

Role of India Post in Channelizing Rural Postal Life Insurance in Rural Areas- A Study in Ramanagara District

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Abstract: In India is second place in world population, and also 68.84% of the rural population of the India. Rural area formed a low population density and small settlement, agricultural area commonly and area such as forest. So Indian post office start a scheme to rural area to improvement and development of the rural area also rural area's people. The "scheme is rural postal life insurance" (RPLI) in India, the Malhotra committee had observed in 1993 only 22% of the insurable population in this country had been insured and 10% of household saving. The government accepted the recommendation of Malhotra committee and allowed postal life insurance. The postal life insurance scheme (RPLI) introduced in 1995 for rural peoples of India. The Government of India main objective of introduced scheme is to help a rural area and rural area people and also weaker section and rural women workers.

Keywords: RPLI -Rural Postal Life Insurance, Rural women workers, weaker sections.

1. Introduction

RPLI (Rural postal life insurance) the oldest project runs by the postal department. Provides protection for plot sections and women workers for persons living in rural areas. RPLI is launched in the year 1995 to help the rural people. RPLI has been launched with the objective of raising awareness of the rural population and the economically backward and rural women.

2. Statement of the Problem

Rural Postal Life Insurance (RPLI) scheme prime focus is to provide benefit to weaker section and women workers and to aware about the RPLI scheme in rural areas people and scheme in rural areas people and scheme also provide the safety to the rural area people in certain period. Rural people are all not educated because lack of financial literacy of and also don't have aware about RPLI scheme in post Office. The RPLI scheme is the best scheme and if provide the secure or security to the family. The objective of the RPLI scheme is provide the benefit to the rural people and promote the scheme or creates the awareness to regarding scheme in rural area people

3. Review of Literature

- Payal Dutta (2014) she says that India post plays an important role in providing postal life in this paper. Insurance plans for central and state government employees and rural postal.
- G.Tangapandi (2013) According to the study, post offices offer a variety of services and postal services determine consumer opinions and use a variety of services and offer suggestions for their improvement.
- Dipankar malankar (2013) the role of the post office is informed by the paper the financial inclusion and postal department face major challenges. The Indian post office has provided a reliable and low cost advantage.
- Anand M et.al (2013) an important strategy is to grow services and its future. Performs the function of financial services and makes it affordable to the masses.

4. Scope of the Study

The study would help the improvement of rural areas people and development of rural areas and create the awareness about the RPLI scheme to the rural people. The study is conducted post office Ramanagara.

5. Objective of the Study

- To provide a rural postal life insurance to rural areas people.
- To know awareness of people in rural postal life insurance.
- To study the satisfaction level of customers in post office scheme.

Research design:

Research methodology:

Sample plan:

Sampling unit – 1 post office.

Sampling size – 100.

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Sampling procedure – Method to select the ‘simple random sampling’ Convenience sample’.

Table 1

S. no	Particular	Respondents	Percentage
1	Customers	75	75%
2	Staffs	25	25%
	Total	100	100%

1) Sources of data:

- Primary data: Primary data collected through structured questionnaire from post office by using face to face enquiry method.
- Secondary data: The covers various source of secondary data including the Magazine, newspapers, published book, websites. Etc.

2) Tools for the data collection:

- Percentage

Table 2

		Frequency	Percentage
Age	Less than 18	13	17.33%
	18 to 25	37	49.33%
	25 to 35	21	28%
	35 to 40	3	4%
	Above 40	1	1.33%
Gender	Male	26	34.67%
	Female	49	65.33%
Marital status	Married	19	25.33%
	Unmarried	56	74.67%
Education / qualification	7 th to 10 th std	8	10.67%
	PUC	16	21.33%
	Post-Graduation	32	42.67%
	Graduate-Diploma	12	16%
	Other	7	9.33%
Occupation	Government employee	9	12%
	Professional	12	16%
	House wife	4	5.33%
	Student	32	42.67%
	Others	18	24%

- The majority of the respondents are belongs to the age group of 18 to 25 year their percentage is 49.33% and lowest respondents are belongs to the age group of above 40year their percentage is 1.33%.
- The majority of the respondents are female the percentage is 65.33%, compare to male respondents.
- The majority of the respondents are unmarried, compare to married respondents.
- The majority of the respondent’s qualification is post-graduation, compare to other qualification of the respondents.
- The majority of the respondents are students and lowest respondents are house wife.

