



**Micro
Insurance
Innovation
Hub**
towards better lives

Pulse NEWS LETTER

February 2025 (For internal circulation only) Volume -2 Edition-7



EDITORIAL

Dear Reader,

Happy Maha Kumbh!

Amidst the celebration of Maha Kumbh mela, we are delighted to share our February 2025 edition of Pulse which highlights the role of financial inclusion and resilience efforts in protecting low-income households from financial risks.

In our Personality Interview of Mr Samir Shah highlights that, in addition to raising awareness about potential financial risks and losses, Dvara Holdings addresses the financial gap by employing a comprehensive strategy that protects low-income households through tailored, affordable financial services and technology-driven platforms. He further adds that, with data-driven credit assessments, Dvara is improving access to formal financing. Mr Samir also underscores the importance of providing microinsurance to low-income populations in India, particularly for rural agricultural households, to enhance their financial security.

The Distributor Column highlights how Samunnati, under the leadership of Mr Anil Kumar SG, is improving the productivity and efficiency of India's agricultural sector. Mr Anil explains that by leveraging economies of scale, Samunnati connects smallholder farmers with competitive prices for both inputs and outputs. This is achieved through the strategic integration of farmers, Farmer Producer Organizations (FPOs), agri-enterprises, and service providers via digital marketplaces, enhancing the agricultural ecosystem. Mr Anil also adds that Samunnati's collaboration with insurance companies to offer microinsurance products further protects rural agricultural communities from financial risks.

Mr Surya Madhav shares his insights on how he is promoting microinsurance awareness and coverage among students across schools and colleges in Andhra Pradesh, despite facing numerous challenges.

The Technology Column shares insights from Mr Rahul Nagarajan on how Velicham Finance Pvt. Ltd. is leveraging technology to improve financial access through AI-driven credit assessments, paperless loan processing, and mobile payments, despite barriers like digital literacy, limited traditional income proof, and connectivity challenges. Mr Rahul also shares technological trends that will shape the future of financial inclusion in India.

Dr Rajesh Barik et. al. contributed their research, which highlights that ensuring financial inclusion in India not only boosts human development across states but also fosters sustained inclusive growth, with both mutually reinforcing each other.

This edition of Pulse also features Niva Bupa's impressive impact on the health insurance landscape. With a claim settlement ratio of 92.3% for H1 FY25, Niva Bupa has transformed the lives of over 17 million people as of September 30, 2024, by offering products that cater to all stages of the life cycle, demonstrating the power of health insurance to safeguard individuals at every stage of their lives.

The Blog of the Month takes readers through the impact of index insurance, which is transforming the agricultural sector.

We sincerely thank our esteemed contributors for their valuable insights, and we hope this edition sparks new ideas to advance microinsurance for all.

Happy Reading!

Best regards,

Pulse

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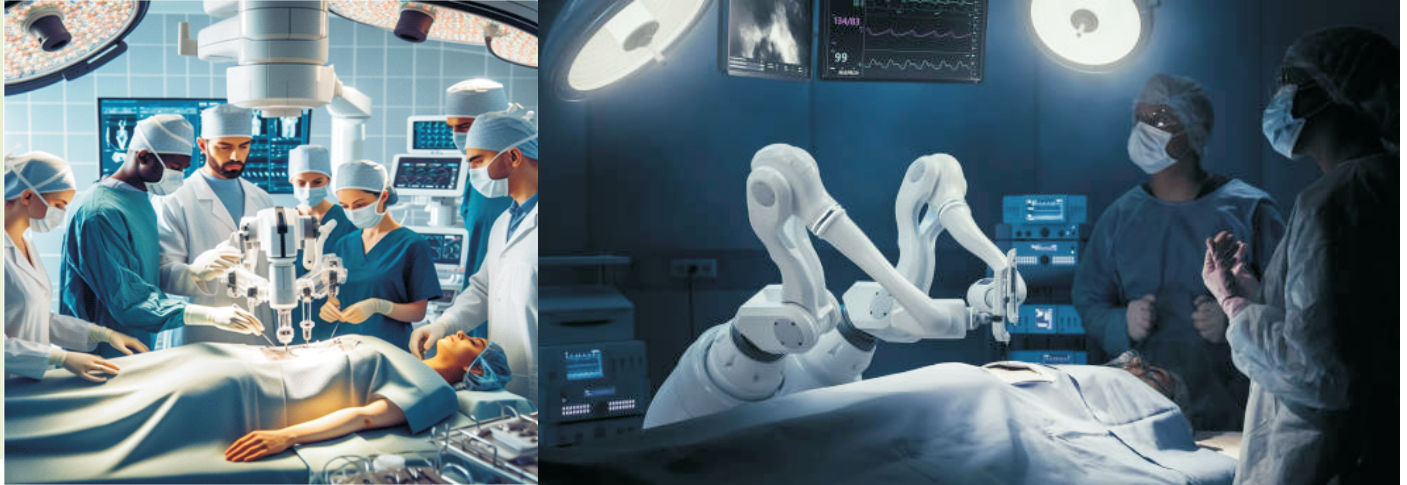
DID YOU KNOW?



