



Centre for Insurance and Risk Management

8th Floor, West Wing, Fountain Plaza, Khaleel Shirazi Estate,
31/2 A, Pantheon Road, Egmore, Chennai - 600008

Ph : +91-44-42892700 Fax : +91-44-42892799 Website : www.ifmr.ac.in/cirm

Microfinance Insights, IFMR Foundation and Centre for Insurance and Risk Management

Organize Conference focused on

Technology, Regulation and Trends in Micro-insurance

Media Coverage Report

Presented By



Adfactors Public Relations

Knowledge-driven communications

Table of Contents

No.	Date / Day	Media	Edition
PRINT			
(Financials)			
1.	September 20, 2008	Financial Express	Mumbai
2.	September 21, 2008	Hindu Business Line	Mumbai
3.	September 24, 2008	Financial Chronicle	Mumbai
4.	September 25, 2008	Financial Express	Mumbai
(Mainlines)			
5.	September 20, 2008	DNA	Mumbai
ONLINES			
6.	September 20, 2008	In.biz.yahoo.com	NA
7.	September 20, 2008	Sify.com	NA
8.	September 20, 2008	Financialexpress.com	NA
9.	September 20, 2008	News.oneindia.in	NA
10.	September 22 2008	PTI	NA
11.	September 22 2008	PTI	NA
12.	September 23, 2008	thehindubusienssline.com	NA
13.	September 23, 2008	Birlaa.com	NA
14.	September 24, 2008	Rttnews.com	NA
15.	September 24, 2008	Indiaprwire.com	NA
16.	September 24, 2008	new.quote.com	NA

PRINT
(FINANCIALS)

Insurance firms to up micro sector presence

Sanjay Jog
Mumbai, Sep 19

Insurance companies across the board are exploring options to branch out into rural areas and enhance their presence in the micro-insurance sector in the country.

Among the major players, LIC, ICICI Lombard, Agriculture Insurance Corporation, IFFCO-Tokio and Tata AIG are seeking ways to consolidate their presence in the sector. Also, MaxLife has launched Max Vijay to tap the micro-insurance potential.

Incidentally, the Indian insurance industry is expected to witness a 500% growth and reach \$60 billion in next four years. Insurance firms are keen to exploit this potential; in keeping, ING is planning its entry in India.

The fact that these companies are focusing on micro insurance is crucial as traditionally insurance has never really expanded beyond urban geographies. This has been attributed to poor insurance literacy and awareness, high transaction costs, inadequate regulations, and inadequate understanding of client needs and expectations. According to the Centre for Insurance and Risk Management (CIRM)—which operates under IFMR Foundation—the

Lacking cover

- ▶ Indian insurance industry expected to witness a 500% growth in next four years
- ▶ Traditionally, insurance has never really expanded beyond urban geographies
- ▶ This has been attributed to poor insurance literacy, high transaction costs
- ▶ Upfront payment of premium stipulated under Micro Insurance Act also a hindrance



Centre and Insurance Regulatory & Development Authority (Irda) need make administrative and regulatory changes to enable penetration of micro insurance, especially in rural areas.

However, Rupalee Ruchismita, coordinator of CIRM, told FE, "The perception that entering rural markets is expensive has been replaced by the possibility of making rural insurance not only commercially viable and sustainable but also profitable. This is provided questions about product design and models of delivering risk hedging products are innovatively addressed."

She admitted that India is the only country with micro insurance regulation. However, she noted that IRDA should allow more players in the sector. Ruchismita was speaking on the

sidelines of a seminar on "Indian Microinsurance: What Works?" organised by Microfinance Insights, IFMR Foundation and CIRM.

She said that while the Micro Insurance Act stipulates an upfront payment of premium for micro insurance policies, people in rural areas have low incomes and are incapable of paying a lumpsum amount upfront. Therefore, allowing them to pay the premium in monthly installments will help in stimulating demand for insurance products, she added.

Ruchismita urged the centre to take administrative measures for promotion of micro insurance. She said that data must be made available to insurance companies so that they can expand their activities in rural areas.

