BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR
PlotNo.F/4,Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24
Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

SUMMER INTERNSHIP PROJECT 2026

REPORT TITLE

"Understanding How People Know About Insurance and How It Affect Their Financial Decision"

SUBMITTED BY

Abhaya Charan Agrawalla
IMBA Batch: 2022-27
University Regn. No.: 2213258001

Faculty Guide	Corporate Guide
Ms. Shahni Singh **Assistant Professor (Finance)** **BIITM, Bhubaneswar**	**Mr. Bhavani Sankar Panda** **(Director)** **FuturEdge EdufinCraft Pvt. Ltd., Bhubaneswar**

CERTIFICATE OF EXTERNAL GUIDE

This is to certify that **Mr. Abhaya Charan Agrawalla** , bearing university registration no 2213258001 of 2022-27 batch, has completed his summer internship at **FuturEdge EdufinCraft Pvt. Ltd.** from 08thOctober 2025 to 15thNovember 2025 under the supervision of **Mr. Bhavani Sankar Panda (Director)** and has submitted this project report under my guidance in partial fulfillment of the requirements for award of the degree of Integrated Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date: 13/03/2026
Place: Bhubaneswar

Signature of the External Guide
Name: Mr. Bhawani Shankar Panda

FuturEdge
Edufincraft Pvt Ltd

CERTIFICATE OF COMPLETION

This is to certify that

ABHAYA CHARAN AGRAWALLA

has successfully completed the Summer Internship Program (8th Oct 2025 to 15th Nov 2025) on "Understanding how people know about insurance and how it affect their financial decision" at FuturEdge Edufincraft Pvt Ltd.

Bhavani Sankar Panda
Director

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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that **Mr. Abhaya Charan Agrawalla**, bearing university registration no 2213258001 of 2022-27 batch, has completed his summer internship at **FuturEdge EdufinCraft Pvt. Ltd.** from 08thOctober 2025 to 15thNovember 2025 under the supervision of **Ms. Shahni Singh(Asst. Prof. Finance)** and has submitted this project report under my guidance in partial fulfillment of the requirements for award of the degree of Integrated Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:
Place:

Signature of the Faculty/Internal Guide
Name: Ms. Shahni Singh
Designation: Asst. Prof (Finance)

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DECLARATION

I, **Mr. Abhaya Charan Agrawalla** bearing university registration no. 2213258001 (2022-2027 batch), hereby declare that the project report titled **"Understanding How People Know About Insurance and How It Affects Their Financial Decisions"** is based on my internship at **FuturEdge EdufinCraft Pvt. Ltd.,** BBSR, during the period 08th October 2025 to 15th November 2025 is an original work done by me under the supervision of **Mr. Bhavani Sankar Panda (Corporate Guide)** and **Ms. Shahni Singh (Internal Guide)**. This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfillment of the requirements for the award of the degree of Integrated Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date: 15.02.2026

Place: Bhubaneswar Signature

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to everyone who supported and guided me in the successful completion of my project titled "**Understanding How People Know About Insurance and How It Affects Their Financial Decisions**". First and foremost, I extend my heartfelt thanks to my project guide for their valuable guidance, continuous encouragement, and constructive suggestions throughout the course of this study. Their insights and expertise greatly contributed to shaping this research in a systematic and meaningful manner.

I am also thankful to the management and staff of the organization where I completed my internship for providing me with the opportunity to conduct this study. Their cooperation and support helped me gain practical exposure and a deeper understanding of savings behaviour and insurance awareness among individuals.

I would like to sincerely thank all the respondents who took time from their busy schedules to participate in the survey. Their honest responses and valuable inputs formed the foundation of this research work.

I am deeply grateful to my faculty members for their academic support and motivation during the preparation of this project report. Their teachings and guidance have played a significant role in enhancing my knowledge in the field of finance and insurance.

Lastly, I would like to express my heartfelt appreciation to my family and friends for their constant encouragement, moral support, and motivation throughout the completion of this project.

Name of the Student: - Abhaya Charan Agrawalla
Regn. No: -2213258001

ABSTRACT

The study titled “**Understanding How People Know About Insurance and How It Affects Their Financial Decisions”** Insurance plays an important role in providing financial security and protection against unexpected risks such as accidents, illness, property loss, and death. However, many individuals do not fully understand different insurance products, their benefits, and the importance of adequate coverage. The level of awareness about insurance significantly influences how people plan their finances and make important financial decisions. This study focuses on understanding how people gain knowledge about insurance and how that awareness affects their financial choices.

The main objective of this study is to examine the relationship between insurance awareness and financial decision-making among individuals. It seeks to identify the sources from which people obtain information about insurance, such as agents, banks, advertisements, social media, or financial advisors. The study also aims to analyze whether higher awareness leads to better financial planning, regular premium payments, appropriate policy selection, and improved risk management.

The research is based on primary data collected through a structured questionnaire distributed among individuals from different age groups, occupations, and income levels. The responses are analyzed using percentage and comparative analysis methods to understand patterns in awareness and financial behavior. The study considers various types of insurance products, including life insurance, health insurance, motor insurance, and general insurance.

The findings of the study are expected to show that individuals with higher insurance awareness are more likely to make informed financial decisions, maintain financial discipline, and secure their future against uncertainties. On the other hand, lack of awareness may lead to underinsurance, poor financial planning, and increased vulnerability to risks.

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<u>CHAPTER-1</u>

Introduction

Today, life is becoming more expensive and uncertain. Because of this, managing money carefully has become very important for individuals and families. People face many financial risks such as illness, accidents, job loss, natural disasters, and other unexpected emergencies. These situations can create heavy financial pressure. Insurance helps reduce this burden by providing financial support during difficult times. However, insurance can only be truly helpful if people understand different insurance products and know how they work.

Insurance awareness means how much people know about insurance policies, their benefits, premiums, coverage, and claim process. Many people buy insurance without fully understanding the terms and conditions. Some people even avoid buying insurance because they think it is unnecessary, too costly, or only useful for saving tax. Due to lack of proper knowledge, they fail to see insurance as an important tool for financial protection. Therefore, it is important to understand how people learn about insurance and how much knowledge they actually have.

Financial decision-making refers to the choices people make about saving, spending, investing, and protecting their money. When making these decisions, individuals think about their income, future goals, family needs, and level of risk they are willing to take. Insurance awareness plays a big role in these decisions. For example, someone who understands the importance of health insurance is more likely to include it in their financial plan. A person who knows about life insurance may buy a policy to secure their family's future. On the other hand, people who lack awareness may ignore insurance and face financial problems during emergencies.

In countries like India, many people are still not fully insured. Even though there are many types of insurance available—such as life, health, motor, and general insurance—awareness is still low in many areas. Reasons include low financial literacy, limited income, lack of trust in insurance companies, and confusion about the claim settlement process. Because of this, when unexpected problems arise, many families struggle financially.

Insurance awareness is closely connected to financial literacy. Financial literacy means having basic knowledge about money management, saving, investing, and risk protection. People who understand these concepts are more likely to make better financial decisions. They compare policies, understand premiums, and choose insurance that suits their needs. As a result, they are financially more secure and prepared for the future.

Another important factor is how people receive information about insurance. They may learn about it through insurance agents, banks, advertisements, social media, friends, or financial advisors. The quality and clarity of this information greatly affect their understanding. Sometimes, people are influenced by marketing and buy policies without fully understanding them. This shows the need for proper financial education and clear communication.

This study focuses on understanding how people become aware of insurance and how that awareness affects their financial decisions. It aims to find out whether people with better knowledge of insurance are more careful about saving and planning for the future. The study will also identify the problems people face in understanding insurance products.

The results of this study will help insurance companies, financial advisors, and policymakers improve awareness programs. By increasing insurance knowledge, individuals can make smarter financial decisions, avoid unnecessary risks, and achieve better financial security for themselves and their families.

Scope of the Study

The study titled "Understanding How People Know about Insurance and How It Affects Their Financial Decisions" focuses on analyzing the level of insurance awareness among individuals and how this awareness influences their financial planning and decision-making. The scope of the study includes the following areas:

1. Study of Insurance Awareness Level

   The study examines how much people know about different types of insurance such as life insurance, health insurance, motor insurance, and general insurance. It also looks at their understanding of policy benefits, premiums, coverage, and claim procedures.

2. Understanding Sources of Information

It identifies where people get information about insurance products, such as insurance agents, banks, advertisements, social media, financial advisors, or family and friends.

3. Analysis of Financial Decision-Making

The study analyzes how insurance awareness affects financial decisions such as savings, investment choices, risk management, and long-term financial planning.

4. Impact on Risk Management Behaviour

It evaluates whether individuals who are more aware of insurance products are better prepared to handle financial risks and emergencies.

5. Demographic Factors

The study considers how factors like age, income level, education, occupation, and family responsibilities influence insurance awareness and financial decisions.

6. Preference for Insurance Products

It explores which types of insurance products are most preferred and why individuals choose or avoid certain policies.

