

MICRO INSURANCE FELLOW

Application Deadline: 16 October 2009

Fellowship Start Date: 7 December 2009

Location: ICICI Prudential Life Insurance Co Ltd., New Delhi India

The Microinsurance Innovation Facility, established by the International Labour Organization (ILO) with support from the Bill & Melinda Gates Foundation, promotes decent work by facilitating the emergence of valuable insurance coverage to protect the working poor in developing countries. Over the period of 2008 to 2012, the Facility is engaging in four sets of activities:

- Offering innovation grants to stimulate new ideas and test new approaches to providing better insurance products to un- and under- served markets;
- Creating a market for microinsurance technical assistance (TA) by supporting the development of TA providers while at the same time co-financing the demand;
- Conducting research to identify models of success and analyze the impact that insurance has on the ability of poor men and women to manage risks; and
- Disseminating lessons learned among key stakeholders.

Introduction

The fellow selected for this particular fellowship will be placed at ICICI Prudential Life Insurance Co Ltd.; a joint venture between ICICI Bank Ltd. (the largest private sector bank in India) and Prudential Plc. U.K. (one of the largest insurers in the world). ICICI Prudential has been serving rural areas with a diverse portfolio of products so as to cater to the multiple needs of the rural populace.

ICICI Prudential Life Insurance recently has launched a micro insurance project for the tea tribes in Assam, India, with the support of the International Labour Organization's Microinsurance Innovation Facility. Under this project, the company is expected to pilot insurance solutions to tea plantation workers of the state, over the next 2-3 years.

However, the Company seeks to expand its microinsurance offerings. Conservatively estimated, the potential market size for microinsurance (life and non life) in India ranges between INR 62,304.70 and 84,267.55 million (US\$ 1,298.01 to 1,755.57 million), which is expected to grow as microinsurance is better understood. In the case of life, the potential is estimated to be between INR 15,393 and 20,141 million (US\$ 320.69 to 419.60

million); in the case of non-life, between INR 46,911.70 and 64,126.55 million (US\$ 977.33 to 1,312.05 million).

In rural India, diversity is the hallmark, and it is necessary that products are customized for each region. Until microinsurance products become more readily available and poor people benefit from them, it is unlikely that the insurance penetration will rise and sufficient numbers of people will come under the protection of insurance. As more products become available, demand research focused on real products - their attributes, costs, use, and effectiveness - will continue to play a role in improving products and informing decisions about future investments.

Challenges

- Lack of sufficient quality data to price the product
- A standardized benefit package: Doesn't respond to all the needs of the people covered
- Premiums are flat rate and often not affordable to the rural poor
- Lapsation of policy due to lack of necessary funds or dissatisfaction with the service
- Poor understanding of effective delivery systems

In India, there are multiple models involving the insurer, provider, and distribution channel in providing insurance to the poor. Each model needs to be assessed on the basis of equity, efficiency, sustainability, administrative feasibility, and administrative cost. A cost effective model for providing insurance to the poor needs to be developed, taking into consideration their needs and the feasible channels for distribution.

Description of Responsibilities:

ICICI Prudential has a dedicated team to design strategy for the emerging (rural) markets. The fellow is expected to work as a part of the team in designing strategies in the field of micro insurance and to assimilate research works and design model on the basis of learnings and experience. Specific duties of the fellow include:

- Assimilating the available primary and secondary research
- Applying research outcomes to develop strategic solutions on the basis of the reports and international practices
- Designing a distribution model providing insurance on the basis of learnings and past experience
- Writing up & report on research findings and parameters within available resources

In addition, factors determining the demand or the reasons which affect the insurance purchase decisions need to be identified. More specifically, the fellow will be required to:

- Assist in extracting lessons that are applicable to the Indian context from existing research results
- Participate in the interpretation of market research results and translating these results into recommendations on product design, improvements to customer services, distribution alternatives and operational processes.
- Participate in dialogues with stakeholders
- Investigate and evaluate alternative distribution options
- Develop and coordinate implementation efforts
- Evaluate ICICI Prudential's microinsurance products

Required Qualifications

Education

- Postgraduate university degree or advanced degree in a relevant discipline (e.g., business, economics, marketing or other social sciences)

Experience

- At least 5 years of professional experience in microfinance market research, product development and / or research on impact and client satisfaction evaluation
- Work/travel experience in developing countries

Preference

- Have some experience of designing and implementing a microinsurance model

Languages

- Excellent oral and written communication skills;
- Proficiency in English;
- Additional competencies in Hindi or any other Indian languages are a big advantage

Other requirements

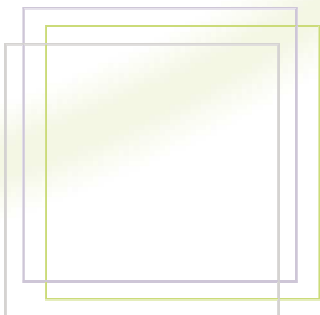
- Knowledge and understanding of microinsurance line of business
- Experience in using a variety of research methodologies - qualitative and quantitative
- Excellent computer skills, knowledge of data analysis and statistics software
- Proven project management skills
- Strong social skills and collaborative spirit
- Ability to effectively manage multiple projects of varying complexity
- Proven analytical and problem-solving skills
- Ability and willingness to work in New Delhi and travel when required

Key learning to be gained by the Fellow

- Factors affecting the purchasing decisions of the low income market
- An overview of the effectiveness of the various distribution channels for micro insurance

To apply

Interested candidates can send their CVs in an email to microinsurancetechnassist@ilo.org to request an application form. Please indicate 'Fellowship - ICIPI Prudential India' in the subject line of your email.



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