Table 3

		Frequency	Percentage
Age	Below 18	0	0%
	18 to 25	6	24%
	25 to 35	11	44%
	35 to 40	4	16%
	Above 40	4	16%
Gender	Male	16	64%
	Female	9	36%
Marital status	Married	17	68%
	Unmarried	8	32%

Education / qualification	7th to 10 th std	6	24%
	Under / Post Graduation	6	24%
	Diploma Others	3 10	12% 40%
Occupation	Clark	2	8%
	Manager	1	4%
	Others	11	44%
	Post master	1	4%
	Staff of the employee	10	40%

- The majority of the respondents are belongs to the age group of 25 to 35 year their percentage is 44% and nil respondents are belongs to the age group of below 18 years percentage is nil.
- The majority of the respondents are male the percentage is 64% and compare to female respondents.
- The majority of the respondents are married, compare to unmarried respondents.
- The majority of the respondents qualification is others, compare to graduation diploma qualification of the respondents.
- The majority of the respondents are others and lowest respondents are postmaster and manager.

6. Limitations of the Study

- The scope of the study is limited to post office only Ramanagara district.
- The primary data collected from the policyholders may be subjected of the personal bias.
- The variable related to the concepts used in the research work drawn from the review to the personal bias.

7. Findings

- It is found that out of 75 respondents, more 48% response to have a saving bank account in post office, less respondents have a 4% have a Kinas visas Patra in post office and some response have a recurring deposit account, monthly income deposit account, public provident fund account and Sukanya Samriddhi Yojana in post office.
- It shows the out of 75 respondents, 13 respondents, satisfied 47 respondents, dissatisfied 4 respondents, highly dissatisfied nil respondents and remaining respondents is not bad.
- It shows the out of 25 respondents, 20 respondents to have a savings bank account in post office, 2 respondents to have a recurring deposit in post office, 1 respondents to have a public provident fund account.
- Findings shows the out of 75 respondents, highest 44% of response sources collect by the friends, 32% of the response sources collect by the agents, 13.33% of the response sources collect by the advertisement and below 10.67% of response sources collect by the other.
- This no significant out of 75 respondents, highest % of

Table 4
Showing which types of account you have in post office

Particular	Number of the respondents	Percentage
Regular saving account	36	48%
Recurring Deposit account	17	22.67%
Monthly Income deposit account	9	12%
Public Provident Fund account	6	8%
Sukanya Samridhi Yojana	4	5.33%
Kisan Vikas Patra	3	4%
Total	75	100%

(Source: Primary Data): The majority of them are having regular deposit account

Table 5
Showing sources of knowledge about post office scheme

Particular	Number of the respondents	Percentage
Friends or relatives	33	44%
Agents	24	32%
Advertisement	10	13.33%
Other	8	10.67%
Total	75	100%

(Source: Primary Data) The majority 44% of respondents are source of Knowledge about post office scheme from friends or relatives compare to respondents

Table 6
Showing satisfaction of your post office saving scheme

Particular	Number of the respondents	Percentage
Highly satisfied	13	17.33%
Satisfied	47	62.67%
Not bad	11	14.67%
Dissatisfied	4	5.33%
Highly dissatisfied	0	0%
Total	75	100%

(Source: Primary Data) The majority of them are satisfied with their post office saving scheme

Table 7
Showing have you closed any account prematurely in post office

Particular	Number of the respondents	Percentage
Yes	46	61.33%
No	22	29.33%
Maybe	7	9.33%
Total	75	100%

(Source: Primary Data)

Out of 75 respondents, more percentage of respondents are close the account prematurely and some of the respondents are not and remaining respondents are yes or no.

Table 8
Showing are you willing to select RPLI scheme in near post office

Particular	Number of the respondents	Percentage
Yes	62	82.67%
No	13	17.33%
Total	75	100%

(Source: Primary Data)

Out of 75 respondents, the 62% of the respondents are selected rural postal life insurance scheme and 17.33% of the respondents are not selected to the rural postal life insurance scheme in near post office

Table 9
Showing which account you have in post office

Particular	Number of the respondents	Percentage
Regular saving account	20	80%
Recurring Deposit account	2	8%
Public Provident Fund account	1	4%
Kisan Vikas Patra	0	0%
Monthly Income Deposit	2	8%
Total	25	100%

(Source: Primary Data)

Out of 75 respondents, most of the respondents are maintaining regular saving account and 0% of the respondents are maintaining Kisan Vikas Patra in post office.

response is closed accounting prematurely, lowest % of response is not closed the account in prematurely

and remaining % of the response may be or not closed the account in prematurely.

- It shows the out of 75 respondents, most of the 62 respondents is willing to select RPLI scheme and remaining 13 respondents is not willing to select RPLI scheme in post office.

8. Conclusion

RPLI scheme prime focus is to provide benefit to weaker sections and women. Workers and to aware about the RPLI scheme in rural areas people and scheme provide the safety to the rural area people in certain period. The RPLI scheme and if provide the secure to the family. The objective of the RPLI scheme is provide the benefit to the rural people and promote the scheme or creates the awareness to regarding scheme in

rural area people.

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