7. Role of Financial Guidance

The study examines whether financial consultancy or professional advice plays a role in improving awareness and decision-making.

Objective of the Study

The main purpose of this study is to understand how much people know about insurance and how this knowledge affects their financial decisions. The specific objectives of the study are:

- To measure the level of insurance awareness among individuals from different age groups, income levels, and occupations.
- To identify the sources of information through which people learn about insurance products, such as agents, banks, social media, advertisements, or friends and family.
- To examine the types of insurance policies people are familiar with, such as life insurance, health insurance, motor insurance, and general insurance.
- To understand people's perception of insurance, whether they see it as a necessity, an investment, or just a tax-saving tool.
- To study the relationship between insurance awareness and financial decision-making, including saving habits, investment choices, and risk management practices.

- To find out the reasons why some individuals do not purchase insurance, such as lack of knowledge, high premiums, complicated procedures, or lack of trust.
- To analyze how financial literacy influences insurance decisions, including policy selection and coverage amount.
- To assess whether insurance awareness improves financial security and long-term financial planning.
- To identify gaps in awareness and suggest measures to improve understanding of insurance products.

Methodology

1. Research Design
   - This study is descriptive in nature. It aims to understand how much people know about insurance and how that knowledge affects their financial decisions. The study focuses on collecting real opinions and experiences from individuals.

2. Purpose of the Study
   - To measure the level of insurance awareness among individuals.
   - To understand how insurance knowledge influences saving and investment decisions.
   - To identify the factors that motivate or prevent people from buying insurance.

3. Area of Study
   - The study is conducted in selected urban and semi-urban areas. Respondents are chosen from different backgrounds to get a balanced view.

4. Data Collection Method

a) Primary Data

Primary data is collected through a structured questionnaire.

- The questionnaire includes multiple-choice and opinion-based questions.
- It covers personal details, savings habits, insurance awareness, and financial decision-making patterns.
- The survey is conducted through both online forms and direct interaction.

b) Secondary Data

Secondary data is collected from:

- Books and research articles
- Insurance company websites

- Government reports
- Financial literacy reports

This helps in understanding the theoretical background of insurance awareness and financial behavior.

5. Sample Size

- The study includes responses from approximately 100 individuals. The respondents include salaried employees, self-employed individuals, business owners, and students.

6. Sampling Technique

- A simple random sampling method is used. Respondents are selected based on availability and willingness to participate.

7. Tools for Data Analysis

- Percentage method
- Simple charts and graphs
- Comparison analysis

These tools help in understanding trends and drawing conclusions from the collected data.

Review of Literature

1. Annamaria Lusardi & Olivia S. Mitchell (2007) - Reference ID: LR-01

Lusardi and Mitchell (2007) examined the relationship between financial literacy and financial planning behavior. Their study found that individuals with higher financial knowledge are more likely to engage in retirement planning and risk management strategies, including insurance purchase. The research highlights that lack of financial literacy leads to poor financial decisions and inadequate protection against risks. This supports the idea that insurance awareness directly influences financial decision-making.

2. Tullio Jappelli & Mario Padula (2013) - Reference ID: LR-02

Jappelli and Padula (2013) studied how financial literacy affects saving and investment behavior. Their findings show that individuals with better financial education are more likely to purchase insurance products and diversify investments. The study concludes that improving financial education increases responsible financial behavior and reduces vulnerability to economic shocks.

3. Icek Ajzen (1991) - Reference ID: LR-03

Ajzen's Theory of Planned Behavior explains how awareness and attitudes influence decision-making. According to this theory, individuals who have positive beliefs and proper knowledge about insurance are more likely to purchase policies. This theoretical framework supports the idea that awareness shapes financial behavior and insurance adoption.

4. Subhash C. Kuntal (2010) - Reference ID: LR-04

Kuntal (2010) analyzed consumer perception towards life insurance in India. The study found that income level, education, and trust in insurance companies significantly affect insurance buying behavior. Many respondents purchased policies mainly for tax-saving purposes rather than risk coverage, highlighting the gap in awareness.

5. Insurance Regulatory and Development Authority of India (IRDAI Report, 2022) - Reference ID: LR-05

The IRDAI report emphasizes that insurance penetration in India is still lower compared to developed countries. The report highlights that lack of awareness and limited financial literacy are key reasons behind low insurance coverage. It recommends awareness campaigns and simplified policy structures to improve insurance adoption.

6. Meir Statman (2008) - Reference ID: LR-06

Statman (2008) discussed behavioral finance and how emotions influence financial decisions. The study suggests that fear, overconfidence, and misunderstanding of risk affect insurance purchase decisions. Proper awareness and financial education can reduce irrational financial behavior and encourage risk protection planning.

7. World Bank (Financial Literacy Study, 2014) - Reference ID: LR-07

The World Bank study found that financial literacy positively impacts savings habits and insurance ownership. Countries with higher financial literacy levels show better insurance penetration rates. The report recommends integrating financial education into national development strategies.

8. Robert C. Merton (1992) - Reference ID: LR-08

Merton's life-cycle financial planning theory suggests that individuals allocate income based on future needs and risks. Insurance plays a vital role in protecting income and wealth during uncertain events. The theory supports the importance of insurance awareness in long-term financial planning.

9. Reserve Bank of India (Financial Stability Report, 2021) - Reference ID: LR-09

The RBI report states that improved financial awareness leads to better saving and investment behavior. It highlights that individuals who understand risk diversification are more likely to adopt insurance as a protective tool. The report stresses the importance of awareness programs in semi-urban and rural areas.

10. Peter L. Bernstein (1996) - Reference ID: LR-10

Bernstein (1996) emphasized the concept of risk management in personal finance. He argued that understanding risk is central to financial decision-making. Insurance is a key instrument for managing uncertainty, and awareness about risk improves individuals' willingness to purchase insurance products.

Limitations of the Study

1. **Limited Sample Size**

- The study is based on a limited number of respondents. The results may not fully represent the views of the entire population.

2. **Restricted Geographical Area**

- The research is conducted in a specific area only. Therefore, the findings may not apply to people living in other cities or rural regions.

3. **Time Constraint**

- The study was completed within a limited time period. Due to this, detailed analysis and a larger survey could not be conducted.

4. **Reliance on Respondents' Answers**

- The study depends on the information provided by respondents. Some answers may not be completely accurate due to misunderstanding, guesswork, or personal bias.

5. **Limited Awareness Level**

- Some respondents may have low knowledge about insurance, which may affect the quality of their responses.

6. **Changing Financial Environment**

- Financial products and insurance policies keep changing over time. The findings of this study reflect the situation only during the time of research.

7. **Exclusion of All Insurance Types**

- The study focuses mainly on general awareness of insurance and may not cover all types of insurance products in detail.

8. **Income and Personal Factors**

- Financial decisions are influenced by many personal factors such as income, family background, and risk-taking ability, which may not be fully analyzed in this study.

CHAPTER-2

Company Profile:

A. ABOUT COMPANY

FuturEdge is a professional financial consultancy and skill development firm dedicated to bridging the gap between theoretical knowledge and practical financial success. At its core, the company operates as a dual-purpose entity: providing comprehensive financial solutions for individuals and families, while simultaneously acting as an educational hub for financial literacy and career advancement. The organization positions itself as a partner in "sustainable growth," moving beyond simple transactions to foster long-term financial independence for its clients.

B. Core Mission and Vision

FuturEdge's organizational philosophy is built on the belief that financial freedom is achieved through a combination of growth and knowledge. Bridging the Gap: The Company's primary mission is to eliminate "knowledge gaps" by providing hands-on, practical experiences. They don't just tell clients what to do; they empower them with the skills to make informed decisions. Aspiration: Their vision is to create a landscape where individuals are confident, independent, and secure in their financial futures through continuous learning and adaptability.

C. Core Values and Principles

The company's culture and operational standards are guided by five key pillars:

1. Financial Literacy: Empowering individuals to drive their own independence.
2. Strategic Insight: Using data-driven approaches to ensure sustainable growth and security.
3. Innovation: Remaining agile and adapting to the constantly evolving global financial landscape.
4. Integrity and Transparency: Maintaining a foundation of trust in every piece of financial guidance offered.
5. Results-Driven Approach: Focusing on tangible outcomes that contribute to long-term success.

D. Service Portfolio

FuturEdge offers a diverse range of services tailored to different life stages and professional goals. Their "Comprehensive Financial Solutions" include:

1. Personal Financial Planning
   - Child Education Planning: Helping families secure the academic future of their children through strategic savings and investments.
   - Retirement Planning: Designing long-term roadmaps to ensure financial stability in post-

work life.

- Wealth Building: Strategic consultancy aimed at growing assets and maximizing portfolio potential.
- Health Cover Planning: Ensuring clients are protected against medical uncertainties.

