

# Women in Inclusive Insurance Market

Vimo SEWA Model

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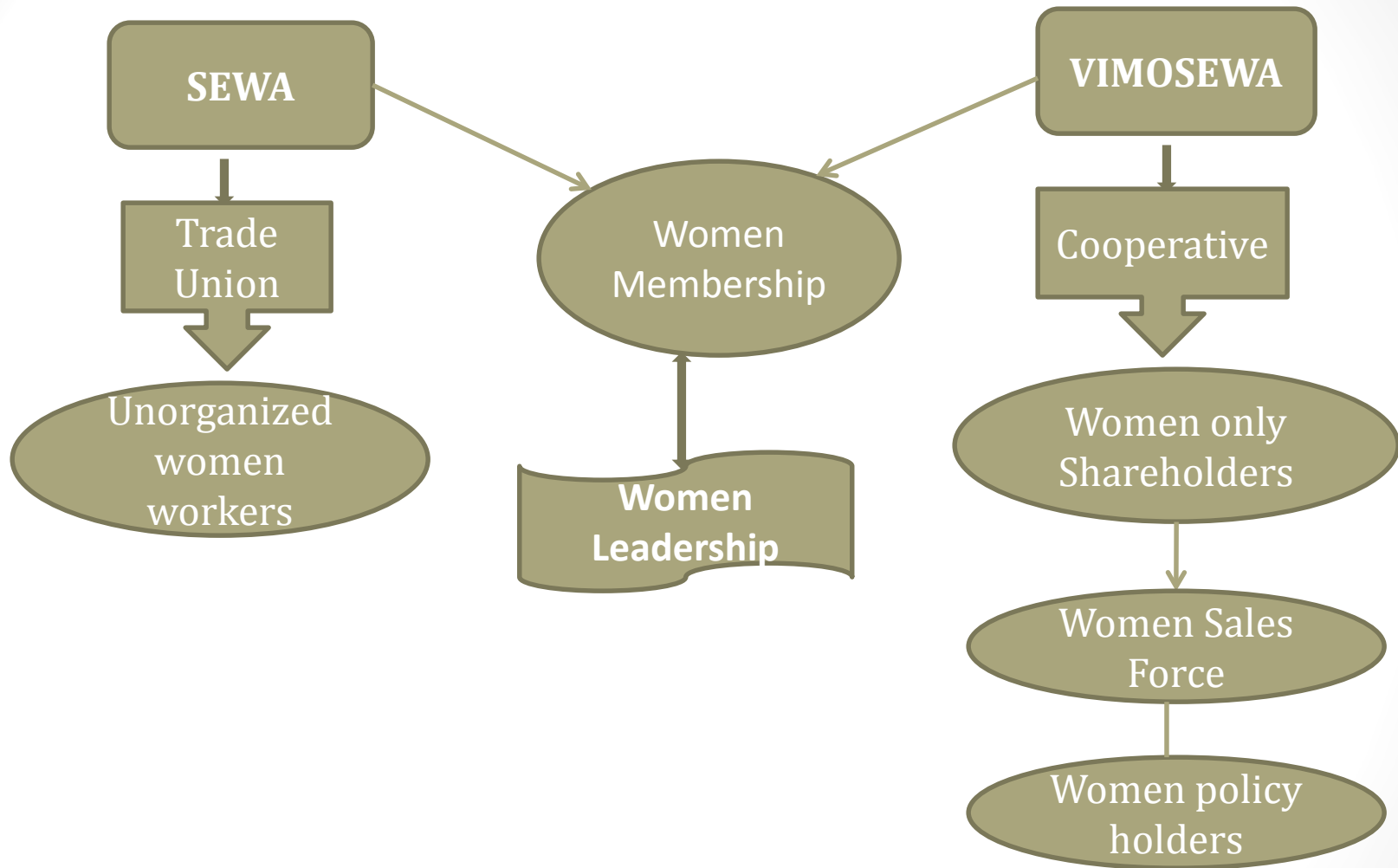
- Introduction
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# The Organization

- 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
<b>Marketing &amp; Education</b>	Women agents	Mostly male agents
	Door to Door contact	No fixed method
	Concept promotion	Product Promotion
<b>Product Design</b>	Product Customization	Product Standardisation
	Affordable Pricing	Standard Pricing
	Simple & Flexible	Complex & Rigid
<b>Claim Servicing</b>	At Door Step	To go to Insurance Company
	Hand-holding for claim documents	To arrange claim documents on their own
<b>Processes &amp; Facilitation</b>	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