Robotic Surgery: A Leap Forward in Medical Technology and Insurance Coverage

Did you know that robotic surgery is transforming the way we approach medical procedures? Surgeons now use robotic systems to perform highly precise, minimally invasive surgeries in the most complex areas of the body, such as the heart. What's even more astonishing? These robots provide 3D visualizations, allowing surgeons to see details far beyond what the human eye can detect. While robotic surgery can lead to faster recovery times, it also tends to come with a higher cost. So, before you opt for this advanced treatment, make sure to check with your insurance to see if it's covered!

Source: <https://www.farnorthsurgery.com/blog/is-robotic-surgery-covered-by-insurance>
<https://www.tffn.net/is-robotic-surgery-covered-by-insurance/>



Festive Corner



Kumbh Mela, recognized on UNESCO's Representative List of Humanity's Intangible Cultural Heritage, is a spiritual gathering of immense faith and tradition that occurs every 12 years at four locations: Prayagraj (Uttar Pradesh), Haridwar (Uttarakhand), Nashik (Maharashtra), and Ujjain (Madhya Pradesh). After completing 12 Kumbh Melas, the Maha Kumbh Mela is celebrated, which is exclusively hosted in Prayagraj, Uttar Pradesh. Devotees from across the world are celebrating Maha Kumbh mela by taking a holy dip from January 14 at the Triveni Sangam, where the Ganga, Yamuna, and the mythical Saraswati rivers meet in Prayagraj. The Maha Kumbh will conclude on February 26, 2025, with the celebration of Mahashivratri, a festival that commemorates the marriage of Lord Shiva and Goddess Parvati and marks the occasion of Shiva performing his divine Tandava dance.

Eminent Personality Insight



Samir Shah is the Executive Vice Chair and Co-founder of Dvara Holdings, guiding the strategic direction of Dvara's mission of financial inclusion and managing its group companies. With over three decades of experience, Mr Samir has held leadership roles across sectors, including as MD & CEO of NCDEX, where he spearheaded transformative initiatives in India's agri economy and launched the

National E-Repository for warehouse receipts. He has also led the growth of the Dubai Gold and Commodities Exchange (DGCX) and held senior roles at Thomson Reuters, including MD for South Asia. An MBA in Finance and a Mechanical Engineer, Mr Samir has also completed the Advanced Management Program at Wharton.

Introduction of the Organisation:

Dvara Holdings is a venture studio dedicated to solving 'White Space' problems in financial inclusion—challenges that traditional financial systems have yet to fully address. Founded in 2008 with the vision of ensuring every individual and enterprise in India has complete access to financial services, Dvara Holdings operates at the intersection of impactful social outcomes, financial returns, and policy advocacy. Our work spans across diverse sectors, blending innovation, technology, and deep research to create transformative solutions for underserved populations.

How is Dvara Holdings Transforming the Lives of Low-Income Households in India?

Dvara Holdings transforms the lives of low-income households through a multifaceted approach that integrates policy advocacy, financial innovation, and grassroots engagement. Our journey began with the establishment of foundational companies like Northern Arc, Dvara KGFS, Dvara Solutions, and Dvara Research, which laid the critical infrastructure for financial inclusion. Northern Arc addresses the wholesale financing gap, enabling microfinance institutions to serve millions of households. Dvara KGFS brings tailored financial services to rural communities, fostering economic resilience and financial literacy at the grassroots level. Dvara Solutions provides affordable, technology-driven platforms that strengthen the operational capabilities of financial institutions. Dvara Research plays a pivotal role in shaping financial inclusion policies through high-quality, independent research and policy advocacy, ensuring that systemic barriers to financial access are addressed at the national level.