2. Education and Skill Development

- Financial Awareness & Literacy Programs: Educational initiatives designed to simplify complex financial concepts for the general public.
- 'Become A Partner' Program: An innovative collaborative model that likely allows individuals to train or work alongside the firm.
- Groom2Excel: A specialized program (noted in their navigation) focused on professional grooming and career-ready skill sets.

Organizational Achievements & Commitment

FuturEdge prides itself on a "Commitment to Excellence." Their achievements are not just measured in numbers, but in their ability to provide industry-leading strategies and expert consultations. By focusing on innovative solutions, they ensure that their clients and students are not just keeping up with the market, but staying ahead of it.

Industry Analysis

Insurance can be explained as a system that helps people reduce or protect themselves from financial loss related to life or property. It works on the principle of sharing risk. Instead of one person facing a large and uncertain loss alone, many people contribute a small and fixed amount so that the burden of loss is shared among everyone.

In simple terms, insurance is a method of cooperation within society. Members of a group agree to support each other by contributing money regularly. When any member suffers a loss due to a specific event, the collected money is used to compensate that person.

Legally, insurance is a contract between two parties. One party, known as the insurer (also called the assurer or underwriter), promises to pay a certain amount of money if a particular event occurs. This event may be certain, like death, or uncertain, like an accident or damage. The other party, known as the insured (also called the insurant or assurant), agrees to pay a fixed amount of money called a premium in return for this protection

SWOT ANALYSIS OF FUTUREDGE EDUFINCRAFT PVT. LTD.

1. STRENGTHS

- Specialized Financial Education Focus – Futuredge focuses on financial literacy, stock market training, and investment awareness, which is a growing and high-demand sector.
- Industry-Oriented Training Programs – Practical exposure to stock market, trading, and financial planning gives students real-world knowledge.
- Growing Demand for Financial Awareness – Increasing interest among youth in stock market and personal finance benefits the company.
- Affordable Skill-Based Courses – Provides accessible learning opportunities compared to larger national institutes.
- Local Brand Presence (Bhubaneswar/Odisha) – Strong regional recognition and trust among students.
- Career-Oriented Approach – Focus on employability and financial independence enhances value proposition.

2. WEAKNESSES

- Limited Geographic Reach – Primarily focused on a specific region; limited national or international presence.
- Dependence on Market Trends – Business performance may depend on stock market performance and investor sentiment.
- Brand Awareness Compared to National Players – Competes with larger platforms like online EdTech and stock market academies.
- Resource Constraints – May have limited infrastructure or faculty compared to bigger institutions.
- High Competition in EdTech Sector – Many free online resources (YouTube, apps, etc.) reduce differentiation.

3. OPPORTUNITIES

- Expansion to Online Learning Platforms – Launching pan-India online courses can increase reach.
- Collaboration with Colleges & Universities – Financial literacy programs for students can expand market base.
- Corporate Training Programs – Providing training to employees on financial planning and wealth management.
- Certification Programs – Introducing recognized certifications to enhance credibility.

- Rising Retail Investor Participation in India – Increasing Demat accounts and stock market participation creates strong growth potential.
- Government Push for Financial Literacy – Policies encouraging financial awareness can support expansion.

4. THREATS

- Intense Competition from Online Platforms – Platforms like stock market apps and EdTech companies offer low-cost alternatives.
- Market Volatility – Market crashes or losses may discourage new learners.
- Regulatory Changes – SEBI regulations or financial compliance changes may affect course content or operations.
- Economic Slowdown – Reduced disposable income may lower enrollment.
- Negative Perception of Trading Losses – Public fear due to losses may impact student interest

CHAPTER-3

COMPETITOR ANALYSIS

finocontrol®

Think Big. Think Beyond.

Finocontrol Company Overview

Finocontrol (operating as Finocontrol Consultancy Services LLP) is a finance education, advisory, and consulting organization founded in 2020 and headquartered in Bhubaneswar, Odisha, India. It is a privately-held company focused on practical financial training and career development in finance.

What They Do

- Provides industry-focused training programs in finance such as Investment Banking, Financial Modeling, Business Valuation, Financial Reporting, and Equity Research.
- Offers B2B consulting services to help businesses with financial structuring, analysis, and investment planning.
- Delivers career development support, including practical projects, mentorship, and placement assistance.

Mission & Vision

- Mission: To bridge the gap between academic knowledge and practical financial expertise, aiming to make 90% of finance professionals industry-ready.
- Vision: To be a global leader in fintech education, empowering learners worldwide with strong practical skills.

Growth & Reach

- Founded in 2020 and rapidly scaled its programs with more than 10,000 alumni and global participation.
- Has partnerships with 100+ hiring partners and 200+ industry collaborators.
- Programs and community span learners from multiple countries.

Recognition & Credentials

- Honored as Asia's Best FinTech Education Organization by the Leadership Federation.
- Recognized as a certified startup under Startup Odisha.
- LinkedIn lists it as an ISO 9001:2015 certified organization with 34,000+ followers.

Key Facts

- Founded: 2020 (registered as LLP in 2021)
- Headquarters: Bhubaneswar, Odisha, India
- Industry: Finance education, advisory, consulting, and training
- Team Size: ~11–50 employees (LinkedIn estimate)

SMARTMANTRA FINANCIAL SERVICES PVT. LTD.

SmartMantra Financial Services Pvt. Ltd. is a financial advisory and services firm headquartered in Bhubaneswar, Odisha, India. It was incorporated on 19 May 2010 as a private limited company and operates in the financial services and advisory sector. Its registered corporate identification number (CIN) is U74140OR2010PTC011999.

The company focuses primarily on providing personal and business financial advisory services, including financial planning, investment guidance, and wealth management solutions tailored to clients' financial goals.

Financial Planning & Advisory

- The company is known for comprehensive financial planning — helping individuals and families define and pursue long-term financial goals.
- Advises on wealth management, investment strategies, and portfolio planning based on a client's financial profile and risk tolerance.

Certified Financial Planning

- Smartmantra's leadership team includes experienced Certified Financial Planners (CFP), with expertise in areas such as:

- Retirement planning
- Investment advisory
- Tax optimization
- Insurance planning (life and non-life)
- Estate planning and cash flow management

- Education & life-stage oriented financial solutions

Wealth and Portfolio Services

- Offers support in managing investment portfolios, including mutual funds, fixed income instruments, and risk diversification strategies.
- The firm provides strategic outlooks and monitoring to help clients adjust their financial plans over time.

Education & Guidance

- Alongside advisory, the company's leadership has been involved in financial education and training, serving as faculty or coach for CFP programs and teaching students and professionals about financial planning principles.

Leadership & Expertise

The company's operations are led by directors (e.g., Rupakumar Pradhan and Namita Das), with Rupakumar Pradhan being a Certified Financial Planner and a seasoned financial advisor with decades of experience across financial services sectors — including insurance, broking, and wealth management. He also contributes regularly through columns and media on financial literacy topics.

Location & Legal Status

- Headquarters: Plot No. 2132/5140, BJB Nagar, Bhubaneswar, Odisha, India, 751014.
- Incorporation: 19 May 2010.
- Industry: Financial and insurance advisory services.
- Status: Active, unlisted company.

Total Overview Of Company

Smartmantra Financial Services Pvt. Ltd. is a Bhubaneswar-based financial advisory firm that helps individuals and businesses plan, manage, and grow their financial assets responsibly. Its services straddle comprehensive financial planning, investment guidance, and wealth management, supported by experienced advisors and CFP-certified professionals. The company also engages in financial education and mentoring to empower clients and students with practical finance knowledg

MINTBOX ADVISORY LLP

MintBox Advisory®
Making Sense of Investing

MintBox Advisory LLP is a financial services firm based in India that specializes in wealth management and financial planning. It was established in 2015 as a Limited Liability Partnership (LLP) and serves clients across the globe by helping them manage money and grow sustainable wealth.

Core Services

MintBox Advisory offers a wide range of financial services including:

- Financial Planning: Tailored strategies to help clients reach their personal financial goals (e.g., retirement, cash flow, education funding).
- Wealth Management: Creating investment plans and managing portfolios that align with client risk tolerance and future needs.
- Investment Advice: Advice on various asset classes like stocks, mutual funds (equity, debt, gold funds), and REITs (Real Estate Investment Trusts).
- Retirement & Goal Planning: Long-term planning tools, including retirement and life-goal calculators, to help clients prepare for the future.
- Risk & Insurance Guidance: Evaluating risk tolerance and suggesting insurance strategies before investment planning.

They also provide tools such as SIP, SWP, STP simulations and other calculators to help clients make data-driven decisions.

Regulatory & Industry Credentials

- SEBI Registered Investment Adviser (RIA): Registered with the Securities and Exchange Board of India (SEBI) as an investment advisor (Registration No. INA300015641).
- AMFI Registered Mutual Fund Distributor: Holds an ARN (104207), allowing them to distribute mutual fund products.
- Exchange Memberships: Member of mutual fund platforms of both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE).

These registrations show that the firm is authorized to provide investment advice and mutual fund distribution services in India under regulatory oversight.