Nabard to facilitate micro-insurance

Mumbai, Sept. 20

Nabard is in discussion with insurance companies to facilitate provision of micro-insurance products in rural areas. The bank is in talks with the Life Insurance Corporation of India as well as many private life and non-life insurance players, Mr A. Ramanathan, Chief General Manager, Micro Credit Innovations Department, Nabard, said. Nabard has a financial inclusion fund for helping people in rural areas to access remittances, credit and deposit facilities and microinsurance products, he said. The objective of the fund is to support developmental and promotional activities to secure financial inclusion, particularly among weaker sections, low-income groups and in backward regions. — **Our Bureau**

CIRM proposes EMI schemes for micro insurance

PRESS TRUST OF INDIA
Mumbai

THE Centre for Insurance and Risk Management (CIRM) has asked the government and Irda to do away with upfront premium payments and slash service tax rate for micro-insurance.

The micro-insurance regulations provide for an upfront payment of the premium. However, people with low incomes are incapable of paying an upfront amount as premium, Centre for Insurance and Risk Management spokesperson Rupalee Ruchismita told reporters here on the sidelines of a seminar.

"Permission to pay the premium amount in monthly instalments will help in stimulating demand for micro insurance products," Ruchismita added.

She pointed out that imposition of service tax of 12.3 per cent is pushing up the cost of micro insurance and is not feasible for the low-income households. The service tax should be at a lower rate for the micro-insurance products. India is the only country where regulations are in place for micro-insurance, which means small premium and cover, but much more needs to be done, she said.

PREMIUM WAY

- CIRM asked the govt and Irda to remove upfront premium and slash service tax rate for micro-insurance.
- Paying the premium amount through EMIs will help in stimulating demand for micro-insurance products.

Quoting a survey by an international agency, which estimated the potential size of the Indian micro-insurance market at about \$ 2 billion, she said what would work for the industry is to have an extensive and cost effective rural agent network for selling insurance products which can play a major role in creating awareness, motivating purchase of and rendering insurance services.

Partnerships with NGOs, co-operatives, micro-finance institutions and extensive use of technology can help spread micro-insurance in the country, she said. According to a note released by the CIRM, large insurance companies like LIC, ICICI Lombard, Ifco-Tokio, Tata AIG, Max New York and Agricultural Insurance Corporation are getting into the sector.

CIRM moots regulatory changes to boost micro insurance

Mumbai, Sep 24

The Centre for Insurance and Risk Management has urged the government and the Insurance Regulatory and Development Authority (Irdi) to bring about administrative and regulatory changes to enable effective penetration of micro insurance in the country. Rupalee Ruchismita, spokesperson of CIRM, the agency engaged in promoting insurance sector, told reporters on the sidelines of a seminar that India is the only country where regulations are in place for micro insurance (insurance of a small amount) but much more needs to be done. According to Ruchismita, the micro insurance act provides for an upfront payment of the premium. However, people with low incomes are incapable of paying an upfront amount as premium. "Permission to pay the premium amount in monthly installments will help in stimulating demand for micro insurance products," she said.

The imposition of service tax of 12.3% is pushing up the cost of micro insurance and is not feasible for low-income households. The service tax should be at a lower rate for the micro insurance products, she said. Quoting a survey, which estimated the potential size of the Indian micro insurance market at about \$2 billion, she said what would work for the industry is to have an extensive and cost-effective rural agent network for selling insurance products, which can play a major role in creating awareness, motivating purchase of and rendering insurance services.

Partnerships with NGOs, co-operatives, micro finance institutions and extensive use of technology can help spread micro insurance in the country, she said.

MAINLINES

Mooted: All-in-one cover for rural folk

Nabard talking to LIC, pvt insurers about such a policy

Khyati Sharmas, Mumbai

Major life and public-sector general insurance companies are in talks with the National Bank for Agricultural and Rural Development (Nabard) to discuss the possibilities of an all-inclusive microinsurance product.

A Ramanathan, chief general manager, Nabard told *DNA Money*, "Talks are at a nascent stage with Life Insurance Corp (LIC) as well as private life insurance companies and general insurance companies to offer a single policy which offers cover against multiple risks."

"Expecting the poor to have four-five different insurance policies and to pay premium for it is not practical. They will also be unable to keep track of five different insurance covers," Ramanathan said at the sidelines of the 'Rural Microinsurance - What Works?', seminar organised by Microfinance Insights and private financial-service provider IFMR Foundation.

During the discussions, which are on for three weeks now, the insurance and microfinance providers decided that the single policy will offer insurance for life, health, accident and assets such as livestock, which



For all seasons

The policy will offer insurance for life, health, accident and assets such as livestock.

