



Marketing and Management Strategy for Insurance in Rural India

By P. Charan

Mittal Publications, New Delhi, 1994. N.A. Condition: New. Viii+f315pp Rural Marketing has always been perceived as intractable territory due to its sheer size and scattered characteristics. Coupled with it, widespread illiteracy among rural people always made rural marketing a complex task. Keeping this in view this book presents the overall scenario in respect of Rural Marketing situation as existing in India and goes on to dilate on the vast untapped potential of the same in its entirety. This is achieved by merging Rural Economics and psychology of rural people and thereafter treated the subject on a wie and macro basis. Later, focus is laid on micro aspects chief among being Rural Insurance and its exploitation in India for the benefit of rural people. An attempt is also made to acuaint readers with all rural insurance schemes; both commercially run and government financed ex-gratis Social Security Schemes, including Crop Insurance. All these schemes are detailed/Specified/ tabulated/interpolated in comparison to international insurance practices. Suggestions are also made to achieve optimum utilisation of Rural Insurance and its marketing in India.



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