Team & Experience

The advisory is led by a group of partners with decades of experience in financial markets, covering research, broking, portfolio management services (PMS), mutual fund distribution, and financial planning, serving both individual and institutional clients since the 1990s.

Client Focus & Approach

MintBox Advisory follows a “Client First” philosophy — meaning they aim to put the best interests of clients at the forefront. Their approach emphasizes:

- Customized financial solutions tailored to individual goals.
- Convenient digital access and reporting, making finances transparent and easy to follow.
- Long-term engagement and knowledge sharing, helping clients stay informed and confident in their financial decisions.

CHAPTER-4

Customer Analysis

1. Introduction to Customer Analysis

- Customer analysis helps us understand how people think, behave, and make decisions regarding insurance. In this study, the focus is on understanding how individuals become aware of insurance products and how that awareness influences their financial planning. Insurance is not just a financial product; it is a security tool that protects individuals and families from unexpected risks. However, many people still lack proper knowledge about different insurance policies and their benefits.

- This customer analysis examines the characteristics of individuals, their income levels, education, occupation, risk perception, and how these factors influence their insurance-related decisions.

2. Demographic Profile of Customers

a) Age Group

- Younger individuals (18–30 years) generally show lower interest in insurance because they feel they are healthy and have fewer responsibilities. Their focus is usually on spending, lifestyle, and short-term savings.
- Middle-aged individuals (31–50 years) show higher awareness and interest in insurance. They have family responsibilities, children's education expenses, home loans, and therefore understand the importance of financial protection.
- Older individuals (50+ years) prefer health insurance and retirement-related policies for security.

b) Income Level

Income plays a very important role in insurance decisions.

- Lower-income groups often hesitate to purchase insurance due to affordability concerns.
- Middle-income groups are more likely to purchase life and health insurance for family protection.
- Higher-income groups invest in multiple policies, including investment-

linked insurance plans.

c) Education Level

People with higher education levels generally have better awareness about insurance products. They understand terms like premium, coverage, claim settlement, and risk management. Less educated individuals may depend more on agents or relatives for guidance.

3. Awareness Level of Customers

Insurance awareness means how much customers know about different insurance products, benefits, and procedures.

Sources of Awareness

Customers usually learn about insurance from:

- Insurance agents
- Banks
- Social media and advertisements
- Friends and family
- Online research

In many cases, awareness is basic. People know about life insurance but may not fully understand health insurance, term plans, or claim settlement procedures.

Understanding of Claim Process

Many customers are not fully aware of how the claim settlement process works. Some common observations include:

- Confusion about required documents
- Lack of clarity about waiting periods
- Fear of claim rejection
- Misunderstanding of policy terms

This lack of awareness sometimes reduces trust in insurance companies.

4. Customer Behavior towards Insurance

Risk Perception

Customers who understand financial risks (such as medical emergencies or accidental death) are more likely to purchase insurance. Those who underestimate risks often delay buying policies.

Saving vs Insurance Preference

Some individuals prefer traditional savings methods like bank deposits, gold, or real estate rather than insurance. They may see insurance as an expense rather than protection. However, customers with better financial literacy view insurance as a necessary part of financial planning.

Influence of Family and Advisors

Family members and financial advisors strongly influence insurance decisions. In many cases, customers buy insurance because it was suggested by a trusted person rather than through independent research.

5. Impact of Insurance Awareness on Financial Decisions

Insurance awareness directly affects how people manage their money.

Better Financial Planning

Customers with higher awareness:

- Plan their finances systematically
- Allocate money for insurance premiums
- Maintain emergency funds
- Diversify investments

Confidence and Security

When individuals understand insurance coverage and claim processes, they feel more financially secure. This confidence encourages long-term planning such as retirement savings and children’s education funds.

Reduced Financial Stress

Insurance reduces financial burden during emergencies. People who have health or life insurance are less stressed about unexpected expenses.

Investment Decisions

Awareness also influences investment behaviour. Some customers choose insurance-cum-investment products, while others prefer pure protection plans after understanding cost-benefit differences.

6. Challenges Identified in Customer Analysis

Despite growing awareness, certain challenges remain:

- Misconceptions about insurance being only for tax saving
- Lack of trust due to past negative experiences
- Complexity of policy documents
- Limited understanding of digital insurance platforms
- Irregular income affecting premium payment ability

These challenges affect overall insurance penetration.

7. Conclusion of Customer Analysis

- The analysis shows that insurance awareness plays a crucial role in shaping financial decision-making. Customers with better knowledge about insurance products and claim procedures tend to make more informed and confident financial decisions. Age, income, education, and risk perception significantly influence insurance purchasing behaviour.

- Improving financial literacy and simplifying insurance information can help individuals make better financial choices. Financial consultants, banks, and insurance companies should focus on spreading awareness and building trust among customers.

CHAPTER-5

Actual Work Done, Findings and Analysis

A. Training Experience in the Organization

- **Week1: various scheme Of Insurance**

During this week, I learnt about Bank & types of Banks, Insurance & types of insurance, which was very helpful for me. I was received one insurance product. I also completed one presentation on this product **(HDFC LIFE SANCHAY PLUS).** Learning of various scheme of insurance (**HDFC LIFE SARAL JEEVAN BIMA, HDFC LIFE GURANTEED INCOME INSURANCE PLAN**)

- **Week2: Learn About Different Customer Objections**

During this week, I learnt about **EMPOWERING YOUR CHILD's DREAMS WITH STRATEGIC FINANCIAL PLANNING**, & **TO LEARN ABOUT DIFFERENT CUSTOMER OBJECTIONS** which was very helpful for me and **TO KNOW ABOUT THE VARIOUS TYPE OF CUSTOMER BEHAVIOUR**.

- **Week3: Questionnaire Related To Insurance**

During this week**, I MAKE ONE QUESTIONNAIRE RELATED TO INSURANCE & DOING THE SURVEY, GOING TO DIFFERENT MARKET & COMPANIES FOR THIS SURVEY LIKE BAPUJI NAGAR, DAMANA VEGETABLE SHOP, ESPLANDE MALL, GAIL, INFOSYS, DLF**, etc which was very helpful for me. And I also know about the various health insurance plans like **SBI HEALTH, STAR HEALTH, HDFC ERGO, NIVA BUPA,** etc.

- **Week4: Insurance Awareness**

During this week, I doing the same survey in many places which was very helpful for me. And also understand about saving pattern of the customer and various instrument of the saving like **(fixed deposit, Mutual funds, stocks, Govt. bonds, etc.).**

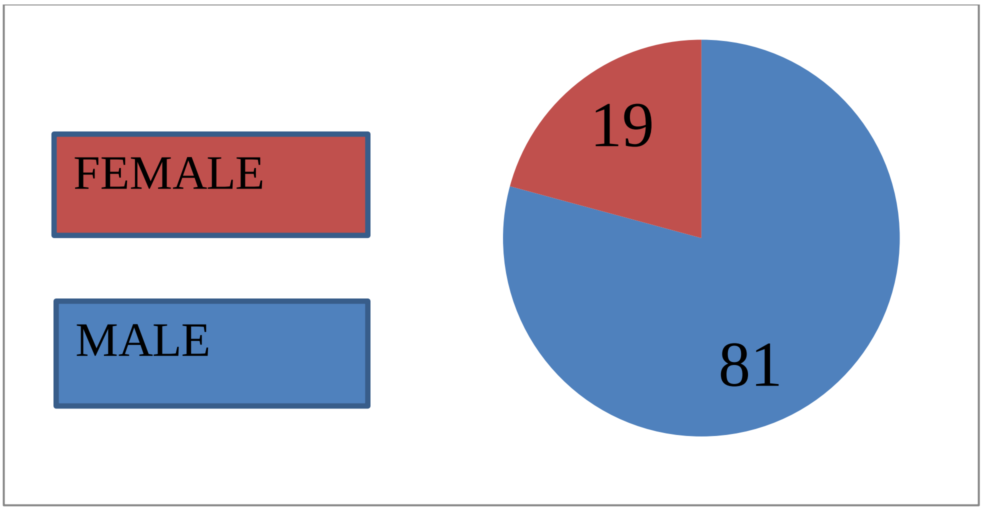
B. Analysis and Findings

Survey Has Been Done To Know the Awareness, Preference and Consumption Pattern of Health Insurance by Using Questionnaires