The covers would be optional, so each household can choose which they to take.

Insurers are keen on the tie-up as Nabard reaches out to 40 lakh self-help groups.

Farmers usually have.

"Though it is too early to talk about the product, we would avoid crop insurance as Agriculture Insurance Company is already offering it and not all have crops to be insured. For instance, women would not need a crop cover," Ramanathan added.

It is learnt that these covers would be optional, so that each household can decide what they wish to take. The initiative would also have to be passed by the insurance regulator.

Industry experts feel that bundling of products is not the right way to go, as every product has a different risk. In spite of this, insurance firms are keen on tying up with Nabard as the bank reaches out to 40 lakh self-help groups, which are small groups formed to lend money to the poor to ensure accountability.

An official at an insurance firm in talks with Nabard said, "A marketing tie-up with Nabard is essential as it leads to 4 million people."

d. khyati@rediffmail.com

Nabard gets tech savvy in outreach

Nabard, which reaches out to eight crore un-banked people, plans to use wi-fi technology, postal services and railway stations to reach out to inaccessible locations in India.

Under its financial inclusion and microfinance initiatives, where funds are provided to the poor and the un-banked, Nabard plans to use wi-fi to reach people in the inaccessible northern, north-western and tribal regions of India.

M P Mahapatra, assistant general manager, said, "In some areas, the business correspondents (agents such as NGOs or NBFCs) we use are located 5-10 kms away from the un-banked population. There are no telecom towers either, so the mobile banking channel cannot be utilised."

Nabard has suggested the wi-fi model be used in these areas. "A pilot project is under way and the suggestion has to be passed by the advisory committee," Mahapatra added. The bank will also use 1.50 lakh post offices and kiosks at around 1.53 lakh railway stations.

The funding will come from the

New code

The project will be funded through the Financial Inclusion Promotion and Development Fund and the Financial Inclusion Technology Fund.

There are 605 under-banked districts and 218 un-banked districts in India.

Financial Inclusion Promotion and Development Fund and Financial Inclusion Technology Fund. The funds have been set up by the government and Nabard and each has a corpus of Rs 200 crore.

By using common infrastructure, Nabard is also planning to bring down transaction costs. Mahapatra said, "Currently to deposit Rs 100-200, a rural household has to spend Rs 90-100 on reaching the bank and other expenses. This can be brought down to Rs 3 per transaction by using common infrastructure of banking, telecom and technology providers."

ONLINES

Website: In.biz.yahoo.com

Date: September 20, 2008

Insurance firms to up micro sector presence

Insurance companies across the board are exploring options to branch out into rural areas and enhance their presence in the micro-insurance sector in the country.

Among the major players, LIC, ICICI Lombard, Agriculture Insurance Corporation, IFFCO-Tokio and Tata AIG are seeking ways to consolidate their presence in the sector. Also, MaxLife has launched Max Vijay to tap the micro-insurance potential.

Incidentally, the Indian insurance industry is expected to witness a 500% growth and reach \$60 billion in next four years. Insurance firms are keen to exploit this potential; in keeping, ING is planning its entry in India.

The fact that these companies are focusing on micro insurance is crucial as traditionally insurance has never really expanded beyond urban geographies. This has been attributed to poor insurance literacy and awareness, high transaction costs, inadequate regulations, and inadequate understanding of client needs and expectations. According to the Centre for Insurance and Risk Management (CIRM)-- which operates under IFMR Foundation-- the Centre and Insurance Regulatory & Development Authority (Irda) need make administrative and regulatory changes to enable penetration of micro insurance, especially in rural areas.

However, Rupalee Ruchismita, coordinator of CIRM, told FE, "The perception that entering rural markets is expensive has been replaced by the possibility of making rural insurance not only commercially viable and sustainable but also profitable. This is provided questions about product design and models of delivering risk hedging products are innovatively addressed."

She admitted that India is the only country with micro insurance regulation. However, she noted that IRDA should allow more players in the sector. Ruchismita was speaking on the sidelines of a seminar on "Indian Microinsurance: What Works?" organised by Microfinance Insights, IFMR Foundation and CIRM.

She said that while the Micro Insurance Act stipulates an upfront payment of premium for micro insurance policies, people in rural areas have low incomes and are incapable of paying a lumpsum amount upfront. Therefore, allowing them to pay the premium in monthly installments will help in stimulating demand for insurance products, she added.

