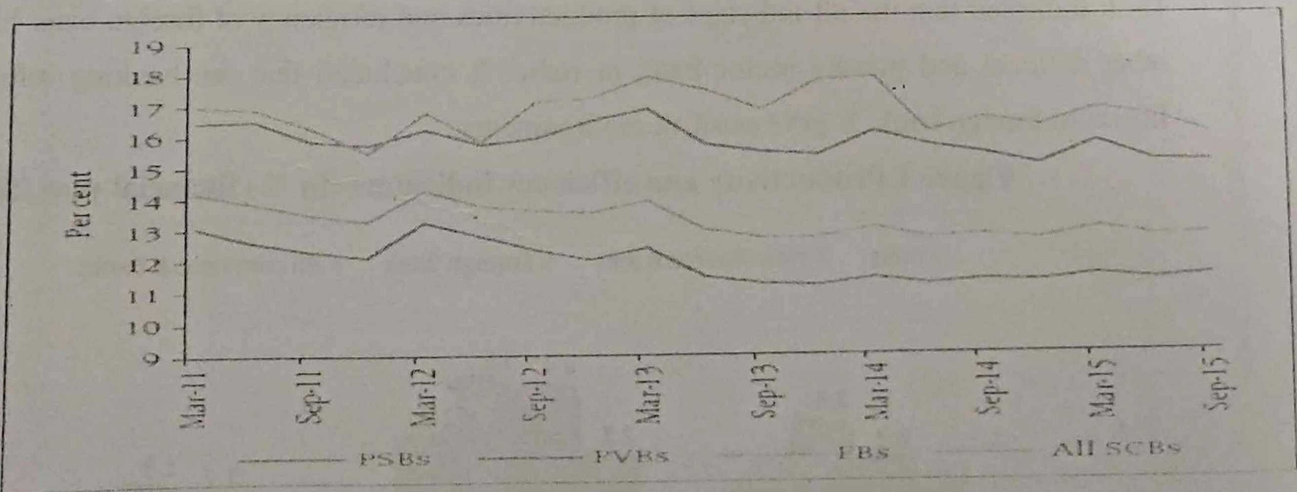

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- Tier-I leverage ra+o increased to 6.5 per cent from 6.4 per cent during the same period

In above table indicated that write off growth increased -50.6 in March 2011 to 49.2 in Sep 2015, risk provision growth decline from 38.6 to 22.2; PAT growth rate decreases from 23.3 to -4.4

Table 2.Productivity and efficiency indicators (in %)

Indicator	Year	PSBs	New Private Banks	Foreign Banks	All Commercial Banks
Intermediation cost @	1998-99	2.7	1.7	3.4	2.7
	2008-09	1.5	2.2	2.8	1.7
	2014-15	1.6	2.2	2.3	1.8
Net interest margin	1998-99	2.8	2.0	3.5	2.8
	2008-09	2.1	2.8	3.9	2.4
	2014-15	2.3	3.4	3.5	2.6
Return on assets	1998-99	0.4	1.1	1.0	0.5
	2008-09	0.9	1.1	1.7	1.0
	2014-15	0.5	1.7	1.9	0.8

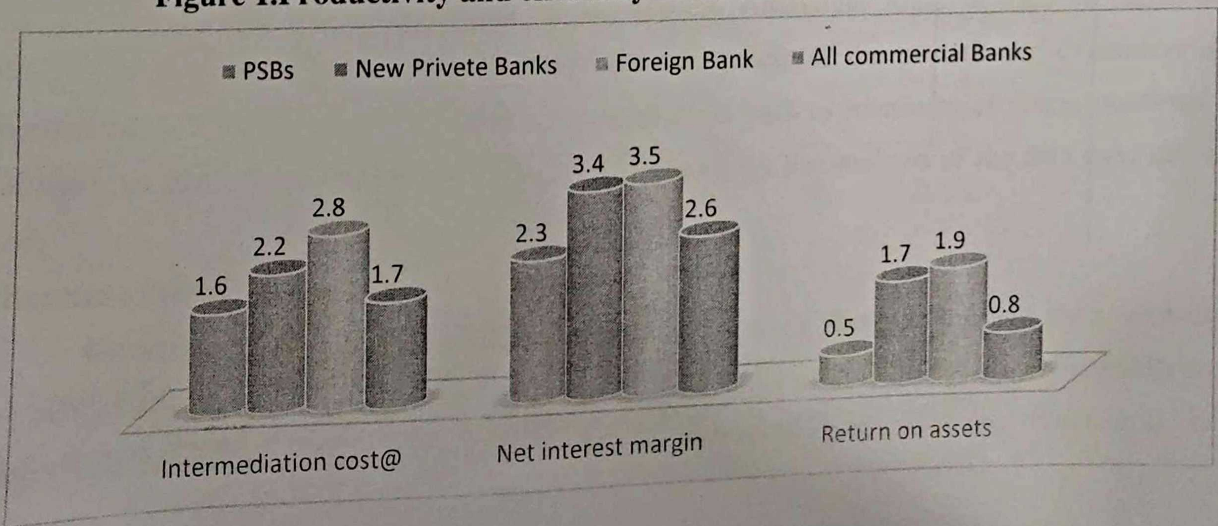
@: Ratio of operating expenses to total assets.