<u>Sample Size:</u>

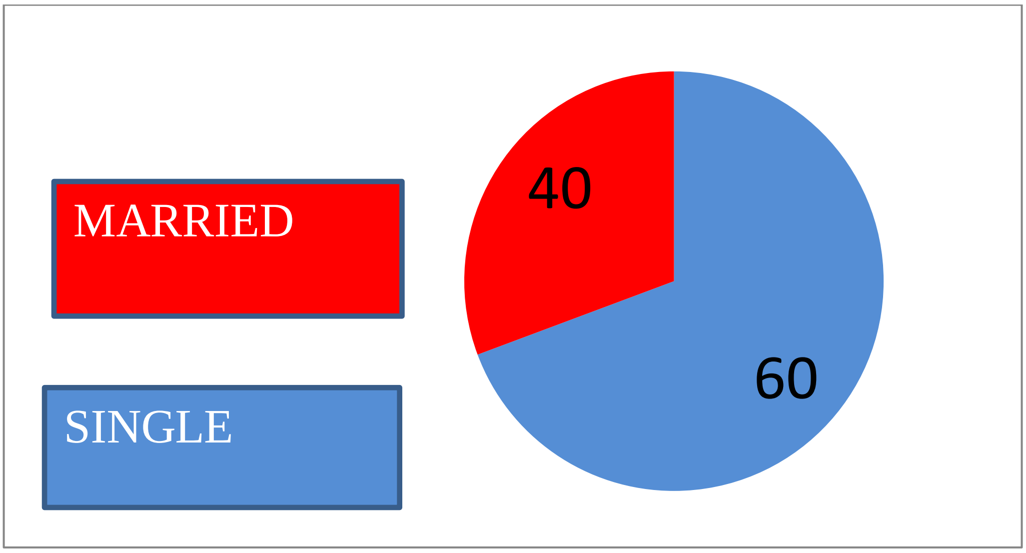
A) **GENDER**:

In Gender Ratio 19% participant are female and about 81% are male participant.



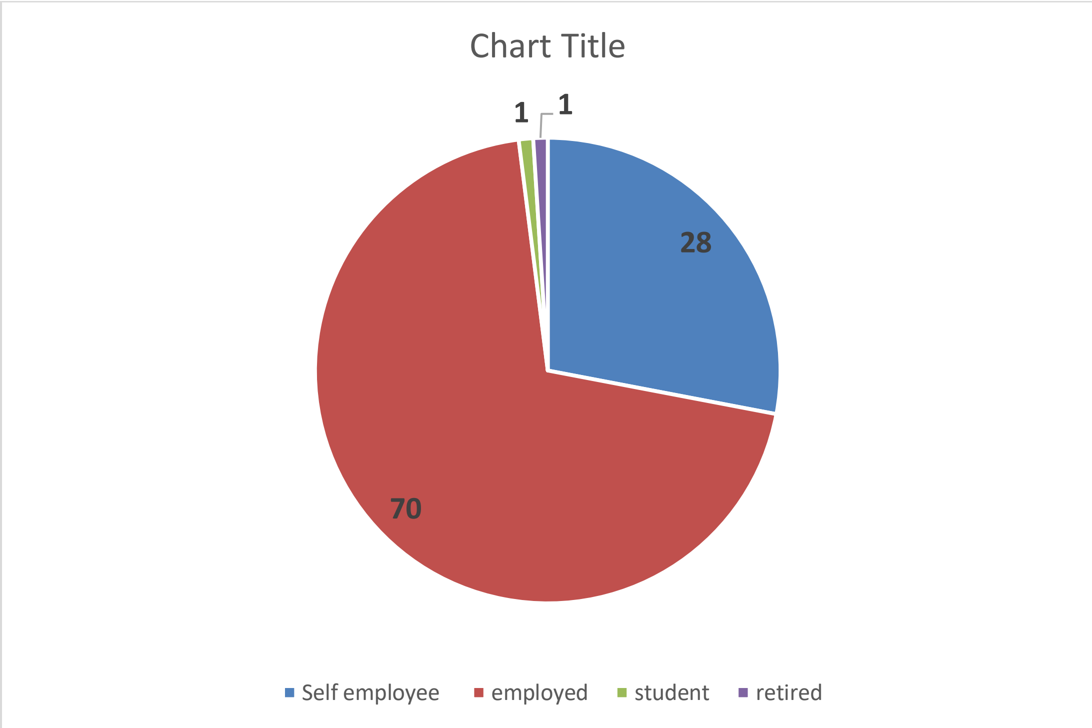
B) **STATUS:**

In status ratio 40% participant are married and about 60% are single.



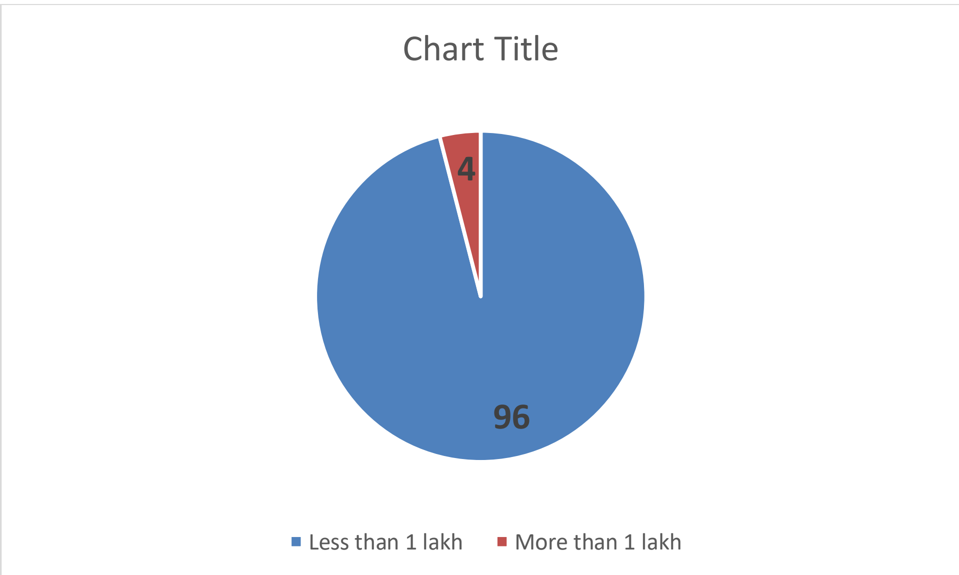
C) **Current Employment:**

In current ratio 28% participant are Self-Employee, about 70% are employed, about 1% are students and about 1% is retired



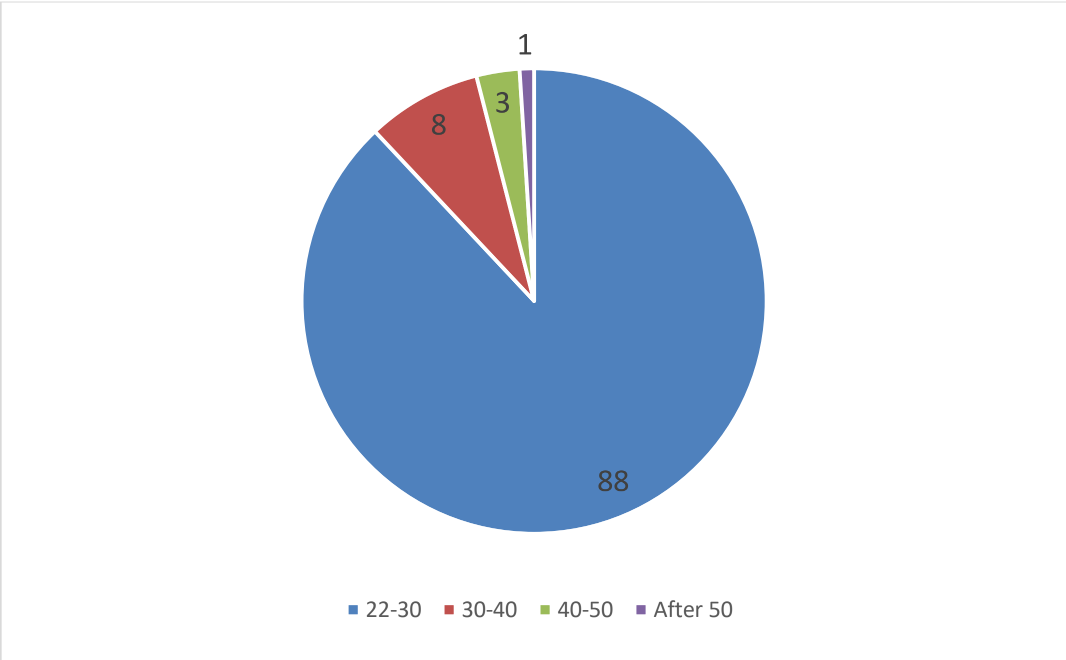
D) **Average Monthly Income:**

More than 96% participant earn less than 1 lakh, 4% participant earn more than 1 lakh. It shows that more than 96% participant have low income level.