Ruchismita urged the centre to take administrative measures for promotion of micro insurance. She said that data must be made available to insurance companies so that they can expand their activities in rural areas.

An all-inclusive micro-insurance product mooted

Saturday, 20 September, 2008, 13:50

Major life and public-sector general insurance companies are in talks with the National Bank for Agriculture and Rural Development (Nabard) to discuss the possibilities of an all-inclusive micro-insurance product.

A. Ramanathan, Chief General Manager, Nabard, told DNA Money, "Talks are at a nascent stage with Life Insurance Corporation (LIC) as well as private life insurance companies and general insurance companies to offer a single policy, which offers cover against multiple risks."

"Expecting the poor, to have four-five different insurance policies and to pay premium for it is not practical. They will also be unable to keep track of five different insurance covers," Ramanathan said at the sidelines of the 'Indian Micro-insurance — What Works?', a seminar organized by Micro-finance Insights and private financial-service provider IFMR Foundation.

AIG competitors make the most out of crisis

During the discussions, which are on for three weeks now, the insurance and micro-finance providers decided that the single policy would offer insurance for life, health, accident and assets such as livestock, which farmers usually have.

"Though it is too early to talk about the product, we would avoid crop insurance as Agriculture Insurance Company is already offering it and not all have crops to be insured. For instance, women would not need a crop cover," Ramanathan added.

Estate planning is essential for all

It is learnt that these covers would be optional, so that each household can decide what they wish to take. The initiative would also have to be passed by the insurance regulator.

Industry experts feel that bundling of products is not the right way to go, as every product has a different risk. In spite of this, insurance firms are keen on tying up with Nabard as the bank reaches out to 40 lakh self-help groups, which are small groups formed to lend money to the poor to ensure accountability.

More India business stories

An official at an insurance firm in talks with Nabard said, "A marketing tie-up with Nabard is essential as it lends to 4 million people."

Website: Financialexpress.com

Date: September 20, 2008

Insurance firms to up micro sector presence

Sanjay Jog

Posted: Sep 20, 2008 at 0220 hrs IST

Insurance companies across the board are exploring options to branch out into rural areas and enhance their presence in the micro-insurance sector in the country.

Among the major players, LIC, ICICI Lombard, Agriculture Insurance Corporation, IFFCO-Tokio and Tata AIG are seeking ways to consolidate their presence in the sector. Also, MaxLife has launched Max Vijay to tap the micro-insurance potential.

Incidentally, the Indian insurance industry is expected to witness a 500% growth and reach \$60 billion in next four years. Insurance firms are keen to exploit this potential; in keeping, ING is planning its entry in India.

The fact that these companies are focusing on micro insurance is crucial as traditionally insurance has never really expanded beyond urban geographies. This has been attributed to poor insurance literacy and awareness, high transaction costs, inadequate regulations, and inadequate understanding of client needs and expectations. According to the Centre for Insurance and Risk Management (CIRM)-- which operates under IFMR Foundation-- the Centre and Insurance Regulatory & Development Authority (Irda) need make administrative and regulatory changes to enable penetration of micro insurance, especially in rural areas.

However, Rupalee Ruchismita, coordinator of CIRM, told FE, "The perception that entering rural markets is expensive has been replaced by the possibility of making rural insurance not only commercially viable and sustainable but also profitable. This is provided questions about product design and models of delivering risk hedging products are innovatively addressed."

She admitted that India is the only country with micro insurance regulation. However, she noted that IRDA should allow more players in the sector. Ruchismita was speaking on the sidelines of a seminar on "Indian Micro-insurance: What Works?" organized by Microfinance Insights, IFMR Foundation and CIRM.

She said that while the Micro Insurance Act stipulates an upfront payment of premium for micro insurance policies, people in rural areas have low incomes and are incapable of paying a lumpsum amount upfront. Therefore, allowing them to pay the premium in monthly installments will help in stimulating demand for insurance products, she added.

Ruchismita urged the centre to take administrative measures for promotion of micro insurance. She said that data must be made available to insurance companies so that they can expand their activities in rural areas.

Website: News.oneindia.in

Date: September 20, 2008

Micro-insurance will soon flourish: CIRM

Friday, September 19 2008 16:09 (IST)

News Gallery Mumbai, Sep 19: Insurers are competing to offer diverse and innovative product of micro-insurance and this particular sector will soon flourish into a mainstream market-based service, according to Ms Rupalee Ruchismita, Executive Director, Centre for Insurance and Risk Management (CIRM).

