



## JOURNAL OF MANAGEMENT

Volume : 22 No. 1 & 2 January - December 2020 Bi-annual ISSN : 0973-922x



G. H. Patel Postgraduate Institute of Business Management

**SARDAR PATEL UNIVERSITY**

NAAC Re-accredited with Grade 'A' (CGPA:3.25) (23-1-2017 to 22-1-2022)

VALLABH VIDYANAGAR - 388 120

GUJARAT, INDIA

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# Technology adoption - Facilitating insurance penetration in rural India

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## Abstract

The Indian insurance industry has been witnessing a paradigm shift in its working riding on the technological innovations & its adoption in business. Rural India traditionally had been a neglected segment because of higher cost associated with acquisition & servicing.

The new age digital technology working on SMAC has been a great help in reaching out to the rural belt. It all started with the integration of the branches of insurance companies through wide area network connectivity as first step. The availability of the mobile connectivity & growing use of the smart phone in rural belt has brought a shift in the entire business model. The Government's push for financial inclusion & people centric plans are other enabling factor adding to the fuel.

The acceptance of e-commerce in low tier cities & rural areas has also facilitated the online sale / service of insurance. The people are no more fearful about the use of internet based business dealing. Regulatory changes brought in distribution space have given rise to many internet based channels filling the gap which were arising because of geographical distance earlier.

**Keywords:** Insurance, Financial Inclusion, Insurance Penetration, InsureTech, Technology.

## Introduction

Indian is known as a country of villages. As per latest census statistics around 68% of the population reside in rural belt & more than 50% people are associated with agriculture & related activities. Though the contribution of the agriculture & allied services in GDP has gone down to the level of 18% but the rural set up contributes immensely in the services sector & as per an estimate contribute around 50% of the GDP. The development pace in rural belt has been fast paced in last 20 years & the consumption patterns etc. have changed a lot. The experts are of the opinion that the traditional understanding of urban-rural divide is not more valid. The household are no more dependent solely on the agriculture produce but the inflow of money from the earning members in cities have added to the standard of living. The business portfolio of industries from consumer durable & FMCG reflect a changing face of rural India.

However the same can not be said for the insurance industry. The sale of insurance policies more from general insurance portfolio were not encouraging and till recently some of the insurance companies were getting fined for

not fulfilling the minimum rural business obligations put by regulator.

The industry experts talk of the absence of the "need felt" & the "lack of awareness" as the two key factors for the low acceptance of insurance in rural belt. The related matters of unfriendly "terms & conditions" & the viability of the business in terms of "distribution & servicing cost" put insurance at a disadvantageous position. But the things have started to change as technology is bringing a paradigm shift in insurance business & so far neglected rural area is destined to get its due share.

"What we call digital is no longer a luxury or boardroom conversation now. The hyper speed of the internet, the kinds of solutions that are emerging and a number of start-ups thinking of ways to look at businesses, this has changed" said Mr. Tapan Singhel, MD & CEO of Bajaj Allianz General Insurance company in an interview given to The Hindu Business Line on December 31st, 2019. This very bold & futuristic statement coming from a leader of the insurance industry reflects the promising mood of the industry as a whole.

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## Review of literature

The financial inclusion has been a top agenda for the governments across the world. Since it is also one of the key point in SDG on UN, it had been a sought after research area even for the academicians. Because of the geographic spread, low saving potential & the unviable operational cost, banks & insurance companies avoided expanding their network in rural belt. Then Government had to take the route of nationalization of these industries to make the services available to the masses. The life insurance business was nationalized in year 1956, the banking in 1969 & 80 & the general insurance in 1972. These socialistic steps ensured that the bank / insurance companies opened branches even in not-profitable places keeping in mind the service to the people at top of their agenda.

In last 20 years the gear got changed. The expansion of the network through "brick & mortar" branch set-up got replaced by alternate way of expanding the services. The use of technology & affiliate channels were the two main route. Off-late technology has been on forefront.

Thamodaran, V., & Ramesh, M. (2010) in their paper talked about the effectiveness of Information and communications technologies are a device to communicate rural people about to disseminate awareness, create interest and to stimulate enroll intentions of insurance. It enabled societies to improve on traditional modes of service delivery. It also helped in improvements in process effectiveness and efficiency.