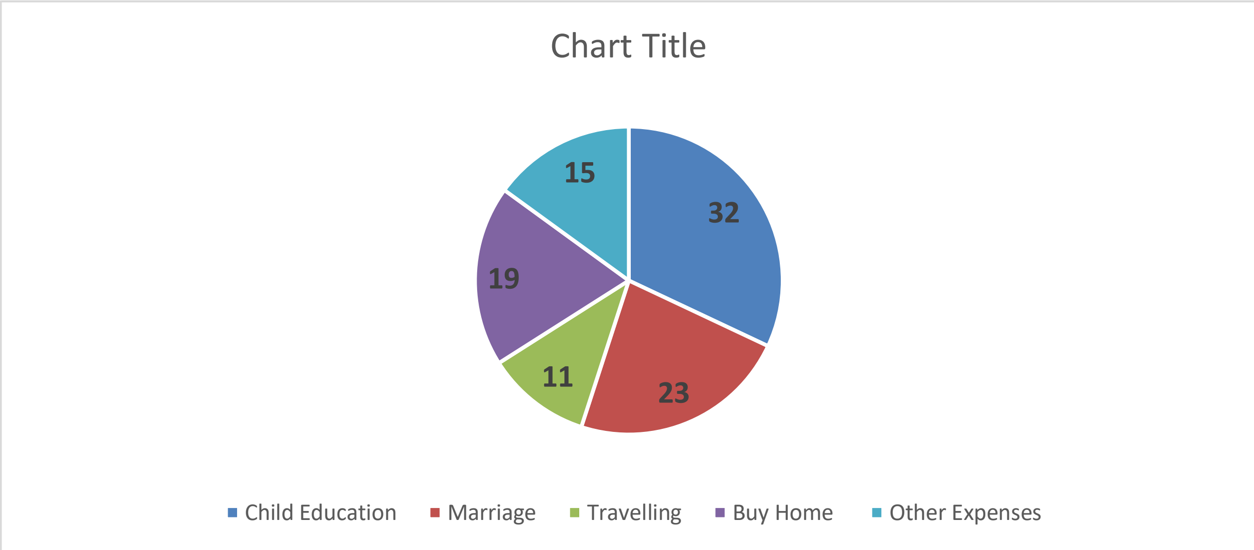
E) **In Your Opinion, at what age an individual should start savings?**

According to 89% of the people 22-30 is the best age to start saving and 8 % of the people choose 30-40 age, 3% of the people 40-50, and 1% of the people after 50.



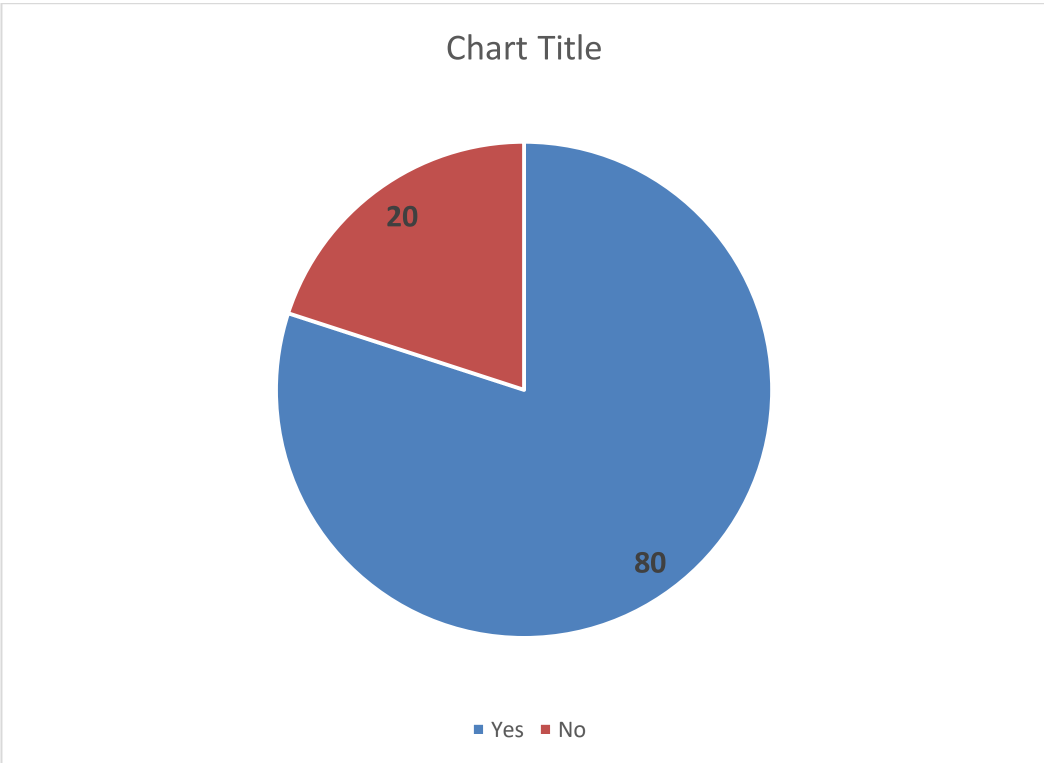
F) According you What Are The Most Precious Stages In a person life for which someone should start saving on priority?

Through this pie chart find out 32% of people prefer saving for the child education, 23% for marriage,11% for traveling,19% for buy home and 15% of people prefer to invest in other expenses



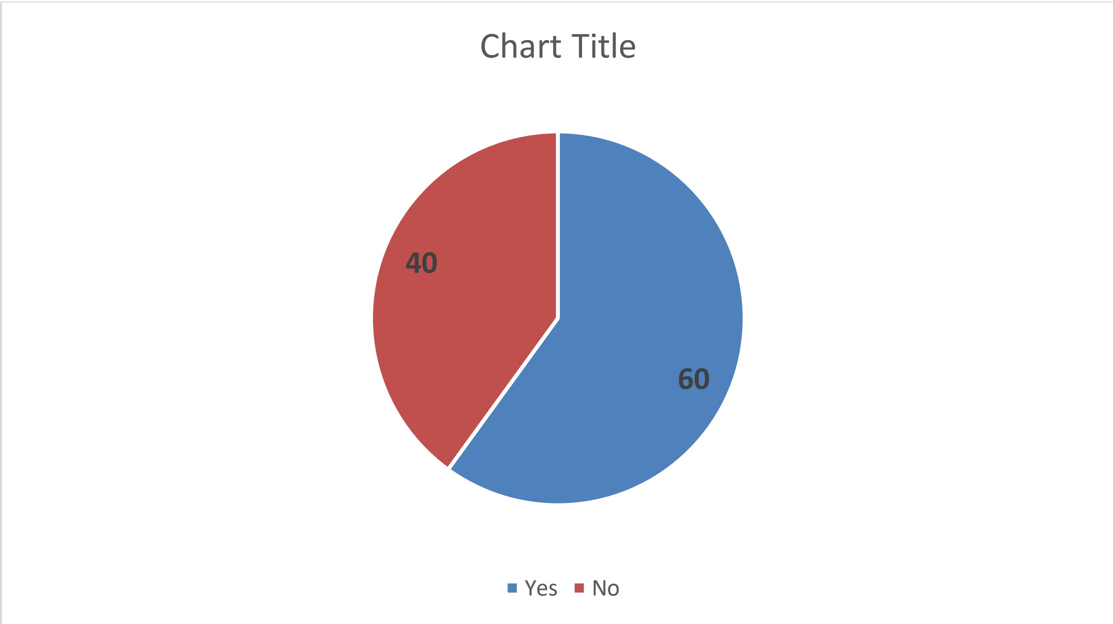
G) **As Per Your View, Should Health Insurance Planning Be High Priority For Any Individual?**

Through this pie chart we find out 80% of people choose health insurance high priority for any individual.



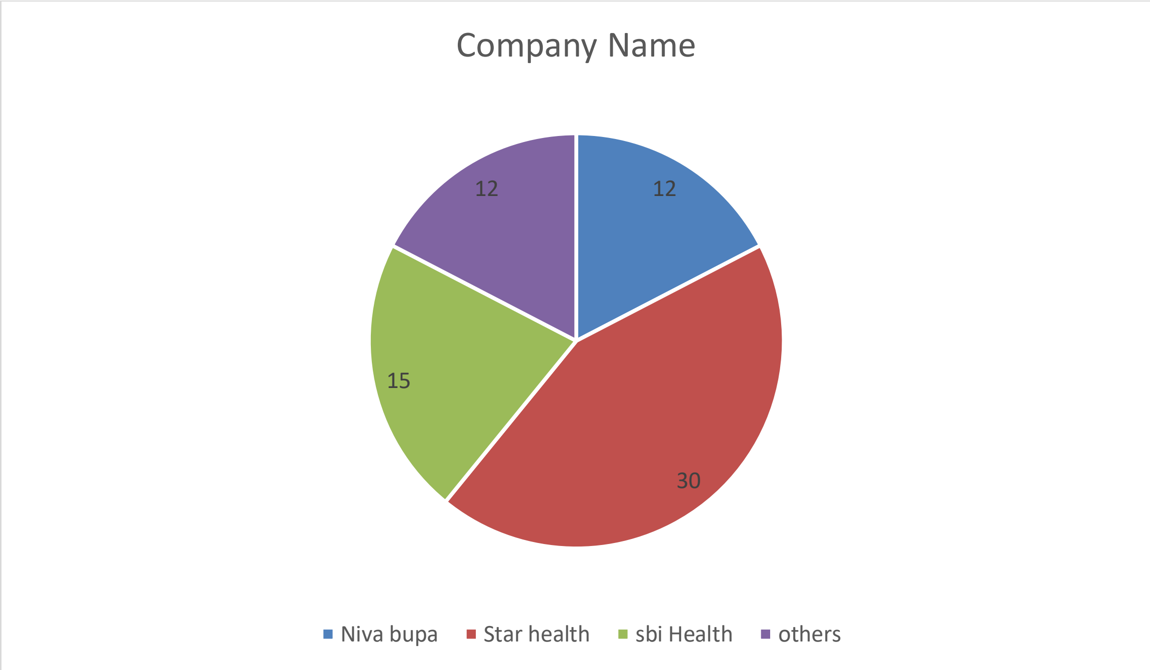
H) **DO YOU HAVE THE HEALTH INSURANCE**

It shows that 40% people don’t have any health insurance policy due to various reasons like financial capability and unaware about health insurance policy.



