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**A STUDY ON THE AWARENESS LEVEL OF THE BENEFITS OF
MEDICAL INSURANCE IN RURAL INDIA WITH REFERENCE TO
NASHIK DISTRICT, MAHARASHTRA**



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ABSTRACT

India's success will be in the hands of rural development. Hence the rural community is taking lot of effort to help the nation through their self-less hardworking in the agricultural field. If they want to change their life style then they should know more information about everything. Health is the major part and health Insurance is the most respected scheme for everyone. Though the people are having everything in their hands but they have shortage of awareness about various health insurance schemes used for claiming their health damage. Everyone

has money in hand but no one has medical insurance because the mentality of the rural people because they think that they have good health so what is need of health insurance so they don't buy health insurance. This study aimed to attempt to find out the awareness level of insurance in the rural society and make aware about health insurance in Nashik district.

KEY WORDS

Health Insurance, Public Health, Rural Development, Rural Awareness, Rural Growth