Building on the foundational work of our initial cohort, Dvara Holdings has expanded its impact through a new set of ventures designed to address emerging financial inclusion challenges. Dvara E-Registry empowers smallholder farmers by using data-driven credit assessments to enhance their access to formal financing. Complementing this, Dvara E-Dairy leverages biometric technology to improve financial accessibility for dairy farmers, ensuring they can secure loans and insurance with greater ease. Dvara SmartGold redefines the traditional perception of gold, transforming it from a passive asset into an active savings and investment tool that promotes long-term financial security. Furthermore, Dvara Money caters to the evolving needs of gig economy workers, offering comprehensive solutions for tax management, savings, and insurance. These ventures

Mr Samir Shah

Executive Vice-Chair & Co-founder,
Dvara Holdings

exemplify our commitment to innovative, tech-driven approaches that create lasting financial resilience for underserved communities.

Our commitment extends to health finance through Dvara Health Finance, which integrates affordable healthcare with financial planning, addressing the dual challenges of medical expenses and financial vulnerability. Through these diverse initiatives, Dvara Holdings is not merely providing financial access but fostering ecosystems where low-income households can thrive economically and socially.

What Measures is Dvara Holdings Implementing to Financially Protect Low-Income Households and Raise Awareness About Potential Risks and Losses?

Dvara Holdings employs a comprehensive strategy to protect low-income households from financial risks and enhance their resilience. At the core of our approach is policy advocacy through Dvara Research, which influences national financial regulations to create systemic safeguards for vulnerable populations. Our research-driven insights inform policies that enhance social protection, financial stability, and inclusive growth.

Operationally, our investee companies implement innovative solutions tailored to the specific needs of underserved communities. Dvara KGFS provides wealth management services that go beyond credit, incorporating insurance and risk management to protect against income shocks. Dvara E-Dairy's biometric cattle identification system mitigates fraud risks, ensuring reliable insurance and credit for dairy farmers. Similarly, Dvara E-Registry's KhetScore uses advanced analytics to improve credit access for smallholder farmers, reducing their exposure to financial uncertainties. In addition, Dvara SmartGold promotes financial security by transforming gold assets into active financial tools, while Dvara Health Finance's NEEM subscription model integrates healthcare with financial planning to prevent health-related financial crises.

Recognising the digital divide, we adopt an 'assisted digital' model that blends technology with human support, ensuring access and risk awareness reach even the most remote areas. Through these initiatives, Dvara Holdings not only facilitates financial inclusion but actively builds the financial resilience of low-income households, ensuring they are equipped to navigate economic challenges with confidence and security.

How Crucial is it to Provide the Facility of Microinsurance to Low-Income Populations in India?

Microinsurance is essential for low-income populations in India as it provides a safety net against unforeseen risks such as health emergencies, natural disasters, and income loss. Given their limited financial buffers, even minor shocks can lead to significant economic hardship. Microinsurance helps households manage these risks effectively, ensuring financial stability and preventing them from falling deeper into poverty.

Moreover, microinsurance promotes a culture of risk awareness and financial planning among low-income households. It encourages families to think proactively about potential vulnerabilities and to safeguard their future through affordable, accessible insurance products. By reducing the reliance on informal coping mechanisms, such as high-interest loans or asset liquidation, microinsurance strengthens the economic resilience of these communities, fostering long-term financial security.

Distributor Insight



Mr Anil Kumar SG is the Founder & Managing Director of Samunnati, India's largest agri-enterprise. Driven by a passion to impact the agri ecosystem, he established Samunnati to create an open agri-network that unlocks India's agricultural potential, with smallholder farmers at its core. With nearly three decades of experience in Rural, Retail, and Agri Banking, he has a deep understanding of Indian

smallholder farmers. Previously, Mr Anil was Co-Founder & Trustee of IFMR Trust and CEO of IFMR Rural Channels. Mr Anil holds a Masters in Management from the Asian Institute of Management, Manila. He also holds a Masters in Business Administration from Symbiosis Institute of Management, Pune and a graduation degree in Humanities from Osmania University, Hyderabad.