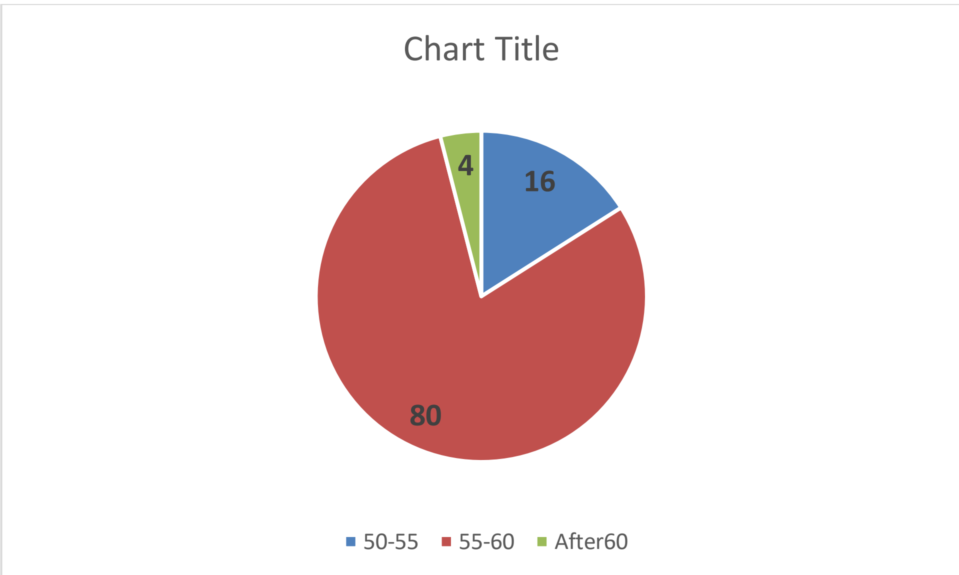
I) **FROM WHICH COMPANY YOU ARE HAVING?**

Through this pie chart find out 12% of people opted NIVA BUPA, 30% for STAR HEALTH, 15% for SBI HEALTH, and 12% for other insurance company



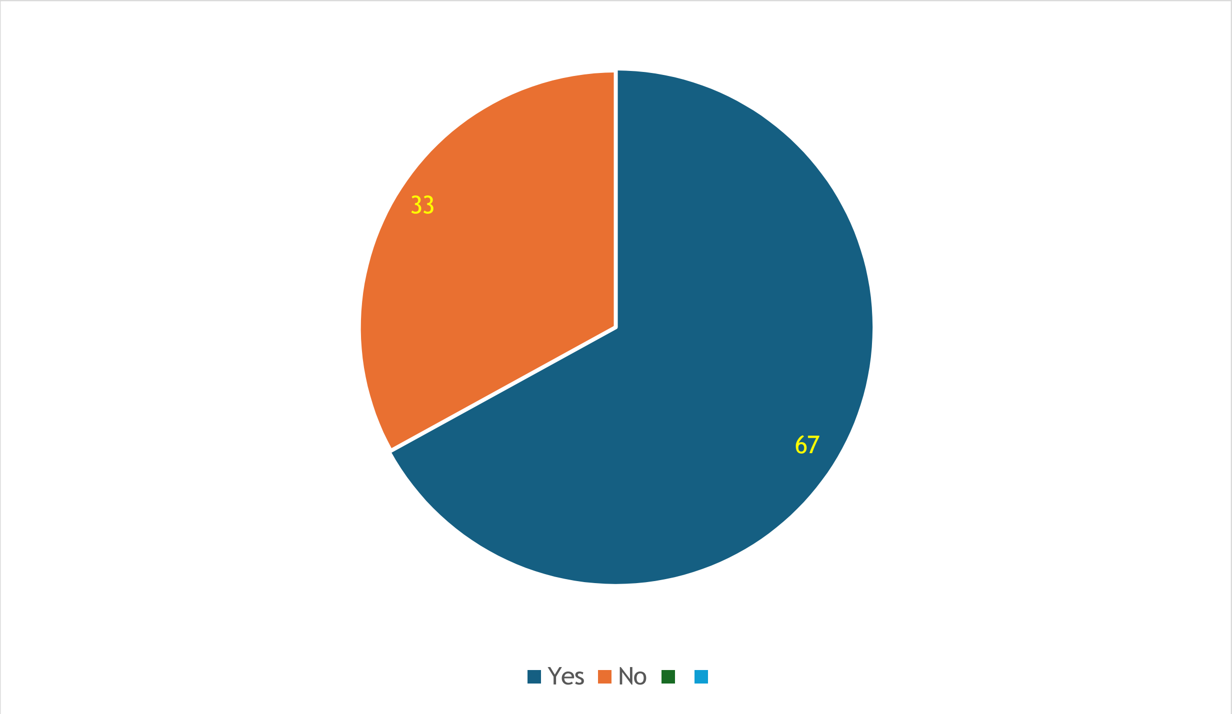
J) **At what age you are planning to retire from your active performance Service**

According to this pie chart we understand 80% of people plan to retire in 60 age.



K) Any provision created for maintaining your expenses after your retirement?

Through this pie chart find out 67% of people created his/her expenses after retirement, 33% of people not created his/her expenses after retirement.



Customer Awareness and Perception

1. Awareness Level

The survey shows that around 70% of the respondents are aware of health insurance products offered by the health insurance company. However, most customers only have basic knowledge. They are not fully aware of detailed features such as policy benefits, exclusions, waiting periods, and claim conditions. This shows that while awareness exists, deep understanding is still limited.

2. Sources of Information

Most customers (about 65%) came to know about health insurance policies through online research, social media, and advertisements. Around 20% of people received information from friends and family members. The remaining 15% were informed by insurance agents or company representatives. This indicates that digital platforms play a major role in spreading awarenes

3. **Customer Perception**

   In general, customers consider the health insurance company to be trustworthy and financially stable. They believe that it provides wide coverage options and useful health benefits. However, some customers feel that the claim process is complicated and not very transparent. They expect clearer communication and better explanation of policy terms.

Claim Settlement Process

1. **Efficiency**

   The average time taken to settle claims by the health insurance company is around 15 days, which is considered reasonable in the industry. However, nearly 25% of claims take more than 20 days due to various reasons. While the company performs well overall, delays still occur in some cases.

2. **Common Problems**

   The main reasons for delay in claim settlement include incomplete documents, missing medical reports, requirement of additional medical tests, and mistakes in policy information. Sometimes customers are not fully aware of the required documents, which creates confusion and slows down the process.

3. **Customer Satisfaction**

   Customer satisfaction regarding the claim settlement process is mixed. Around 60% of customers are satisfied with the speed and communication provided by the company. On the other hand, 40% of customers are not fully satisfied because they feel there is a lack of proper guidance, support, and transparency during the claim process.

Comparative Analysis

1. **Market Position**

   When compared with other health insurance companies in the market, this health insurance company has a similar claim settlement performance. However, it slightly falls behind in customer satisfaction mainly due to communication gaps and documentation complexity during the claim process.

2. **Best Practices**

   Health insurance companies with higher customer satisfaction usually provide dedicated claim support teams to guide customers at every stage. They also simplify documentation requirements and offer regular updates about claim status. Such practices help in improving trust and overall customer experience.

Challenges Faced and Learning from the Internship

➢ Challenges Faced

1. Data Collection: Convincing customers to participate in surveys was challenging, especially in rural and semi-urban areas where awareness levels were lower.

2. Complex Processes: Understanding the detailed intricacies of the claim settlement process required significant effort and time, given the regulatory and procedural complexities.

3. Balancing Tasks: Managing time between data collection, analysis, and regular training sessions was challenging, especially with overlapping deadlines and project milestones.

➢ Learning from the Internship

1**. Industry Insights**: Gained a comprehensive understanding of the health insurance industry, including market dynamics, customer behavior, and regulatory frameworks.

2. **Technical Skills**: Developed proficiency in using Ms Excel

3. **Customer Interaction**: Improved communication and interpersonal skills through direct interaction with customers and handling their queries.

