

*Take it easy!*



# Mobile Technology In Live stock Insurance

## Rural Insurance an Introduction

### Rural Landscape in India

- Rural population >65%
- Rural Population below poverty line >25%
- Average Monthly per capita consumer expenditure <16 euros
- Accessibility to safe drinking water <25%
- Poor access to basis health care services leading to high infant mortality rates, malnutrition, diseases and female health issues

### Rural Insurance in India

- Protection of low income group against specific perils with an affordable premium
- Products offered in the market
  - Health insurance
  - Crop Insurance
  - Personal accident insurance
  - Group Hospital Cash
  - Kisan Sarv suraksha
  - Cattle insurance
- IRDA(Insurance Regulatory Development Authority) is the regulatory body

### Our Rural Journey

- 2008-09 – Rural agents
- 2010 - Tractor insurance, Arogya Raksh Yojana (ARY)
- 2011 – Weather based crop Insurance (WBCIS), HDFC BANK
- 2012 - WBCIS , ARY , IFMR, HDFC BANK
- 2013- WBCIS , IFMR, HDFC Bank
- 2014 – WBCIS, MNAIS, CSC
- 2015 – NCIP, CSC
- 2016 - PMFBY

## Our Rural & Agri Business Capabilities

IRDA Requirement	FY13-14	FY 14-15	FY 15-16
Rural Sector ( % of Gross Direct Premiums )	12% (Limit :7%)	12% (Limit :7%)	9% (Limit :7%)
Social Sector ( no. of lives )	113,200 (Limit : 55,000)	100,049 (Limit : 55,000)	78,790 (Limit : 55,000)

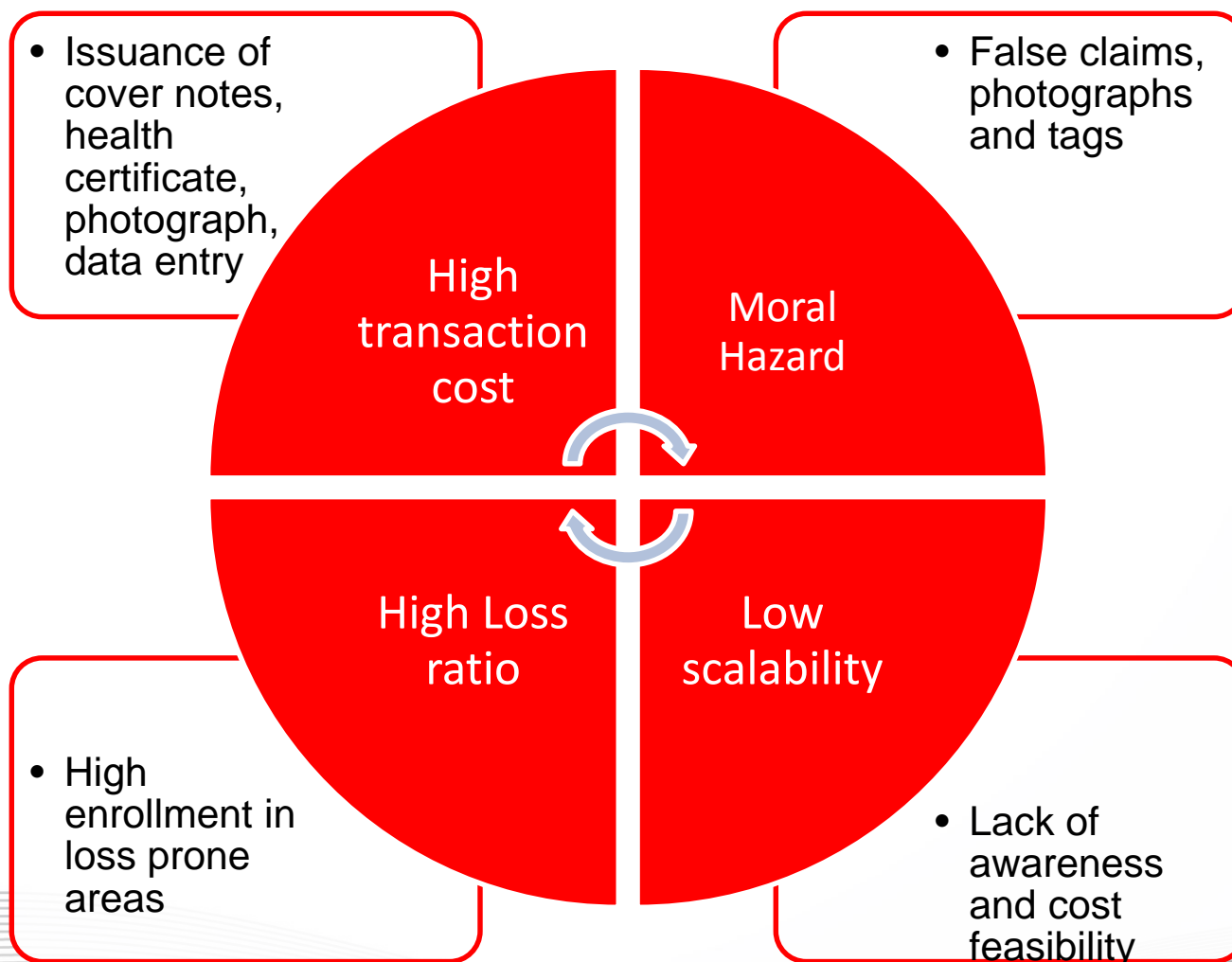
- One of the few companies to have a dedicated rural team
  - Vertical formed in 2009
  - Portfolio - bigger than the stipulated requirements of IRDA
- Innovative channels with strong rural distribution network through PACS, Rural Kiosks, NGO, MFI, Co-operatives