***: For all private sector banks (New & old).**

Source: Mohan (2010) & Statistical Tables relating to Banks in India, RBI, 2014-15.

Figure1. Shown the productivity and efficiency indicators (in %) of financial year 2014-15. It indicated that the all indicates of productivities and efficiency of foreign bank higher than other national and private sector bank in India. It concluded that the banking reform policy liberal to foreign bank. It gave positive environments.

Figure 1.Productivity and efficiency indicators (in %) financial year 2014-15



Conclusions

The study concluded that minimum capital requirement of banks is a veritable reform on banks in India. It yields a positive result on Indian economic development as evidenced in increase in productivity and efficiency and decrease in inflation. Adequately capitalized banking system will achieve macroeconomic stability with eye on managing currency stability (a reduction of currency risk is pre-requisite for a successful integration into global financial markets- exchange rate management) and create an inclusive incentive mechanisms and systems for active participation of all stake-holders in economic development and growth. And also increase the financial performance of commercial banks in India.

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THE GROWTH AND PROSPECTS OF SBI LIFE AND ITS IMPACT ON LIFE INSURANCE SECTOR IN INDIA

Sachin S. Rudrawar
Assistant Professor, Department of Commerce, Sunderrao Solanke Mahavidhyalaya, Majalgaon

ABSTRACT
Life Insurance sector after privatization is maturing from mere security as single purpose behind owning a policy to one of better investment options as well as policies is available with multiple options and riders. Now at present around 13 private co.'s are operating in life insurance sector. But real competition is coming from HDFC AND ICICI which is utilizing competitively their old database in attracting customers through cross-selling of financial products at one roof.

Keywords: Life Insurance company (LIC), ICICI Prudential, HDFC Insurance Company, Bajaj, SBI, and customers, etc.

INTRODUCTION
One of the premium sectors showing upward growth is insurance. India is the fifth largest life insurance market in the emerging insurance economies globally and is growing year on year. With increasing competitiveness, the insurance players are bringing out newer products to attract more customers.

The sector of life insurance has witnessed immense growth in the past few years. Today, it is second only to banks for mobilized savings and forms a formidable part of the capital market. The life insurance sector controls more than H 34,000 crores of deployed capital, over H 18 lakh crores of managed assets and investments in infrastructure exceeding H 2 lakh crores. Another indication of the sector's growth is its infrastructural strength which comprises of over 10,000 branches, more than 21 lakh agents. The Indian insurance industry is acknowledged globally to have matured tremendously since the opening up of the sector in 2001. The industry has witnessed phases of rapid growth along with spans of growth moderation, intensifying competition amongst competing companies, and significant expansion of the customer base. There have also been number of product innovations and operational innovations necessitated by increased competition among the players. All this can be attributed to the reforms leading to the relaxation of the policy regulations that ignited the growth of the Indian insurance industry.

The level of awareness and consciousness has risen among people for the need to insure them and elevation in the levels of literacy, population and urbanization has added fuel to the fire leading to ever growing demand of the insurance products. Also, increasing the FDI cap from current 26% to 49% is viewed as the next major factor to push the insurance density and penetration higher. During this period, there has been increase in penetration, increased coverage of lives, substantive growth through multiple channels (agency, banc-assurance, broking, direct, corporate agency amongst others) and increased competitiveness of the market (from 4 private players in FY 2000-01 to 23 private players in FY 2013-14). The Authority has also issued guidelines in May 2013 permitting Indian insurers to open foreign insurance company (including branch office) for life, general and reinsurance business.

AN OVERVIEW OF SBI LIFE INSURANCE
SBI Life Insurance is a joint venture between State Bank of India and BNP Paribas Cardif. SBI owns 74% of the total capital and BNP Paribas Cardif the remaining 26%. SBI Life Insurance has an authorized capital of Rs. 2,000 crores and a paid up capital of Rs 1,000 crores

State Bank of India (SBI) is a multinational banking and financial services company based in India. The Bank is India's largest commercial Bank in terms of assets, deposits, profits, branches, number of customers and employees, enjoying the continuing faith of millions of customers across the social spectrum. It is the oldest commercial Bank in the Indian subcontinent, strengthening the nation's trillion-dollar economy and serving the aspirations of its vast population. SBI serving the country with over 15,000 branches in India and 190 foreign offices, 5 banking subsidiaries, other non-banking Indian and foreign subsidiaries and also having over 2 lacs employees. SBI has surpassed H 26 trillion in business size. SBI has over 100,000 touch points (branches, ATMs, CSPs) that directly serve customers everywhere. But this is not just the story of a commercial Bank, it is the story of how an aspiration India has embraced growth over the years, and how it continues to look ahead with confidence.

