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[Being aware about insurance only in the times of despair is not enough](#)

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I feel that it's always good to have a positive outlook towards life. Most of us are focused towards growth and take care of minutest details while planning way forward in life with a view that nothing can go wrong. May it be planning a small road trip with friends to a hill station nearby or figuring out all permutations and combinations when starting a new business, we ensure that everything is in place before setting out for any task. Let me ask you one thing, did anyone of you anticipate a pandemic striking us and paralyzing the entire world? Did any of you expect the amount of damage a Cyclone cause? I am not saying all this to wash out the rosy picture you have in mind, but just trying to state the reality here. As much as we try to prepare ourselves against various adversities, not everything is in our control.

Risks scenarios across the world are changing; pandemics which were once in 100 years phenomenon are an occurrence every 7-8 years. Similarly, natural calamities which used to happen once in 10 years, are now occurring 5 times in a year! As we move towards digitization which is certainly the need of the hour, our exposure towards cyber threats is also increasing. The intensity and the frequency of these risks is increasing day by day. Since we can't anticipate such risks we can't assume and afford to have 'nothing can go wrong with me' attitude. It is great to have a positive outlook towards life, but we also need to be prepared for the worst with necessary tools like insurance that help you recuperate faster from any losses and be worry-free during such times.

Insurance has certainly gained limelight during Covid-19 lockdown and consequently with Cyclone Amphan hitting the country. We were flooded with queries on health insurance, business interruption policy, comprehensive motor insurance policy, home insurance, etc. However, this is not happening for the first time, we always tend to get huge number of queries for insurance when a natural calamity strikes our country. This makes me wonder, why do people need a wake-up call of such a high magnitude, which makes them realize the importance of insurance? Why is it that a drastic eye-opening event required to make people aware that a tool like insurance exists to provide them with necessary support in such times? This is mainly because of our 'nothing will happen to me or nothing can go wrong' attitude of

people. Our brains are not wired to see risks and hence, we don't take necessary precautions to be prepared for them.

Insurance industry too is gearing up with these rapidly changing risk scenarios. Insurers today have solutions to most of the risks we face today, right from a cyber-attack that your smartphone faces to insuring just the contents of your house if you're living on rent. However, most of the people don't even know that such covers exist. Government in its attempt to increase the penetration of insurance and safeguard the interests of citizens too has introduced health insurance and crop insurance schemes. IRDAI has also been encouraging insurers to experiment with innovative products under regulatory sandbox and is issuing guidelines to simplify health insurance products. Thus, making insurance an attractive proposition for people to opt for. However, it is disappointing that even with all these efforts put in by various stakeholders insurance is a push rather than a pull product.

Covid-19 certainly led to an increase in awareness about health insurance, but there were barely any people who actually bought a health insurance cover. Cyclone Amphan did lead to an increase in inquiries about a comprehensive motor insurance policy, but they died down after the impact of the cyclone was reduced. This momentary awareness about insurance with no action, won't do any good to us. People will be set back at least by 10 years in life if their houses get damaged due to such natural calamities, making them start from square one in building their homes. They will have to dig in to their savings or borrow from their relatives to meet the ever increasing hospitalization expenses. Hence, it's important for all of us to equip ourselves with appropriate insurance covers to strengthen our society at large, so that our plans to grow and be successful in various aspects of life are not hampered with such events.

I firmly believe that insurance needs to be looked beyond just a tax saving tool or a requirement for loan processes. An appropriate insurance cover helps you live a life of dignity where you are able to bounce back from various unpredictable adversities without digging into your savings or borrowing money from anyone. It adds an extra level of preparedness to your plans and ensures that if anything does go wrong, you have a back-up in place to recover from any loss. Thus, keeping you worry-free and providing you with a hope that things will be back to normal even in times of despair.