

Abstract Details

Title: Health Insurance in India

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Abstract: As everyone knows insurance plays a pivotal role in human life. Though the insurance industry is in existence from a long period, despite of that the level of awareness towards health insurance of the community is very low. The study tries to understand the awareness of the people towards the health insurance after the privatization of the insurance sector. The present study is an effort in the area of health insurance and the peculiar feature of it lies in multi-dimensions. The main objective of this study is to analysis the awareness level of people towards health insurance.

Keywords: Health insurance, Importance, Awareness.