

Analysis on the Merging Trends on the Influential Elements Responsible for the Development of the Banking and Insurance Industry in India

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Abstract: India has had significant economic growth over the previous decade, which is a noteworthy economic achievement. The banking and insurance sectors are integral to the process of economic growth. These two sectors have undergone substantial changes due to changing public interests and demographics since their inception. The rapid evolution of technology and the dynamic nature of regulations have a profound influence on these industries. They adjusted their operational strategies in response to these revisions, and they made significant progress towards achieving their goal. The banking and insurance sector comprises both the public and private sectors. This article aims to highlight the distinguishing features of these two sectors, analyze current trends, identify challenges faced, and propose practical solutions for the advancement of these two sectors. Based on the poll, public sector banks are still lagging behind in terms of overcrowded service alternatives, reduced profitability, and a large number of non-performing assets (NPA). The insurance industry is also highlighting the sluggish pace of expansion and lack of trust in insurance products. Based on the analysis of secondary data, it is crucial to implement the proposed interventions at ground level in order to attain the targets set for 2022.

Keywords: Banking and Insurance sector, Trends in Penetration, Financial Inclusion, Challenges, Growth