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OBJECTIVES OF THE STUDY

- To the finding of customer perception about life insurance
- To measure the share and contribution of SBI life in life insurance sector
- To know the growth and prosperities of company.
- To offer suggestions based on findings.

RESEARCH METHODOLOGY:

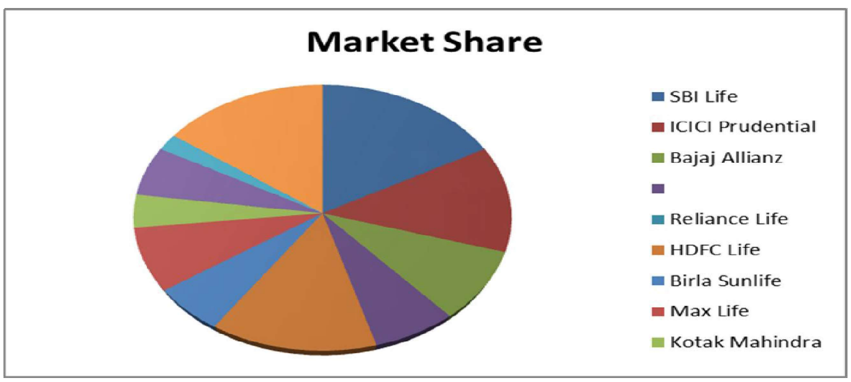
The present study is of descriptive types. The entire study is based on secondary of data. The secondary data has been collected from SBI Life Annual Report and websites. In order to fulfill constructed objectives of the study the secondary data has been assembled.

TOTAL MARKET SHARE

LIC is a biggest public company it held 75% Market Share in life Insurance and other private companies held remaining 25% market share

New Business Premium Private Market Share

Company	Market Share
SBI Life	17
ICICI Prudential	13
Bajaj Allianz	09
Reliance Life	07
HDFC Life	14
Birla Sunlife	06
Max Life	08
Kotak Mahindra	04
Met Life	06
India First	02
Others	15



Source: IRDA New Business report of Life Insurance Industry for FY 2013-14

As at March 31, 2014, on the basis of total new business premium, the LIC is the market leader with market share of 75.3%whereas the private sector claims 24.7% of total new business premium market share in FY 2013-14.

During the FY 2013-14, SBI Life has maintained its No. 1 position amongst private players in terms of New Business Premium collection, achieving highest NBP of H 5,066 crores with a market share of 4.2% of total new business premium (including LIC)and 17.2% of total new business of private sector.

Customer Service Enhancements of SBI Life

Post Issuance Welcome Calls: In our endeavor to ensure that the policy is issued as per the customer's need, we started post issuance welcome calls. The basic objective of the post issuance welcome calling call was to ensure that the policy holder understands the policy terms and benefits of the policy purchased by him.

SBI Life's Mobile Application - Easy Access: SBI Life launched Easy Access, an application designed for mobile phone users to access almost all the services currently available through the internet on their fingertips. The various functionalities available in this application are:

1. MY POLICY: Where user can avail services like view policy, request forms, information about renewal premium, query resolution and feedback.
2. CONTACT US: Provides the user multiple options to communicate with SBI Life through toll free numbers, e-mail or write to SBI Life's corporate office.
3. PLANS (Products): User can view information about all existing or new products of SBI Life.
4. PREMIUM CALCULATOR (Benefit Illustrator): User can select the product to calculate premium for the insurance plans offered by SBI Life
5. Latest News: User can see the latest news about SBI Life.
6. Twitter & Facebook: User can visit SBI Life's profile on Facebook and Twitter
7. Go Green Project: In our effort to reach to the customers seamlessly, SBI Life launched the Go Green project. On signing up for e-statement, the policyholders are eligible to receive all communication related to their policy on their registered email id.

This ensures the confirmed delivery of all policy related information at the policy holder's email id without chances of getting misplaced and also contributes to the green initiative by avoiding a lot of bulk printing.

Surrender Prevention Campaign: Insurance contracts are long term in nature and the customer reaps the maximum benefit by keeping his policy in force for the entire duration of the contract. Keeping this in mind, SBI Life launched the Surrender Prevention campaign, aimed at educating the customer about the benefits of regular premium payment and keeping policies in force. The drive for surrender prevention across regions, together with continuous monitoring and follow-up resulted in around 16.8% surrender prevention where customers had made up their mind to exit and in the process, avoiding about H 350.42 Crores erosion of the Assets under Management (AUM).