Handoo, J. (2010) wrote about recent developments like formation of UIDAI, National Financial Switch-NPCI, enhancing the daily transaction limit of mobile banking. It also highlighted the favorable recommendation of use of mobile phones as a framework of financial inclusion in India and relaxation in banking correspondence model. They observed that financial inclusion policy environment in India had undergone a tremendous change and it was on verge of bringing more dynamic changes.

Rao, N. S., & Bhatnagar, M. H. (2012) found the need of 'technology with a human touch' which acts as a ladder to achieve the target of financial inclusiveness. Institutions should, therefore, take extra care to ensure that the poor are not driven away from banking because the technology interface being unfriendly. This required training the banks' frontline staff and managers as well as business correspondents on the human side of banking. Financial

service providers needed to learn more about the consumers and new business models.

Bansal, S. (2014) in his paper concluded that modern information and communication technology (ICT) could as a tool to develop a platform to extend the financial services in remote areas. Technology intervention helped banks to reduce their cost, increase customer reachability, better management of business risk leading to financial inclusion.

Singh, A. (2017) talked about technology as an enabler in implementation of the financial inclusion initiative and various services being implemented by various agencies.. The banks and financial establishments needed to invest in technology to enable delivery of financial services in a transparent, righteous and equitable manner.

Gulati, A., Terway, P., & Hussain, S. (2018) recommended use of high technology and JAM trinity to link land records of farmers with their Aadhaar numbers and bank accounts for assessment and faster settlement of claims. They suggested creation of a portal linking Core Banking Solution (CBS) and insurance for real time information.

Nayak, B., Bhattacharyya, S. S., & Krishnamoorthy, B. (2019) identified three key themes for technology implementation in the social health insurance sector - analytics for risk management, cost optimization for operations and enhancement of customer experience. It concluded that leveraging the Govt / Insurance companies can enhance the coverage of BoP population

Chatterjee, A. (2020) suggested that both financial institutions individually and in collaboration with mobile / internet service providers could improve the per capita growth in financial inclusion. However, it was observed that in developing countries, the role of ICT indicators in fostering financial inclusion and therefore growth was not very promising. From the policy perspective, it suggested more investment in educating people about the usage of ICT in formal banking sector.

Shen, Y., Hueng, C. J., & Hu, W. (2020) in their study in China concluded that just internet usage had no direct impact on financial inclusion. Rather, the direct impact came from the level of financial literacy and use of digital financial products. They concluded that to achieve the goal of advancing financial inclusion, Chinese policymakers needed improvement in the consumers' financial literacy & simple digital financial products.

Review of the research papers including the above cited works clearly indicate that technology is the key element in bring financial inclusion to integrate those who are left. However it also suggest clearly that just the technology is not enough in itself. The related eco-system of the regulation , financial literacy , the simple product feature & the robest interlinking of related services are also equally needed.

### **Background of Insurance Industry of India:**

The provision for safety, security & help which is the essence of the insurance c has been an integral part of human development itself. Our old traditional set-up of joint family is still the best insurance plan for any family. However , the commercial avatar of insurance started from marine / trade business in 16th century and since then it has travelled miles to become an integral part of the entire trade & economy sphere all around the world. India got its first local insurance company in 1869 & in that way the Indian insurance sector completed its 150th year recently. The establishment of the office of Controller of Insurance & the enactment of the insurance act 1938 had been distinct milestones in India. This 1938 act continues to be the mother act for all acts , regulations & rules since then.

With the purpose of channelizing the saving of the citizens for nation building, Government of India nationalized life insurance business in 1956 and general insurance business in 1972. This socialistic step taken by the government ensured expansion of the insurance offices network even at district level. Our country witnessed an unprecedented economic crisis in early 90s & as per the dictate of the multilateral agencies & the trade blocks , the government had to agree for the opening up of the Indian market , including insurance. The strong emotional link with Govt. owned insurance companies , the attached sovereign guarantee of corpus in case of LIC & the strong unionized cadre delayed the process & the sector could open only in year 2000 with the entry of a private companies.

As per the IRDAI annual report 2019-20 , there were 24 life insurance & 34 general insurance companies carrying on insurance business in the country. Out of these, seven were of public sector origin and the rest from private sector.

For the fiscal year 2019-20 insurance industry underwrote a total premium of Rs.7.52 lakhs crores. The contribution of life insurance was that of Rs. 5.73 lakhs crores i.e. almost 75%. Indian continues to be life insurance dominated market compared to the world scenario where general insurance contribute more at about 55%. For the year 2019 , the per capita premium (insurance density) was around \$ 78 while the contribution to the GDP (insurance penetration) was at 3.76 %. These figures were merely \$ 11.5 & 2.71 in year 2001 when the sector got opened up. No doubt the industry has made a huge progress on business volume front but compared to the global average figure insurance density of \$ 818 & penetration figure of 7.3% , we have a long way to go.