Addressing a conference on 'Indian Micro-insurance: What Works?', organized by Institute for Financial Management and Research (IFMR) Ms Ruchismita said micro-insurance refers to insurance products for low-income individuals, who are not served by typical insurance schemes. Currently, only two per cent of the global micro-insurance market has been tapped. Unfortunately, dissemination and product education are difficult-many poor, who do not see a need for insurance, or trust the companies that offer it, she said.

Micro-finance institutions can serve as distributor, educator and advisor to potential micro-insurance customers. In the context of rural financial inclusion, the micro-insurance sector is vital, as financial inclusion aims to provide savings, credit, remittance and insurance services to the weaker and vulnerable sections of the country at affordable cost, she said.

Speaking to UNI on the sidelines of the event, National Bank for Agricultural and Rural Development (NABARD), Chief General Manager Mr A Ramanathan said, "NABARD is constantly looking for new initiatives to take the sector further. Microfinance Insights is a unique knowledge generator and network builder in the sector." He hoped it will go a long way in supporting knowledge generation about micro-insurance in India. NABARD decided to support 'Indian Micro-insurance: What Works?' to help encourage the development of micro-insurance initiatives, he said.

Website: PTI

Date: September 22, 2008

Remove upfront premium payment for micro insurance: CIRM

Mumbai, Sep 22 (PTI) Insurance institute CIRM has asked the government and insurance regulator IRDA to do away with upfront premium payments and slash service tax rate for micro insurance.

The micro-insurance regulations provide for an upfront payment of the premium. However, people with low incomes are incapable of paying an upfront amount as premium, Centre for Insurance and Risk Management spokesperson Rupalee Ruchismita told reporters here on the sidelines of a seminar.

"Permission to pay the premium amount in monthly installments will help in stimulating demand for micro insurance products," Ruchismita added.

She pointed out that imposition of service tax of 12.3 per cent is pushing up the cost of micro insurance and is not feasible for the low income households. The service tax should be at a lower rate for the micro-insurance products, she said.

India is the only country where regulations are in place for micro insurance which means small premium and cover, but much more needs to be done, she said.

Having an extensive and cost effective rural agent network to sell insurance products can play a major role in creating awareness, motivating purchase of and rendering insurance services, Ruchismita said.

She quoted a survey by an international agency which estimates the potential size of the Indian micro insurance market at about USD 2 billion.

Partnerships with NGOs, co-operatives, micro finance institutions technological aid can help penetration of micro insurance in the country, she added.

Large insurance firms like LIC, ICICI Lombard, Iffco-Tokio, Tata AIG, Max New York and Agricultural Insurance Corporation are foraying into the sector, as per a CIRM note.

So far the sector has not taken off due to poor insurance awareness, high transaction costs and inadequate understanding of customers' needs and expectations.

Contrary to the earlier perception that entering rural markets was expensive, the view has now changed to the same markets being profitable and sustainable, Ruschismita said.

Website: PTI

Date: September 22, 2008

CIRM moots regulatory changes to boost micro-insurance

Mumbai, Sep 22 (PTI) The Centre for Insurance and Risk Management has urged the government and the Insurance Regulatory and Development Authority (IRDA) to bring about administrative and regulatory changes to enable effective penetration of micro-insurance in the country.

Rupalee Ruchismita, spokesperson of CIRM, the agency engaged in promoting insurance sector, told reporters on the sidelines of a seminar that India is the only country where regulations are in place for micro-insurance (insurance of a small amount) but much more needs to be done, she said.

According to Ruchismita, the micro-insurance act provides for an upfront payment of the premium. However, people with low incomes are incapable of paying an upfront amount as premium. "Permission to pay the premium amount in monthly installments will help in stimulating demand for micro insurance products," she said.

She pointed out that imposition of service tax of 12.3 per cent is pushing up the cost of micro insurance and is not feasible for the low income households. The service tax should be at a lower rate for the micro insurance products, she said.

Quoting a survey by an international agency which estimated the potential size of the Indian micro insurance market at about USD 2 billion, she said what would work for the industry is to have an extensive and cost effective rural agent network for selling insurance products which can play a major role in creating awareness, motivating purchase of and rendering insurance services.

Partnerships with NGOs, co-operatives, micro finance institutions and extensive use of technology can help spread micro insurance in the country, she said.

