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At the end of the day, inclusivity is about connection. It is about making sure every single person—no matter where they are—feels like they are part of the conversation and insurance is all about conversations.

Diversity, Equity, and Inclusion (DEI) are not just buzzwords we throw around in boardrooms. They are the foundations of a progressive and thriving organisation where people feel seen, valued, and empowered to reach their full potential. At its heart, DEI is about creating a world—and a workplace—where we shed our biases and truly include everyone, no matter their background, gender, age, or beliefs.

As communicators in the insurance industry, we are in a unique position. We may not design products, but we are the voice that ensures those products are understood, accessible, and inclusive. In an industry like ours, where perceptions of complexity and exclusivity persist, communication can break barriers, simplify the narrative, and truly bring people in.

Why Inclusive Language Matters

With its diversity of languages, cultures, and socio-economic landscapes, India offers a tremendous opportunity to make communication inclusive. Often seen as complicated or out of reach, insurance can feel intimidating to many. But by speaking the correct language in the right way, we can make people feel like they belong.

Let's take an example. Imagine launching a health insurance campaign in a tier-II city. It is not just about translating content into the local language. It is about understanding the community's nuances—their hopes, concerns, and the stories they relate to. At the end of the day, inclusivity is about connection. It is about making sure every single person—no matter where they are—feels like they are part of the conversation & insurance is all about conversations.

Simplifying Insurance: The DEI Connection

Simplification is often overlooked as part of DEI, but it is absolutely critical. The truth is, that complexity alienates. If we want to bring more people into the fold—from farmers in rural villages to entrepreneurs in bustling cities—we must make insurance easy to understand and easy to choose.

As communicators, we have the responsibility to champion this cause. We have to be the voice of the customer—ensuring that there is a product for everyone at every price point and that those products are communicated clearly.

Moving DEI Beyond Symbolism

Let's be honest. It is easy to celebrate diversity once a year—a social media post on Women's Day, a campaign during Pride Month. But real DEI is so much more than that. It is about showing, every single day, that diversity and inclusion are who we are—not just something we talk about.

Internally, this means creating a culture where everyone—regardless of gender, religion, or socio-economic background—feels included. It is about showcasing diversity not as an achievement but as a reality. Whether hiring talent from marginalised communities, offering mentorship programs for women, or giving a platform to diverse voices, action matters far more than symbolism.

Generational Diversity: One Size Does Not Fit All

Each generation sees the world differently, from Gen Z and millennials to Gen X and baby boomers. A message that inspires a 25-year-old digital native might not resonate with someone who values tradition and trust.

This is where communicators play a key role. We must know our audience inside out. It might mean creating relatable Instagram reels or engaging stories for Gen Z. For older generations, it could mean offering in-depth clarity through trusted mediums. The bottom line? We must tailor our communication—not just to include everyone, but to truly connect with them.

The Bigger Picture: Organisations As Living Ecosystems

Organisations are not isolated. We are part of a larger societal fabric, and how we interact with this ecosystem matters. Respecting this balance while ensuring internal inclusivity keeps us moving forward as a company, industry, and, ultimately, a nation.

This is even more important in insurance, where preconceived notions and biases run deep. It is time we break free of old stereotypes. Insurance is not complex. It is not exclusive. It is not “just for some.” Insurance is a nation-builder—a force that brings people together, offering security and peace of mind to anyone and everyone.

Making DEI Second Nature

The ultimate goal of DEI is to stop talking about it. When diversity, equity, and inclusion become second nature—woven into an organisation’s very fabric—we have succeeded.

As communicators, it is up to us to lead this charge. Through our PR campaigns, internal messaging, and thought leadership, we can show the world that insurance is for everyone. It is about building awareness. Simplifying the complex. Connecting with people in ways that matter. Above all, it creates an environment where everyone feels like they belong.

When we do this—when we embrace DEI not as an obligation but as a way of life—we don’t just transform our organisations. We transform the world around us. Let’s break the biases, shatter the stereotypes, and move forward—as one inclusive, thriving community.

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