One of the real highlight & the enabling development has been the arrival of the new set of channels of distribution. In 2000, we just had the provision of direct channel i.e. sale by salaries staff/ official & tied agency channel. Now we have multiple channels in place including corporate agencies (mainly banks/NBFC), insurance brokers, online sale, web aggregator, MISP, PoSP, IMF & micro insurance to sale the policies.

The establishment of the regulatory office i.e. IRDAI ensured a proper control over development initiatives & regulatory control. Safeguarding the interest of the policy holders has been the top agenda for the IRDAI. It brought in place strict solvency & distribution related regulations. Getting new channels of distribution to reach to far flung places in country has also been an achievement. In the recent past , the IRDAI has been found to be very forward looking & open to experimentation with new ideas and Technologies by bringing "sandbox" approach in its working.

### **Rural Insurance - The present Stage**

In our Indian set up a place is defined as rural when it confirm to the norm of not having a population base of over 5000 & the population density of over 400. It also mandates that a minimum of 25% of the adult workforce must be engaged in agriculture & allied occupation. As per 2011 census , India had in total 650244 villages units spread across the length& the width of the country.

As per the latest IRDAI annual report the distribution of the offices of life & general insurance companies as on March 31, 2020 were of the following order :

### Life Insurance

Category of Ins Co	No of offices in tier I & II (Urban)	No of offices in tier III to VI (Semi-urban & Rural)	Total No of offices	% of branches catering to rural belt
Public Sector	2398	2557	4955	51.60
Private Sector	5694	661	6355	10.10
Total	8092	3218	11310	28.45

### General Insurance & Spl. health insurance

Category of Ins Co	No of offices in tier I & II (Urban)	No of offices in tier III to VI (Semi-urban & Rural)	Total no of offices	% of branches catering to rural belt
Public Sector	5157	2389	7546	31.65
Private Sector	2609	145	2655	5.46
Specialized Ins Co	86	00	86	0%
Total	7852	2534	10386	24.39

(Source IRDAI Annual Report 2020)

As per 2011 census almost 68% of the Indian population resided in rural part & if we take the distribution of the offices across the city / rural base from the above chart, one can easily conclude that the rural business has not been on the agenda of the private general insurance companies. Thanks to the nationalization that PSUs companies have their presence in rural part.

Insurance has all along been a push product & the insurance companies had been using the services of the agents to sale / service of the policies. As the population is wide spread the effort & the related expense in getting a policy in rural belt is much higher than the urban centers. The situation becomes much more difficult in general insurance line of business as the commission payout in monetary terms is much less & that demotivates the agents to opt for agency in general insurance companies. The situation in life insurance is relatively better as because of the saving element being a part of the product offer, it does have a bit of attraction.

No wonder the general insurance companies have been reluctant in opening of the branch network in rural base.

To facilitate the availability of the insurance product to the rural areas, the regulator had to bring a regulation prescribing a minimum percentage of rural business for the insurance companies & that was linked with the age

of the insurance companies. For general insurers, two per cent of gross premium income should be in the rural segment in the first year, which goes up to seven per cent from the ninth year onwards. In respect of stand-alone health insurers, it is 50 per cent of the obligations prescribed for non-life insurers. However such compulsions failed to bring the desired impacts & many of the companies paid penalty in their initial years of operation & many of them now just do little above the mandated volume.

#### **Digital Technology - A new saviors**

Last decade has seen a phenomenal growth in the field of digital technology. Social Media, Mobile, Artificial Intelligence & Cloud Computing (SMAC) as a pack have given a new direction to the business world. It has got the ability & potential to bridge the urban-rural gap. If someone in rural belt has a smart mobile & good internet connection at his /her disposal, he /she is as equipt as anyone in a metro city to transact the e-based business. The digital technology is transforming the business models & providing new opportunities. Insurance is one such domain which is using the digital platform to reach & tap the untapped markets.

As per the latest Statista data as of February, 2021 India had the around 62.4 crores active internet users. It

translates to around 45% of internet penetration. This figure was just 4% in year 2007. The number of smartphone users is at around 76 crores. Almost half of the mobile users are in rural belt. As per the survey conducted in year 2019 by Statista almost 55% of the internet users were of the age bracket 20-39 i.e. the young group. This digital reach is of immense benefit to the business providers in terms of not only reaching to the targeted audience with business promotion but also to transact business over it.