Awareness about the Insurance in Marathwada region

Company Name	Yes	No
MetLife	**02**	**98**
LIC	**100**	**00**
Kotak	**23**	**77**
HDFC	**20**	**80**
Max Newyork	**0**	**100**
Birla	**08**	**92**
Tata AIG	**0**	**100**
Reliance	**22**	**78**
Bajaj	**19**	**81**
ICICI	**23**	**77**
SBI life	**38**	**62**

Above table shown 100 sample respondents, it is clear that 100% of the respondents are aware of LIC. And among the private players SBI life has ranked first (38%) and followed by ICICI (23%), BAJAJ (25%),). None of the respondent has come to know about MetLife and Max Barathi life insurance. Thus most of the respondents are aware of LIC and in the private sector HDFC

Challenges, Opportunities and industry outlook

Life insurance market, after enjoying a decade of strong growth, is currently facing a challenging time involving macroeconomic environment, consumer sentiments and rapid regulatory changes. Amid these global and industry slowdown phase, the insurance players are grappling with slow growth, rising costs, deteriorating distribution structure and stalled reforms. The Regulator, IRDA, is tightening and standardizing the rules of the business to protect the policyholders' interest and to establish life insurance as long term contract. While the insurance industry still struggles to move out of the shadows cast by the challenges and uncertainties of the last few years, the strong fundamentals of the industry augur well for a roadmap to be drawn for sustainable long-term growth. The insurance sector appeared poised to sustain growth on the back of a growing population, strengthening incomes, purchasing power, rising aspirations, accelerating urbanization and transforming demographics. These realities provide the optimism that household numbers could raise in line with age changes in the younger population group, increase in the working population, growing incomes, customized product offerings etc. Increased incomes are expected to result in large disposable incomes, which can be

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tapped by the insurance sector. Notwithstanding the strong improvement in penetration and density in the last 10 years, India largely remains an underpenetrated market. In meeting the significant potential, the industry has an increased role and responsibility. The demand for insurance products is likely to increase due to the exponential growth of household savings, purchasing power, the middle class and the country's working population.

The following are the key drivers to increase insurance penetration:

i. Increase in the working population and higher disposable income
ii. Awareness of various financial products including insurance
iii. Awareness of need to invest for a secured future for self and family
iv. Increasing universe of potential insurance takers – Individuals and Companies across industries
v. Expansion of the universe of insurance takers driven by professionalization of companies
vi. Increasing number of providers offering a comprehensive range of products at competitive prices and higher level of customer satisfaction
vii. Regulations which are conducive for growth and expansion of industry
viii. The insurance companies need to re-work on their strategies to remain in the business maintaining a long term profitable growth. Some of the key areas are described as below:

Product Innovation**:** The insurance industry need to focus on innovation both in products and service deliver

CONCLUSIONS

The Company has maintained its number one position amongst private life insurers on total New Business Premium collection (NBP) basis, achieving highest NBP of H 5,066 crores in FY 2013-14. The Company's market share amongst private life insurers has increased in the current year as compared to last year. During the year, the Company concentrated on individual regular premium products as against single premium and group products as part of its long term strategy. As a result, the Company has witnessed a sound growth of 18.1% in its Regular business NBP and a growth of 17.7% in its individual new business APE (Annualized Premium Equivalent). The Company has increased its market share, amongst private life insurers, from 13.18% to 19.95% over the years, but decreased to 16.85% in the financial year 2012-13 and again increased to 17.16% in the current financial year. The overall market share of the Company in terms of NBP stood at 4.23% in the financial year 2013-14. In spite of the continuous slowdown of the industry, the Company has increased its market share to 17.16% amongst private players and 4.23% of total market share.

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Impact of Banking Sector Reforms on the Profitability and Productivity of Banking in India – An Analysis

Mr Sachin S. Rudrawar (Asst. Professor)
Sunderrao Solanke Mahavidyalaya,
Majalgaon, Beed 431131

Abstract:

Development in the financial sector, in particular, the banking sector, plays a key role in stimulating and stabilizing economic growth. Since the foreign exchange crisis in 1991, India has undertaken banking sector reforms. This paper focuses on the following two issues. First, it provides an overview of development in the banking sector over the years, especially after the implementation of the reform policy programs. In order to show the evolution of the Indian banking sector, Secondly, this paper investigates the performance of banking groups by comparing the degree of profitability, and the soundness and efficiency of banks in India. In conclusion, while reform policies have had positive effects on the performance of banks, especially Public Sector Banks in India, the Indian government has to take further steps to deregulate and liberalize the banking industry.

