

Women in Inclusive Insurance Market

Vimo SEWA Model

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Contents

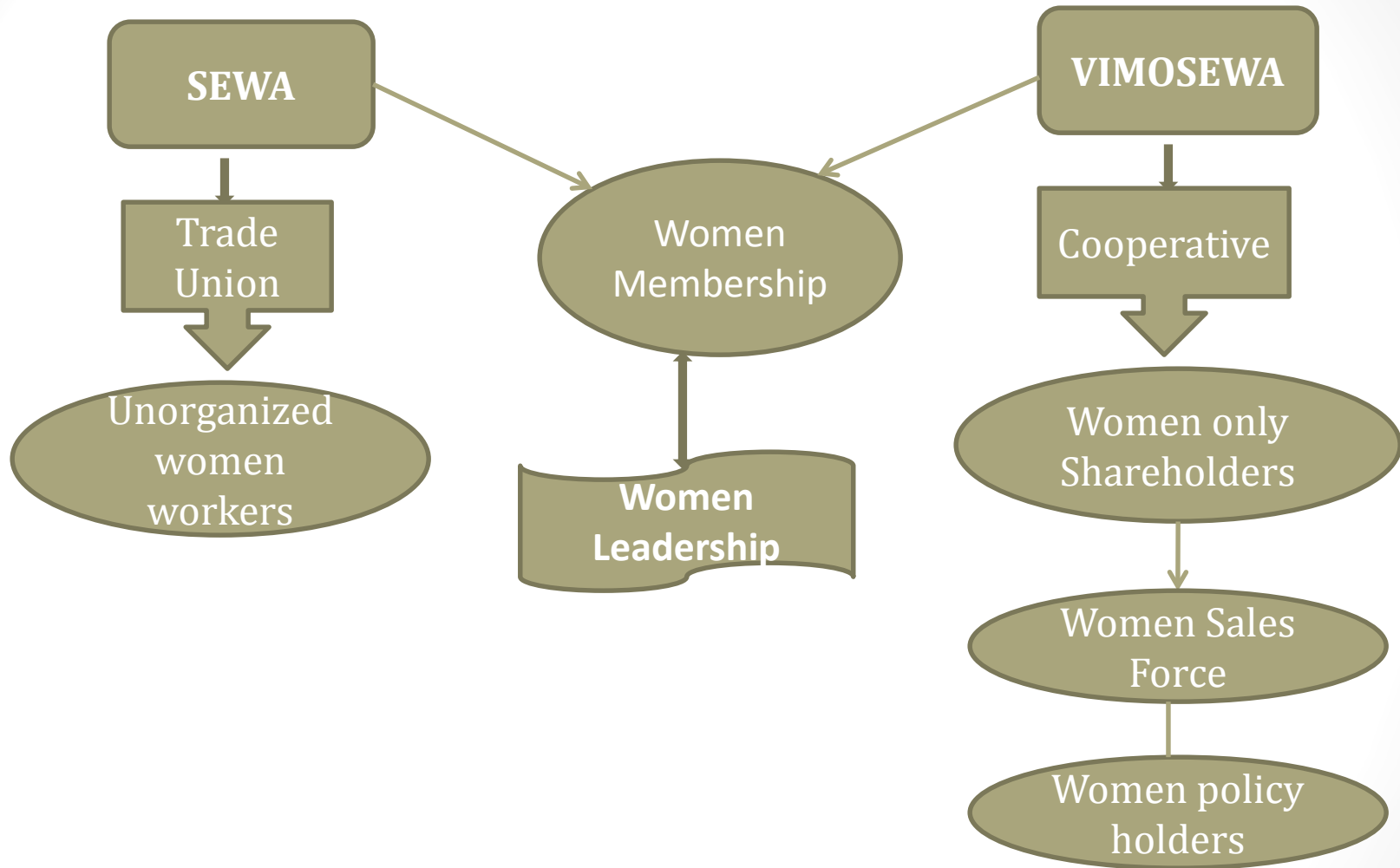
- Introduction
- Inclusive by design
- Advantages
- Comparison with other insurance schemes



The Organization

- Started in 1992 as part of SEWA Bank with 7000 members.
- Started with life but extended to health, assets and accident.
- Developed as VimoSEWA unit in 1999.
- Became a multi-state cooperative in 2009.
- Services offered:
 - Insurance Education
 - Product Development
 - Marketing the products
 - Claims Processing
 - Linkage with insurer (as an intermediary)
 - Data Management
 - Technical assistance to NGOs in India, abroad
 - Policy Advocacy

Inclusive By Design



- *Women owned, Women run, Women led, Women users*

Advantages of women inclusive model and its uniqueness

INSURANCE

- Acceptability of Insurance
- Claim service at door step
- Customised & simplicity of the product
- Affordable pricing
- Focus on Viability
- Achieve client value

GOVERNANCE

- Strengthening of solidarity and sisterhood
- Transparent governance
- Women leaders become self-reliant
- Women Empowerment

Uniqueness....

Parameters	Vimo SEWA	Conventional Insurer
Marketing & Education	Women agents	Mostly male agents
	Door to Door contact	No fixed method
	Concept promotion	Product Promotion
Product Design	Product Customization	Product Standardisation
	Affordable Pricing	Standard Pricing
	Simple & Flexible	Complex & Rigid
Claim Servicing	At Door Step	To go to Insurance Company
	Hand-holding for claim documents	To arrange claim documents on their own
Processes & Facilitation	Transparent , simple & reasonable	Jargonized and tedious
	Equal focus on Social Performance	Focused mainly on Financial Performance
	More Focus on Client Value	More Focus on Scaling up



Thank You