As found by the review of literature, the low awareness about the concept of insurance, lower availability / distribution, the trust factor, the higher servicing cost and in some of the cases even non-affordability are some of the easily identifiable reasons for the neglect of the rural India by banks & insurance companies.

The digital technology with its immense flexibility & inbuilt capabilities, has started giving alternate solution for all the issues / obstacles in place :

- Customer awareness & engagement
- Customer on-boarding
- Customer servicing
- Claim settlement

### **#Customer awareness & engagement**

One of the reasons for people not purchasing insurance is the lack of awareness. In an initiative to connect & engage the potential customers, mainly the younger generation insurance companies are using the digital & social media platforms extensively. The beautiful text / audio / video marketing communications put on social media platforms reach to the urban / rural clients with same ease. The advertisement appeals used in these communication have also changed for the good. In place of the traditional appeal of "fear / what if" the companies are using romance, humor, group activity & many other themes to get message across.

### **# 24\*7 prospect engagement**

Insurance is a technical product & the prospective customer requires handholding for some time. They also require someone to clear their doubts & help them in selection of the products. Insurance companies are not providing such window through their website or dedicated "apps". The artificial intelligence driven voice / non-voice chatbox has replaced the earlier option talking on phone. This option is available 24\*7\*365 & can be used by

prospect at ease. With the continuous use & improvement these chatbots are now capable enough to handle 80-90% of the queries in retail business segment.

### **# Customer on-boarding / distribution**

The higher distribution cost because of the dispersed geography coupled with the low volume of business in rural an unviable business proposition for the insurance companies. The companies have started using online platforms / e-commerce route to distribute the products. Bajaj Allianz General was the pioneer in bringing a new approach by the name "Virtual Office" in 2014. It was also termed as a mobile tablet office or Tablet office on move. The tablet enables the sales official to access relevant information pertaining to a policy, its features, policy issuance, payment, etc. at the click of a button, at the customers' doorstep itself. The tablet also has the feature to upload documents which can directly be sent to the offices via image mailing for decision making. The detachable dongle also provides multiple payment option on online mode. This entire model was transparent and handled by company employee thereby it helps not only in reduction of the cost but eliminates the possibility of fraud.

The old & costly "brick & mortar" set up is being replaced by new age cost efficient third party alternate distributions channel in place which are helping sales / servicing of the insurance in remotest part of the country seamlessly.

The sector regulator IRDAI had been very pro-active in bringing such relevant regulations & platforms.

The insurance companies have started using the Ministry of Information Technology promoted Common Service Center (CSC) network for the sale of pre-underwritten simple / small ticket size in rural belt. The entire platform is built on leveraging e-channel and works under Public-Private model. This arrangement has made it possible for rural people to get policies and services at their village / panchayat level. It also provides a remunerative earning potential to educated rural youth in form Rural Authorized Person scheme (Insurance sales person). As per the IRDAI annual report, these CSCs transacted a premium volume of Rs 1154 Crores in financial year 2019-20 selling motor, personal accident, life & even crop insurance policies.

Government has a target of having more than 1 lakhs of such CSCs (at least one each in all panchayat) & in that way they would be like a mini insurance offices even at

gram panchayat level. This would help a lot in insurance distribution.

In year 2017, IRDAI brought Insurance Self Network Platform regulation & allowed insurance companies & intermediaries to appoint Point of sale person (PoSP) to sale simple policies only through digital platform. channel which has started This was to make inroad in rural part with simple products so as to minimise mis-selling or dispute. As per the latest IRDAI report 220 insurance co/intermediaries have so far opted for this new opportunities & have on-boarded more than 5 lakhs PoSP, majority of them from rural background. One of #InsurTech broking company by brand name #TurtleMint has got more than 100000 PoSP on their roll. As the licencing norm has been relaxed, the industry is expecting a big surge in the number in very near future.

Motor Insurance Service Provider (MISP) is an another digital base initiative which is likely to bring a positive impact in rural side in motor insurance portfolio. The regulator has made provision of allowing all willing motor dealers to opt for insurance sales/ serving job. Now one need not go to a near by insurance office to get his / her policy buy / renewal, the same can be done at the nearest motor dealer office. Needless to mention, all these MISP points are well networked & the policies are issued in minutes times. Even they are to help claimants in their distress time.