Introduction:

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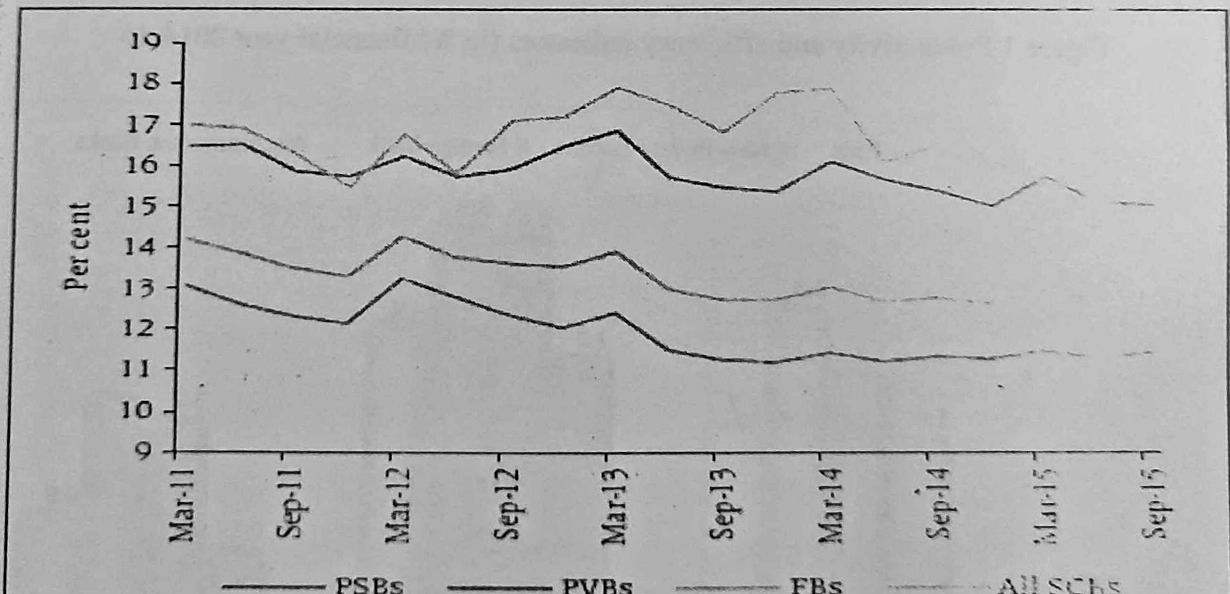

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- CRAR declined to 12.7 per cent from 13.0 per cent between March and September 2015.
- Tier-I leverage ra+o increased to 6.5 per cent from 6.4 per cent during the same period

In above table indicated that write off growth increased -50.6 in March 2011 to 49.2 in Sep 2015. risk provision growth decline from 38.6 to 22.2; PAT growth rate decreases from 23.3 to -4.4

Table 2.Productivity and efficiency indicators (in %)

Indicator	Year	PSBs	New Private Banks	Foreign Banks	All Commercial Banks
Intermediation cost @	1998-99	2.7	1.7	3.4	2.7
	2008-09	1.5	2.2	2.8	1.7
	2014-15	1.6	2.2	2.3	1.8
Net interest margin	1998-99	2.8	2.0	3.5	2.8
	2008-09	2.1	2.8	3.9	2.4
	2014-15	2.3	3.4	3.5	2.6
Return on assets	1998-99	0.4	1.1	1.0	0.5
	2008-09	0.9	1.1	1.7	1.0
	2014-15	0.5	1.7	1.9	0.8

@: Ratio of operating expenses to total assets.
*: For all private sector banks (New & old).
Source: Mohan (2010) & Statistical Tables relating to Banks in India, RBI, 2014-15.

Figure 1.Productivity and efficiency indicators (in %) financial year 2014-15

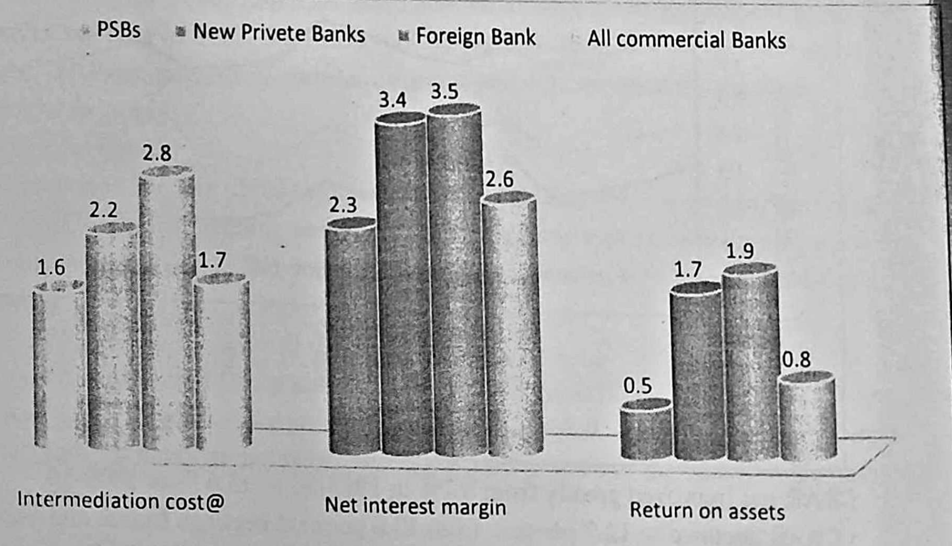

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Figure1.Shows the productivity and efficiency indicators (in %) of financial year 2014-15. It indicated that all the indicates of productivities and efficiency of foreign bank higher than

other national and private sector bank in India. It concluded that the banking reform policy liberal to foreign bank. It gave positive environments.