According to a note released by CIRM, large insurance companies like LIC, ICICI Lombard, Iffco-Tokio, Tata AIG, Max New York and Agricultural Insurance Corporation are getting into the sector. So far the sector has not taken off due to poor insurance awareness, high transaction costs and inadequate understanding of customers' needs and expectations.

Ruchismita said that earlier the perception was that entering rural markets was expensive. But now the view is that it is profitable and sustainable, she said.

Website: hindubusinessline.com

Date: September 23, 2008

Remove upfront premium payment for micro insurance: CIRM

MUMBAI: Insurance institute CIRM has asked the government and insurance regulator IRDA to do away with upfront premium payments and slash service tax rate for micro insurance.

The micro-insurance regulations provide for an upfront payment of the premium. However, people with low incomes are incapable of paying an upfront amount as premium, Centre for Insurance and Risk Management (CIRM) spokesperson Ms Rupalee Ruchismita said here on the sidelines of a seminar.

"Permission to pay the premium amount in monthly installments will help in stimulating demand for micro insurance products," Ms Ruchismita added.

She pointed out that imposition of service tax of 12.3 per cent is pushing up the cost of micro insurance and is not feasible for the low income households. The service tax should be at a lower rate for the micro-insurance products, she said.

India is the only country where regulations are in place for micro insurance which means small premium and cover, but much more needs to be done, she said. - PTI

Website: birlaa.com

Date: September 23, 2008

Micro-insurance will soon flourish: CIRM

Mumbai, Sep 19: Insurers are competing to offer diverse and innovative product of micro-insurance and this particular sector will soon flourish into a mainstream market-based service, according to Ms Rupalee Ruchismita, Executive Director, Centre for Insurance and Risk Management (CIRM).

Website: rttnews.com

Date: September 24, 2008

CIRM Suggests Change in Micro Insurance Reforms

9/24/2008 6:23 AM ET

(RTTNews) - The Centre for Insurance and Risk Management or CIRM sent a proposal to the Indian Government and Insurance Regulatory and Development Authority or IRDA to dispense with upfront premium payments and slash service tax rate for micro-insurance. According to survey by an international agency, the potential size of the Indian micro-insurance will be around \$2 billion.

The micro-insurance regulations provide for an upfront payment of the premium. However, people with low incomes are unable to pay an upfront amount as premium, CIRM spokesperson, Rupalee Ruchismita, reportedly said.

She sought permission to pay the premium amount in monthly installments, so that it could stimulate demand for micro-insurance products. India is the only country, where regulations are in place for micro-insurance, she added.

She emphasized the need for an extensive and cost effective rural agent network to sell insurance products, which can play a pivotal role in creating awareness, motivating purchase of and rendering insurance services.

Rupalee added that partnerships with NGOs, co-operatives, micro-finance institutions and extensive use of technology can help spread micro-insurance in the country.

According to a note released by CIRM, large insurance companies like LIC, ICICI Lombard, Iffco-Tokyo, Tata AIG, Max New York and Agricultural Insurance Corporation are getting into the sector.

Website: new.quote.com

Date: September 24, 2008

CIRM Suggests Change in Micro Insurance Reforms

Wednesday September 24, 2008 06:23:00 EDT

The Centre for Insurance and Risk Management or CIRM sent a proposal to the Indian Government and Insurance Regulatory and Development Authority or IRDA to dispense with upfront premium payments and slash service tax rate for micro-insurance. According to survey by an international agency, the potential size of the Indian micro-insurance will be around \$2 billion.

The micro-insurance regulations provide for an upfront payment of the premium. However, people with low incomes are unable to pay an upfront amount as premium, CIRM spokesperson, Rupalee Ruchismita, reportedly said.

She sought permission to pay the premium amount in monthly installments, so that it could stimulate demand for micro-insurance products. India is the only country, where regulations are in place for micro-insurance, she added.

She emphasized the need for an extensive and cost effective rural agent network to sell insurance products, which can play a pivotal role in creating awareness, motivating purchase of and rendering insurance services.

Rupalee added that partnerships with NGOs, co-operatives, micro-finance institutions and extensive use of technology can help spread micro-insurance in the country. According to a note released by CIRM, large insurance companies like LIC, ICICI Lombard, Iffco-Tokyo, Tata AIG, Max New York and Agricultural Insurance Corporation are getting into the sector.