The technology has made it possible for the companies to set-up mini offices having 2/3 staffs. Iffco Tokio General Insurance Co is one such organization which is having a concept of "bima Kendra" in rural part. "We are trying to open offices in smaller towns and rural areas and are working on smaller products that will cater to that segment of the society. The industry is working on customised bite size insurance products that have lower premium, shorter tenure but high volume" said Mr. Warinder Sinha, MD & CEO in his interview given to Indian Express.

### # Customer Servicing :

As insurance means protection against the uncertainties and the uncertainty can happen anytime so the insurer should also be available 24\*7. Insurance companies have started using "chatbot" which can handle most of the queries including even the status of the claim. Almost all the big companies have now their own mobile app & they insist customer using the facilities there. These apps are technically very sound & allow a customer to conduct all insurance related transactions.

The website, portals, app & the tools available there has made many of the services available at the click of the mouse for which one earlier needed a visit to office travelling far distances earlier. This has added to the trust factor making insurance accepted by the people even in rural part.

- Getting premium quotes on various products
- Getting instant information about branch and network hospital locations
- Getting a status update about a claim or policy
- Knowing claims procedure details
- Getting policy soft copy and even
- Buying insurance online

### # Quick Claim Settlement

The financial results of the insurance companies in public domain suggest that more than half of the companies in general insurance domain are making underwriting / operational losses. It simply mean they are paying claim more than the premium earned. . Still the general perception about the insurance companies is negative. There are two factors leading to such impression. The first is of the terms & conditions & second is about the delay in claim settlement process. The digital technology has started helping at least in the second one in motor, health & home insurance to begin with.

Getting minor motors claims using the claim interface in mobile app is a common feature now. The companies have started extensive use of whatsapp / video etc. in claim assessment. This technology based initiative involves customer him/herself in the process of settlement of their motor claim up to the limit allowed by the insurance regulator IRDAI. All that a customer has to do in case of, say, a motor accident is to download the company's self service app" and click photographs of the car as directed by the app.

In the background, the company do the calculation of how much the loss should be. This assessment of loss is conveyed to the customer. If he/she agrees, the company transfer the money to his/her bank account.

There have been used cases of whatsapp videos for settlement of home / shop claims during J&K & Kerala floods. Such quick claim settlement adds value to the industry & raises the trust bar.



## # Government backed digital based insurance schemes

The financial inclusion agenda got a big impetus under the current Government with the announcement of the PM Jandhan Yojana on August 15th, 2014. It not only got more than 42 crores new bank accounts but provided an optional subsidized life & personal accident covers attached with bank accounts. This was extended even to those accounts which were there in operation. As per the latest data available on ministry of finance website 23.26 crores people had opted for the PM Suraksha Bima Yojna (PMSBY) and 10.27 crores under PM Jeevan Jyoti Bima Yojana (PMJJBY) to provide personal accident & Life insurance cover to the bank account holders under Pradhan Mantri Jan Dhan Yojana. These policies are fully digital driven & made available across India. Majority of the beneficiaries are people from rural back ground. As per the latest data till the closure of the financial year 2021, 465000 death claims worth Rs 9300 crores have

been settled under these two schemes. The bank & insurance companies associated with these schemes have done a great job by making the claim process smooth. The rural mass witnessed the efficient / paperless insurance cover & the payouts thereon. This has proved to be a great way of making awareness about the need of insurance.

The rural economy revolves around the crop cycles & the farmers are always at risk with crop yield getting impacted by various perils. Crop insurance was there in existence for last 30 years or so but it was confined to few pockets only. The PM fasal Bima Yojana launched in year 2016 was a real pan India initiative providing an opportunity to farmers to have crop insurance at a heavily subsidized premium for the rabi & kharif cycles. The entire scheme architect is build around digital technology & has delivered a great service to the rural people. Introduction of this scheme brought crop insurance as the third largest line of business in the general insurance hierarchy.

**The performance of the scheme in last four years as of 31/03/2021 has been as follows :**

Year	No of farmers using insurance cover (Cr.)	Gross premium collected (Cr.)	Claim settled
2016-17	5.83	21,573	16,759
2017-18	5.33	24,652	22,114
2018-19	5.76	29,357	28,004
2019-20	4.22	23,542	20,090

(Source : PM Fasal Bima website)

The scheme has been a savior for the farmers. Though there have been complaints also of delayed / less claim payouts but the stakeholders are working on it. There has been some modification in the scheme too.