Conclusions

The study concluded that minimum capital requirement of banks is a veritable reform on banks in India. It yields a positive result on Indian economic development as evidenced in increase in productivity and efficiency and decrease in inflation. Adequately capitalized banking system will achieve macroeconomic stability with eye on managing currency stability (a reduction of currency risk is pre-requisite for a successful integration into global financial markets- exchange rate management) and create an inclusive incentive mechanisms and systems for active participation of all stake-holders in economic development and growth. And also increase the financial performance of commercial banks in India.

for 10 years; He has worked on so many committees in college and university level.

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CONTENTS

SBI LIFE INSURANCE AND ITS ROLE IN CORPORATE SOCIAL RESPONSIBILITY IN INDIA

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Abstract

SBI Life maintained strong, time-tested relationships with our stakeholders – employees, business partners, policyholders, creditors, financial analysts, regulators, government and the society at large. It engages with them regularly to stay closer to the changing realities and continue to deliver high value. At SBI Life, it is committed to uplifting the communities around us identified a new focus area and are adopting a two-pronged approach to meet their goals. First, it aims to provide insurance solutions tailored to the needs of people residing in rural areas and social sector (unorganized sector, economically vulnerable segment etc). Second, it is undertake multi- faceted corporate social responsibility (CSR) activities to improve community wellbeing.

Keywords: *Bancassurance, SBI Life, and Corporate Social Responsibility*

Introduction

India reported world fastest growing major economy in recent years. Strong economic factors and various government reforms continue to propelled all sectors in the Indian economy on a glorious path. Financial services industry is evolving in terms of the savings and investment behaviour of its people, their growing income levels, changing lifestyle and increased access to information. Insurance industry has seemed mushrooming over the last decade and is poised for a sustainable & profitable growth in long run. Rinsing middle class, rise in disposable incomes, increase in FDI, technological advancements and greater awareness for insurance coverage have proved favourable for the Life Insurance industry.

Over the years, the industry has undergone fundamental shifts such as rapid expansion, rebalancing of distribution mix, transitions of product mix, digital transformation, capital inflows, and approach towards customer-centricity. As a result, Industry has shown commendable growth both in new business premium collection and new policies sold, which exhibit the increase in insurance awareness.

In FY 2019, Industry showed a stable growth of 11% in new business premium collection. Despite steady growth rate, life insurance penetration in India still remains low. But the future of the life insurance industry looks promising. With several changes in the regulatory framework which are expected to change the way the industry conducts business and engages with its customers. Sustained efforts towards creating awareness and working to enhance the industry's reach will lead individuals who are financially protected. Additionally, the regulator has issued various regulations/circular for the life insurance sector such as prevention of Money-laundering (Maintenance of Records) Amendment Rules, 2019, IRDAI (Appointed Actuary) (Amendment) Regulations, 2019, IRDAI (Re-insurance) Regulations, 2018

Literature Review

Abheek Barua (2004) pointed that as indicated by the SBI Life Insurance gauges around 15% of the gross expense of new insurance major parts in the monetary year 2003 came through Bancassurance. While Bancassurance offers a clearly reasonable model for item expansion by bank and a practical dispersion channel for guarantors, there are some possible spaces of contention between the two that should be resolved. *Chandnani L.R. (1996)* stated that different new procedures of selling insurance like Bancassurance Captive insurance and so on in these nations. In set up nations charges are made through Banks. Further, he has clarified the different strategies for settlement of cases. *Rajashekhar and Kumari (2014)* investigated that Banks having enhanced branch organization, standard connection of manages an account with client go about as apparatus to get familiar with the clients' brain research, banks brand name certainty and dependability of client on banks were the strength of Bancassurance

Rao (2012) Observed that the accepted contrasts in the impression of the clients and the chiefs of the disaster insurance item with respect to the effect of strategy evaluating on the last approach purchasing choices of the potential arrangement holders. *Ahmed and Kwatra (2014)*[8] This research has been done through consumer assessment to evaluate the nature of defense administration in India, which aims to find out how it can be used to help interest in defense in India.

