

giz Rural Insurance Services Programme

To,

Mr. S.K. Sethi
Founder
Insurance Foundation of India

German Development Cooperation

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Re: Request to participate in research studies on Microinsurance Consumer Protection and Microinsurance Awareness & Education

Dear Sir,

Greetings from GIZ!

The Rural Insurance Services Programme, a bilateral technical co-operation programme is being implemented since January 2014 until December 2016 by the German International Co-operation (GIZ) under the supervision of the Department of Financial Services (DFS).

The program comprises of three key components with independently acting partners and objectives:

(1) The crop insurance component will be implemented in cooperation with the Agricultural Insurance Company of India (AICI) and aims at improving agricultural insurance products and knowledge management, (2) The integrated risk management component will be implemented in cooperation with the National Bank for Agriculture and Rural Development (NABARD) and aims at integrating appropriate insurance solutions into integrated risk management approaches for rural households, (3) The micro insurance component will be implemented in cooperation with the Insurance Regulatory and Development Authority (IRDA) and aims at the development of a stakeholder platform for the development of inclusive insurance to further market development across the sector. The key objectives of this institutional framework would be to improve micro insurance knowledge generation and management, as well enhance technical capacity across institutional stakeholders across the sector. A cross-cutting objective of the components is to improving the insurance awareness and literacy of the rural and poorer population.

IRDA, in its capacity as the Indian Insurance Regulatory and Supervisory Authority has welcomed this initiative and extended its support. As part of the micro insurance component two research studies have been envisaged focusing Microinsurance awareness & education and consumer protection.

The broad objectives of the studies include the following:

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- Gain insights into the insurance awareness and consumer protection measures introduced by insurers and intermediaries
- Document and draw lessons from best practices in insurance awareness and consumer protection for rural and microinsurance clients
- Recommend measures to fill the gaps in insurance awareness and consumer protection

Uplift Development Services & Solutions (UDSS) has been commissioned the study by GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and is represented by Mr. Kumar Shailabh and Ms. Payal Agarwal. Key tasks of the above mentioned team includes developing the study methodology, conducting interviews, data collection, analysis and preparation of the final study reports.

We request to support this initiative by suggesting a convenient date and time for telephonic interview with the research team in the month of November 2014 for conducting the suggested discussions.

For more information regarding the initiative or any other queries in this regards please feel free to contact Mr. Manoj Yadav, (Jr. Technical Expert, GIZ India, manoj.yadav@giz.de M:+91-9971784600).

We look forward to your support and participation in this initiative.

Many thanks in advance.

Kind regards,



Aniruddha Shanbhag

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