

COLLEZIONE

DR. S. PRIYA



Contents

<i>Foreword</i>	<i>v</i>
<i>Preface</i>	<i>vii</i>
<i>List of Contributors</i>	<i>xiii</i>
1. A Study on Agriculture Development in Kanniyakumari District <i>Dr. R. Dharma Ragini</i>	1
2. A Study of Women Empowerment through Micro Finance <i>Manjula K.G.</i>	13
3. Remittances by NRIs: An Analysis of Transfer Modes <i>Dr. Ansi Rahila</i>	22
4. Importance of Green Marketing in the Changing Economy <i>Resmi Gopalakrishnan J.</i>	36
5. Registration under GST <i>Prabisha A. T</i>	51
6. Awareness and Buying Pattern of Health Insurance Policies among Rural People <i>Divya Raj G.</i>	65
7. Sonic Branding and Brand Recognition: A Study Based on Sound Logos <i>Aswathy U. & Dr. Kumari V. K. Shyni</i>	77

6

Awareness and Buying Pattern of Health Insurance Policies among Rural People

Divya Raj G.

Assistant Professor, Department of Commerce, NSS College, Pandalam

Abstract

Medical expenses are increasing day by day. Lots of people are stressed when he or his family members were hospitalized because of the cost of hospitalization expenses that he had to meet. Hospitalization can make a hole in the pocket and increase the chance of new debt or leads to sale of assets. This can be reduced by paying a small amount as premium towards health insurance. By paying this insurance company agrees to compensate the cost of medical expenses if the insured have been hospitalized. But the fact is that most of the people were not even aware about the benefits of health insurance policies or they were not bothered about the importance of having insurance. In India only 10% of the total population is covered under health insurance. So it is important to make rest of them aware of the benefits of taking health insurance policies. Government has brought the BPL families under the insurance coverage. But lots of peoples especially in rural areas were not even aware of the health insurance and their benefits.