# Live stock Insurance Market - India

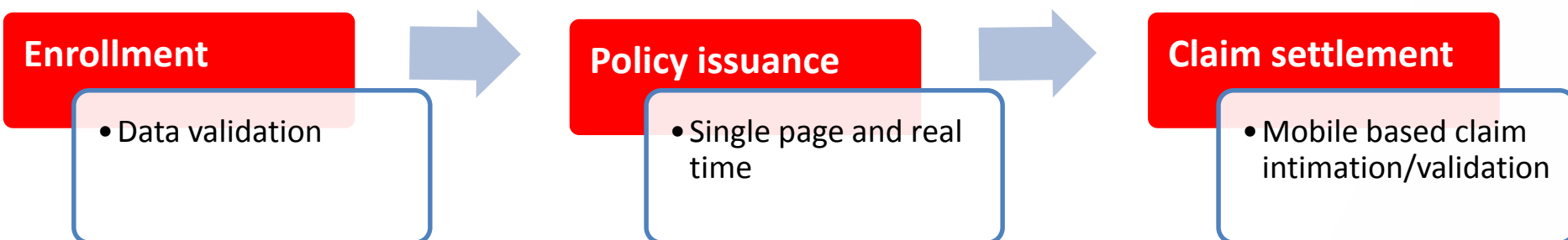
- Cattle population - 512 Million
- Around 50 million households in India depend on livestock for sustenance
- The share of Live stock in agriculture (in GDP terms) has steadily been on the rise
- India is the largest producer of Milk
- It was a monopoly of public sector insurers till 2003
- Pvt sector started operational post 2003 but that too in very low scale
- Only 7 % of total population was insured in 2009 and 10 % in 2012 – huge potential



# Livestock insurance: challenges



# Why not use technology ?



***Mobile based application have been used extensively in many areas but yet to be tested widely in rural insurance***

# Mobile Technology - Live stock Insurance

Details captured – Photograph, Health status & other details of the cattle, customer information

Real time data transfer to insurance company's server via GPRS.