4. **Process Improvement**: Learned to identify bottlenecks in operational processes and recommend actionable improvements based on data-driven insights.

5. **Team Collaboration**: Experienced the importance of teamwork and effective communication within an organizational setup, leading to better coordination and project outcomes.

CHAPTER-6

CONCLUSION

The study titled "Understanding How People Know about Insurance and How It Affects Their Financial Decisions" highlights the important role that insurance awareness plays in shaping the financial behavior of individuals. In today's uncertain world, where medical emergencies, accidents, job loss, and unexpected financial risks are common, insurance is no longer a luxury but a necessity. However, the study shows that while many people have heard about insurance, their actual understanding of its benefits, coverage, and claim procedures is often limited.

One of the major findings of this study is that financial awareness directly influences financial decision-making. Individuals who have better knowledge about different types of insurance—such as life insurance, health insurance, and general insurance—are more confident in making long-term financial plans. They tend to save regularly, invest wisely, and choose insurance policies that match their needs. On the other hand, people with low awareness often depend on advice from friends, family members, or agents without fully understanding the policy terms. This sometimes leads to poor decisions, such as buying unsuitable policies or avoiding insurance altogether.

The research also shows that income level and education play an important role in insurance awareness. People with higher income and better education are generally more aware of financial products and understand the importance of risk protection. However, this does not mean that low-income individuals do not need insurance. In fact, they are often more vulnerable to financial shocks and may suffer greater hardship when unexpected events occur. Therefore, spreading awareness among all income groups is essential for financial security and social stability.

Another important observation from the study is that many individuals purchase insurance mainly for tax benefits rather than for risk protection. While tax savings can be an added advantage, the primary purpose of insurance should be financial protection. This shows a gap in understanding the true value of insurance. Moreover, some respondents expressed concerns about complicated claim procedures and lack of transparency, which reduce trust in insurance companies. Improving communication, simplifying processes, and increasing customer education can help build stronger confidence in the system.

The study also emphasizes the role of financial institutions, government bodies, and financial consultants in promoting insurance literacy. Awareness campaigns, workshops, digital platforms, and educational programs can help individuals understand policy features, premium payments, and claim settlement procedures more clearly. When people are well informed, they are more likely to make rational and responsible financial decisions.

In addition, the findings suggest that insurance awareness positively affects long-term financial stability. Individuals who understand insurance are better prepared for emergencies, reduce their financial stress, and protect their families from sudden financial burdens. This contributes not only to personal well-being but also to overall economic growth, as financially secure individuals are more confident in investing and spending wisely.

In conclusion, the study clearly shows that insurance awareness and financial decision-making are closely connected. Increasing awareness leads to better financial planning, improved risk management, and greater economic security. Therefore, efforts must be made to educate people about the importance of insurance and to simplify financial information so that it is easy to understand. By enhancing insurance literacy, individuals can make informed choices that protect their future and strengthen their financial foundation.

SUGGESTION

Based on the study titled "Understanding How People Know About Insurance and How It Affects Their Financial Decisions", several important suggestions can be made to improve insurance awareness and help individuals make better financial decisions.

1. Improve Financial Literacy at the Basic Level

One of the main findings of such studies is that many people have limited knowledge about insurance products. Therefore, financial literacy programs should be introduced at the school and college level. Basic concepts like savings, insurance, investment, risk management, and financial planning should be taught in simple language. When individuals understand these concepts early in life, they are more likely to make informed financial decisions in the future.

Workshops and awareness camps can also be organized in local communities, offices, and residential areas. These programs should focus on explaining the importance of health insurance, life insurance, and other types of policies in practical terms.

2. Simplify Insurance Products and Communication

Many people avoid buying insurance because they find policies complicated and difficult to understand. Insurance companies should simplify policy documents and avoid using too much technical language. Clear explanation of benefits, premium amounts, coverage details, and claim procedures should be provided.

Insurance companies can also use short videos, brochures, and digital content in regional languages to reach a wider audience. When people clearly understand what they are purchasing, they feel more confident in making financial decisions.

3. Increase Awareness through Digital Platforms

In today's time, most individuals use smartphones and social media. Insurance companies and financial institutions can use these platforms to spread awareness. Educational posts, short explainer videos, and real-life examples of claim settlements can help people understand the importance of insurance.

Mobile apps that show premium calculations, policy comparisons, and claim tracking can also encourage individuals to actively manage their financial protection.

4. Build Trust Through Transparent Claim Settlement

One of the major reasons people hesitate to purchase insurance is fear of claim rejection. Insurance companies should focus on transparent and smooth claim settlement processes. Clear guidelines, quick responses, and customer support services can build trust among policyholders.

Sharing real success stories of customers who received claim benefits on time can also positively influence others. When people see that insurance actually provides support during emergencies, they are more likely to invest in it.

5. Role of Financial Advisors and Consultants

Financial advisors play an important role in guiding individuals. Proper training should be given to insurance agents and consultants so they can provide honest and accurate information. Instead of focusing only on selling policies, advisors should understand the customer's financial needs and suggest suitable products.

Personalized financial planning services can help individuals balance savings, investments, and insurance coverage effectively.

6. Encourage Employer-Based Insurance Awareness

Organizations can help increase awareness by educating employees about health and life insurance

Benefits. Companies can organize seminars and invite insurance experts to explain policy features and claim processes. When employees understand the importance of insurance, they may also purchase additional coverage for their families.

7. Government Support and Awareness Campaigns

Government initiatives can play a major role in improving insurance awareness. Public awareness campaigns through television, radio, and newspapers can highlight the importance of financial protection. Special schemes for low-income groups should be promoted effectively so that more people can benefit.

Subsidized insurance schemes and easy enrollment processes can encourage individuals from rural and semi-urban areas to participate.

8. Encourage Habit of Financial Planning

People should be encouraged to create a monthly budget and allocate a portion of income for savings and insurance. Financial planning tools and guidance can help individuals set long-term goals such as retirement planning, children's education, and emergency funds.

When insurance is seen as a part of overall financial planning rather than an extra expense, people are more likely to include it in their decisions.

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ANNEXURE

Sample Questionnaire Used in the Study

The following questionnaire was used to gather data from participants regarding their awareness of health insurance products and their experiences with the claim settlement process.

Questionnaire: Understanding How People Know About Insurance and How It Affects Their Financial Decisions

1. Personal Details

Name: ___

DOB: __ Gender: __

Contact No: ___

Email: ___

Status: Single / Married

Current Employment Status:

Employed / Self Employed / Retired / Student / Housewife

Occupation Details: ___

Vehicle Owned:

☐Two Wheeler ☐Four Wheeler

Avg Monthly Income: ___

Family Dependent(s): ___

2. Questionnaire

1**. In your opinion, at what age an individual should start saving?**

I. Between 25 and 30

II. Between 30 and 40

III. Between 40 and 50

IV. After 50 Yrs

2. **According to you, what are the 3 most precious stages in a person's life for which someone should start saving**
on priority?

1.________

2.________

3.________

3. **What is your preferred saving pattern? (You can tick more than one option)**

I. Fixed Deposit

II. PPF

III. Insurance

IV. MF-SIP

V. Post Office Savings

4**. As per your view, should Health Insurance Planning be of high priority for any individual?**

☐Yes

☐No

5**. Have you opted Health Insurance for yourself & your family?**

☐Yes

☐No

6. **What is the Health plan & Insurance coverage you have done for your family?**

Plan: __

SA: __

Renewal Date: __

7. **At what age are you planning to retire from your active profession/service?**

8. **Is there any provision created for maintaining your expenses after your retirement?**

☐Yes

☐No

9**. Do you manage your finances yourself or take help of an expert advisor?**

☐Self

☐Expert Advisor

10. **Would you be interested to know more about the latest financial tools that will help you plan your finances and achieve your long-term goals?**

☐Yes

☐No

11. **If given an opportunity, would you be interested in a FREE Financial Planning Workshop to:**

a) Help you Manage your own finances Yes ☐No ☐

b) Enhance your Income thru Financial Advisory Yes ☐No ☐

c) Both Yes ☐No ☐

12. **If option b & c is yes, how much time do you think you can spare for financial advisory activity in a week?**

I. 5 hrs

II. 5–10 hrs

III. More than 10 hrs

Value Added Services (Optional)

At FuturEdge, we prioritize our clients' peace of mind by offering a valuable reminder service for Life, Health, or Motor Insurance policies. With our proactive approach, clients can stay informed about upcoming renewals, ensuring continuous protection without the worry of lapses in coverage. This added support reflects our commitment to safeguarding clients' financial well-being and keeping their essential insurance needs on track.

Insurance ___

Renewal Date ___

Can you refer me 2 of your close Contacts, whom I can meet for similar survey.

1.______

2._______

Date: ___

Signature of Respondent: ___

Place: ___

Name of the Surveyor: ___

Project Guide

Comments/Feedback________________________