The scheme is so much digital enabled that a farmer can buy crop insurance from the portal of the scheme & even file the claim.

The way forward is to get the services of specialised agencies to use satellites, remote-sensing data, unmanned aerial vehicles and artificial intelligence to assess crop yield estimates at the local unit level so as to reduce delays in settlements of claims.

PM Jan Aarogya Yojana (AyushmanBharat) is the third ambitious plan from Government to ensure universal health cover to the needy people well identified by socio economic census data 2011. Under this scheme 10.74

crores of households (around 50 crore people) are provided a 5 lakhs family floater medical cover. As on March, 2021 more than 10 crores of the family have already been given the card. Out of these 10.74 crore house hold 8.30 crores are from rural belt. This scheme has extended the hospitalization benefit to more than 1.65 crores till march, 2021 through 20k empaneled hospital across country.

Like all other plan this too is digitally driven & the beneficiary can have a full cash less hospitalization facility. The success of these schemes are attributable to the digital connectivity & architect part from the push from the Government.

### Way Forward

Rural India provides an untapped market potential to the insurance companies in all lines of business be it life, general or medical. With around 65% of population base

& having reasonably good income flow rural India is a bright opportunity not only for insurance but for all industry sectors. The strong push from the government for financial inclusion has given a strong boost to provide banking & insurance services to the village people.

Customer centric approach, affordable pricing & ease of transacting business are the three crucial points which can help insurance companies making good inroad. Fortunately, the new technology is making all these three converge at one place. The growing use of technology based third party distribution network is giving a good cost arbitrage to the insurance companies. The new age #fintech & #insuretech venture are bringing new opportunities.

We have started witnessing the disruption in insurance industry & the days are not far away when the urban-rural gaps would be a matter of history.

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# An Exploratory Study on Social Media Penetration in Rural India: Reasons and Initiatives

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## Abstract

This study aims to understand the Government's initiatives to overcome the lower social media penetration in rural India by considering the current scenario and its reasons. An exploratory study is undertaken by visiting Government dossiers presented at question-answer sessions in parliament, census records, white papers, global/national institution reports, statistical portals, research papers, websites etcetera for secondary data. Emphasis is on the technical rural infrastructure development in electronics and broadcasting. This study also emphasizes supportive infrastructures such as power, literacy, and poverty reduction. Its inference is to enhance the accessibility and quality of information dissipation to end-users via social networks, which is considered as a pivotal element to escalate communication among different entities such as people and systems that will transform the Indian rural economy.

**Keywords:** Social media, Social network, Rural India, Social media penetration, Government Initiatives, Technical Infrastructure, Supportive infrastructure, Facebook, YouTube.

## 1. Introduction

Communication plays a pivotal role in transforming any country for its global recognition. It is crucial in rural parts of any country that is often unintentionally sidelined from mainstream development. The social divide in geographical bifurcation as urban and rural areas talks about the uneven distribution of various amenities and benefits according to population density. Delay in appropriate information dissemination regarding different Government policies and their deployment hampers the rate of progress of rural parts of the country. Equipping rural populations with appropriate communication tools helps it in social, economic, intellectual, technological, ecological, and financial upliftment by fetching it to the mainstream that reassures the balanced growth of any country. At present social media is such a medium that shoulders instant and massive information propagation and updates among the urban but rural population. The spread of technological update's locus is urban areas that require similar efforts for rural areas. Instant information updates can conquer the asymmetry between urban and rural environments.

More than half of the world's population (3.9 billion) is considered to be online, and another offline half population is considered to be having the spread in the developing

countries (Henry, n.d.) and likely to reside in the rural areas which hold applicable in the context of rural India too.

"The Fourth Industrial Revolution (4IR) heralds an exponential pace of technological change, building on the digital revolution to combine technologies, spawn new ones, and transform systems, industries, countries - even society itself." (Lele, 2017). This occurrence of the industrial revolution led the way for mass communication. The most frequent mass media platforms are the Internet, television, radio, telephone, magazine, and newspaper. Population relies on mass media for contextual information regarding politics, economics, society, ecosystem, finance etcetera that helps understand different perspectives brought forth and appraised in terms of effectiveness. Out of these different mediums, the Internet has revolutionized mass communication in various ways with social media/networks.

## Social Media

*"Social media is an ingredient, not an entree."*

- Jay Baer

Social media is nothing but applications and websites that enable users to participate in social networking via creating and sharing content. Influential social media/

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