Statement of the Problem

The Company closely connected with the customers and providing them with bespoke, high quality insurance solutions that help them in fulfilling their financial needs across their lifespan. Since inception, Company have developed products that cater to the existing and latent need of their customers, while providing them with maximum control over the policies they have enrolled for. SBI Life plays a proactive role in creating higher awareness about the benefits of insuring and provides simplified solutions, so that the customers can make informed decisions about their life as well as the life of their loved ones.

Objectives of the Study

The study deals with factors that affect the purchasing of insurance products through Bancassurance. This study makes an attempt in this direction with the following objectives:

1. To assess the corporate social responsibility of SBI life insurance.
2. To know the Corporate Social Responsibility activities

Research Methodology

The study is an empirical and descriptive based study on the views and opinions of the employees of the insurance companies. Secondary data is used for conducting the research study:

Data Collection and Analysis

The investigation depends on secondary data. The secondary data identifying with approaches sold, premium produced, lives covered and so forth was accumulated from the different books, RBI reports, magazines, papers and yearly reports of the SBI Life annual report and the IRDAI for the years 2015-2019.

Scope & Limitation of the Study

The current investigation will covers the examination off SBI Life Insurance Company and its tasks in Maharashtra State. The investigation was too covered the long term times of 2015-16 to 2018-2019. The investigation depends on essential information gathered through an all around organized poll.

Results and Discussions

Social Relationship and Capital Building

SBI Life maintained strong, time-tested relationships with our stakeholders – employees, business partners, policyholders, creditors, financial analysts, regulators, government and the society at large. It engages with them regularly to stay closer to the changing realities and continue to deliver high value. At SBI Life, it is committed to uplifting the communities around us identified a new focus area and are adopting a two-pronged approach to meet their goals. First, it aims to provide insurance solutions tailored to the needs of people residing in rural areas and social sector (unorganized sector, economically vulnerable segment etc). Second, it is undertake multi- faceted corporate social responsibility (CSR) activities to improve community wellbeing.

Owing to proactive approach, they are making steady progress towards empowering communities and multiplying the positive impact we make on their lives.

During the year, SBI life continued to drive awareness about insurance products and bring more people in the rural and social sector in the ambit of life insurance sector.

Table 1- Focus on Rural and Social Sectors

Sector	Particulars	FY 2019	FY 2018	FY 2017	FY **2016**
Rural	No. of new policies (Lakh) Rural sector policies to total policies (%) Premium Underwritten (billion)	62 23.74 6.07	38 3.68 3.09	09 24.00 10.50	05 24.00 8.14
Social	No. of new policies (including group business) Social sector lives to total lives (%) Premium Underwritten (billion)	1,264 1.58 0.09	1,554 0.90 0.09	3,001 11.93 0.05	1106 3.11 0.4
Total	No. of new policies (Lakh)	15.26	14.28	12.75	12.73

(Source: Annual report of SBI Life FA 2017-18 and 2018-19)

Corporate Social Responsibility

The Company has spent 189,616 thousand for the year ended

March 31,2019 (previous year ended March 31,2018 153,647 thousands) towards Corporate Social Responsibility activities mentioned in Schedule VII of The Companies Act, 2013. (Page 107)

Education: The Company has provided support towards the cost of education, nutrition and overall development of underprivileged children from the society, to give equal opportunity of learning to all Rs. 32,243 thousands in 2018 and Rs. 78,544 thousands, in 2019. It has contributed towards the infrastructure development of school premises, hostels, playgrounds and classrooms, digital equipment for building smart classrooms, sanitation facilities, kitchen facilities, and transport facilities to various schools in rural areas Rs 54,233 thousands in 2018 and Rs. 26,857 thousands, in 2019.

The Company has provided for folding canes for the visually challenged, rehabilitation of the mentally and differently-abled children through education, training, speech & physio therapy, and multisensory stimulation that aid the overall learning of the underprivileged and differently-abled children's 12,803 thousands in 2018 and Rs 11,772 thousands, in 2019. Helped over 50 schools across 17 states in India to build and enhance their infrastructure facilities.

Healthcare: The Company has contributed towards procurement of various medical facilities improving infrastructure of the hospitals and healthcare institutes, preventive care measures for cancer and screening, and surgeries for the less fortunate children's 36,022 thousands in 2018 an Rs 50,171 thousands, in 2019.

- Provided essential medical equipment, ambulance, sanitation facility to hospitals/ NGOs and supported cancer awareness
- Sponsored treatment/ surgeries for poor patients
- Focused on improving health and nutrition status of rural/ tribal pregnant women and lactating mothers

Environment: The Company has contributed towards making a greener planet by planting sapling and maintaining the plantations. Rs 4,978 thousand in 2018 and Rs 1,615 thousand, in 2019

Rural Development: The Company has contributed towards providing basic amenities like sanitation facilities, safe drinking water, solar light in villages which are remotely located and training rural youth on financial literacy Rs 5,399 thousands in 2018 and Rs 637 thousand, in 2019

Armed Forces: The company has contributed towards infrastructural equipment for the Officer' Training academy Rs 649 thousand in 2019

Disaster Relief: As a socially responsible company, SBI Life lend its hand in the hour of need by contributing towards disaster relief in the form of providing relief material to the victims of flash floods, arranging clean-up and disinfection drives, and providing warm clothes and other essentials Rs 19,371 thousands in 2019, Provided relief materials to over 1,000 victims of natural calamities in Kerala, Assam, Manipur and Karnataka.