Policy issued. - Facility for policy download in app

Same app to be used during claims. surveyor/vet to access the policy details and photograph via mobile for verification

Claims details to be uploaded back via app





# Mobile Application

**HDfC  
ERGO**

GENERAL INSURANCE



Username

Password

abhis00786@gmail.com



Dashboard

Welcome :  
aaron

3

Village

6

Leads

0

Cattle

Village - HARNAHODA 1 leads/0 cattles

Taluka - Mansa  
1 Assigned/0 Unassigned

Village - SAMOU 3 leads/0 cattles

Taluka - Mansa  
3 Assigned/0 Unassigned

Village - SOLAIYA 2 leads/0 cattles

Taluka - Mansa  
2 Assigned/0 Unassigned



HARNAHODA->Mansa

Welcome :  
aaron

1

Village

1

Leads

2

Pending Cattle

Beneficiary - NATHUJI SOMAJI RATHOD

Loan Account number - 82026521

Lead number - CT1907201600006

Lead Generated Date - 19/07/2016

No. of cattle - 2

No. of pending cattle - 0



Cattle 1

CT1907201600006

STATUS

DETAILS

IMAGE

Species

Cow

Buffalo

Others

Select Breed

Breed Type

Cross breed

Exotic

Indigenous

Body Color

Left Horn

Right Horn

Switch of Tail

Approximate Age

2

3

4

5

6

7

8

9

10

11

12

# Mobile Application

**Cattle 1**  
CT1907201600006

STATUS DETAILS IMAGE

Left Horn \_\_\_\_\_ Right Horn \_\_\_\_\_

Switch of Tail \_\_\_\_\_

Approximate Age

2 3 4 5 6 7

8 9 10 11 12

No. Of Lactation

0 1 2 3 4 5

6 7 8 9

Milk yield/day \_\_\_\_\_

Other Identification Remark \_\_\_\_\_

STATUS DETAILS IMAGE

Sub Status  
Not purchased

Tag No.  
1286448

Tag Date.  
11/08/2016

Market Value  
2580

Vendor Remark  
test56

test56 test 56 test5 >

1 2 3 4 5 6 7 8 9 0

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ✕

Sym , English(UK) . Done

**Cattle 1**  
CT1907201600006

STATUS DETAILS IMAGE

Upload Documents

Left Right

Front Back

Other Other

**Declaration**

My Cow/Buffalo/Bull/Bullock examined for cattle insurance has been ear tagged in my presence & Health evaluation certificate is issued and henceforth I will responsible for maintenance of the ear tag & further certificate of insurance issued for insurance of cattle. I confirm that the information recorded is true and correct to the best of my knowledge and belief.

Note: We are under no obligation to accept any proposal for insurance. The Proposer agrees that the receipt of the Proposal Form by HDFC ERGO General Insurance Company Limited along with the premium payment does not tantamount to the acceptance of the Proposal for insurance by HDFC ERGO General Insurance Company Limited and does not result in a concluded contract of insurance. The acceptance of the

ACCEPT



# Comparison

## Present Process

- Data capture via covernote/ health certificate
- Manual data conversion to excel – chances of error high
- Time taking & high manpower consuming
- Increased transaction cost
- No real time verification of animal details during claims – high frauds
- Quality data set extraction requires time
- Mid term data endorsement/ validation is not so easy
- Cant capture the after tagging medical treatment details

## Mobile Process

- Data entry directly via app
- Automated process- Error reduced
- Real time basis and less manpower required
- Reduced Transactions costs
- Real time verification -controls claim frauds & faster settlement
- Instant data support
- Can be easily supported via the app
- App can be developed to input all treatment details – restricts PTD claim frauds

# Benefits & Future Scope

**HDFC**



- Benefits
  - Reduced cost of operation
  - Check on fraudulent practices
  - Easy claim processing
  - Data set for future reference
  - Controlling loss ratios
  
- Future Scope
  - Disease tracking – Managing Outbreaks / disease reporting
  - Can be used for Govt compensation settlements – tracking of genuine claims
  - National data bank creation – Instant data
  - If used along with RFID chips even animal tracking is possible
  - Veterinary public health – Give disease outbreak details to public on real time basis
  - Other than cattle – Pet dog , Elephant Insurance etc.

**Thank You**