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## **WOMAN LIFE INSURANCE: SUSTAINABLE DEVELOPMENT OF WOMEN COMMUNITY**

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### **ABSTRACT**

Over the ages, women have been home makers in India. The scenario has changed drastically in recent times. The Indian woman's transition from home maker to bread winner has been phenomenal. Moreover, they have taken a march over their male counterparts by juggling with multidimensional roles - professional, home-maker, mother, and financial planner. In this country, in the early years of the insurance industry, the trend was to insure only male lives. The logic is females are home-bound, are not exposed to any risk, and consequently didn't need any sort of insurance. In addition, better education for the child, increased economic contribution by women, better medical facilities for safer childbirth and post-natal care have all contributed to more and more insurance products that are women-specific. A major additional disincentive is the extra risk to female lives that is an inevitable part of the childbirth process.

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