Skill Development: The Company has contributed towards vocational training and skill development of people from disadvantaged sections of the society in order to enhance their livelihood opportunities Rs 100 thousands in 2018.

Prime Minister's Relief Fund and Swachh Bharat Kosh and disaster disaster relief: Company has contributed for Prime Minister's Relief Fund and Swachh Bharat Kosh Rs. 7,869 Thousands in 2018 for improving cleanliness levels in rural and urban areas and provided relief materials to victims of natural calamities.

Conclusion

With above discussion it is concluded that SBI Life is playing a very important role in the corporate social responsibility . The success of Bancassurance relies heavily on banks that ensure excellent customer relationships; therefore, banks need to strive to find that approach. Regulators can consider whether it is possible to allow banks to have bond arrangements with more than one insurance company, offering a wide range of options for customers. In addition to lending and accepting deposits, banks have recognized the importance of Bancassurance in India and are currently taking equity stakes from insurance companies.

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ATMANIRBHAR BHARAT

Opportunities and Challenges

Editors

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R. V. Gangshetty

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ROLE AND IMPORTANCE OF BANCASSURANCE IN INDIA

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Introduction

The banking and insurance industries have developed rapidly in the changing and challenging economic environment all over the world. Due to merging of global financial markets, development of new technologies, universalization of banking industries and with the expansion of non-banking activities, the insurance industry has globally brought in new channels of distribution into existence. This has given rise to a new form of business wherein two big financial institutions have come together and have integrated all their strength and efforts to generate new means of marketing for encouraging their products and services.

Bancassurance is still evolving in Asia and is still in its infancy stage in India so it is too early to evaluate. However, an immediate survey revealed that a large number of public and private banks including foreign banks are now making use of the bancassurance channels in one form or the other in India. Bancassurers have not only targeted the mass market but have also carefully begun to segment the market which has resulted in the tailor-made or rather perfect products for each segment. Some bancassurers focus exclusively on distribution. In some markets, face-to-face contact is preferred which proves to be a favourable arrangement for the development of bancassurance business. Initially banks opt for either 'referral models' or 'corporate agency'. Banks are offering space in their own premises to accommodate the insurance staff for selling the insurance products or giving access to their client's database. Insurance companies can use this opportunity to increase their sale. Nowadays banks are campaigning and marketing the insurance products across the globe. Some of banks in India act as 'corporate agents' to insurance company[1]

Research Methodology

This study uses secondary level information for all its analyses Secondary data has been collected from various source such as IRDAI report related Government Departments, journals, bulletin, books, editing articles from Magazines etc. Available secondary data has been extensively used for the study.

Limitation of the study:

The study was confined with Bancassurance Companies. The study was based on secondary data from 2009-10 to 2018-19.

Results and Discussions

Insurance Market in India

The life insurance industry marked a figure of premium income of Rs. 2, 87,202crores during the year 2012-2013 as against Rs. 2, 87,072 crores in the financial year 2011-12,

Conclusions

From above discussion conclude that India is being considered as one of the fast developing economy among the emerging market economies. Reserve Bank of India forecasts the gross domestic product (GDP) to grow around 5.5% in 2014-15 after two painful years of sub-5% growth. Moreover it also stated that "The Indian economy stands at a crossroads that could take it from a slow bumpy lane to a faster highway." With greater political stability and a supportive policy framework, investment could turn around and the economy is poised to make a shift to a higher growth evolution of individual markets will be contingent on country's individualistic regulatory and business environment, bancassurers could benefit from some reform formulated by government such as to privatize health care and pension liabilities. In emerging markets, native ventures have espoused bancassurance to compete with reigning companies.

Life Insurance Corporation of India's monopoly over the insurance space was broken with the advent of a slew of private insurers, following the privatization of the Indian insurance industry in the 1990s. And with the dawn of globalization in the 21 st century, global partnerships were formed, with many foreign players venturing into the Indian insurance space, marking a fresh phase in the evolution of insurance in India. According to a recent sigma study (Sigma, 2014), the dawn of bancassurance has hustled, particularly in emerging markets. Around the globe, insurance companies have been successfully leveraging bancassurance to gain a foothold in markets with low insurance penetration and a limited variety of distribution channels. The use of banks as a platform for vending products and services by the insurance companies is an established and emerging channel for insurance distribution, through its penetration varies across different markets.

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