About the Organisation:

India's largest agri enterprise, Samunnati is an open agri network to unlock the trillion-dollar-plus potential of Indian agriculture with smallholder farmers at the centre of it. Staying true to its name, Samunnati stands for collective growth & collective prosperity for the agri ecosystem. Serving the entire value chain, Samunnati's Agri Commerce and Agri Finance solutions enable affiliated Farmer Collectives and the larger ecosystem to be more efficient and productive through multiple technology-enabled interventions and collaborative partnerships. Headquartered in Chennai, Tamil Nadu, India, Samunnati has a presence in more than 100 agri value chains spread over 28 states in India and has powered over \$3Bn of gross transaction value in its journey so far. Samunnati currently has access to 6500+ Farmer Collectives with a member base of over 8 million farmers and envisions impacting 1 in every 4 farming households through its network by 2027.

How is Samunnati transforming the agricultural sector, particularly for smallholder farmers in India?

Samunnati is revolutionising India's agricultural sector by improving the efficiency and profitability of smallholder farmers through strategic ecosystem integration. By connecting farmers with a wide network of Farmer Producer Organizations (FPOs), agri enterprises, and service providers via digital platforms, Samunnati creates a network effect that reduces risks and enhances access to markets and resources. This connectivity helps farmers secure better prices for inputs and outputs, boosting their productivity and profitability.

At the core of Samunnati's transformative strategy lies the AMLA approach, designed to empower Farmer Producer Organizations (FPOs) and drive sustainable growth in Indian agriculture. This model enables FPOs to unlock bulk discounts and strengthen their procurement power. Simultaneously, it allows them to sell their produce under favorable terms, securing better market prices and enhancing profitability. By optimizing this dual-transaction framework, Samunnati improves the financial margins of FPOs, making them more resilient and commercially viable.

Mr Anil Kumar SG

Founder and Managing Director
Samunnati Finance Private Limited

This approach also reinforces Samunnati's position as a trusted partner, mitigating risks while ensuring that FPOs can meet their financial commitments efficiently. Through this strategic shift, Samunnati is strengthening the foundation of smallholder farmers in India, fostering market access, financial inclusion, and long-term sustainability for thousands of FPOs nationwide.

Samunnati's focus on making markets more accessible for smallholder farmers is reflected in its holistic value chain approach. By operating agricultural value chains at higher levels, Samunnati provides tailored solutions to each participant, fostering a robust, sustainable agricultural sector. This includes partnerships not only with FPOs but also with input manufacturers, traders, and institutional buyers, creating strong market linkages and synergies.

What is the current status of insurance coverage for FPOs and associated small holder farmers, and what steps is Samunnati taking to address this?

Samunnati is actively addressing the significant gaps in insurance coverage for Farmer Producer Organizations (FPOs) and their associated smallholder farmers in India. Currently, insurance penetration among these groups remains low due to challenges like high costs, lack of accessibility, and limited understanding of the benefits of insurance. To combat these issues, Samunnati is innovating in the agricultural insurance landscape by introducing tailored microinsurance products.

Will the availability of microinsurance in the agricultural sector positively impact insurance coverage for FPOs and farmers in India?

Microinsurance is a core component of Samunnati's strategy to expand insurance coverage, offering affordable products with lower premiums, simplified claims, and fast payouts. Samunnati's strong presence in agricultural finance through outreach with over 27000 FPOs forms a robust foundation for the scaling these insurance products. The extensive network facilitates efficient risk pooling, which reduces the effects of localized events and stabilizes premiums. FPOs act as local hubs for claims management, speeding up processing, reducing fraud, and enhancing community trust.

Furthermore, the community-centric approach encourages accountability and transparency within FPOs, mitigating moral hazards and ensuring adherence to insurance terms. By aggregating FPOs, Samunnati lowers administrative costs and premiums, making insurance more accessible. To address high-risk segments and avoid adverse selection, Samunnati provides insurance through FPOs with controlled enrollment. FPOs also gain revenue streams as distribution partners, motivating them to promote and manage microinsurance effectively.

Collaborations with InsurTech firms further improve insurance offerings by integrating technology and data analytics. These partnerships help innovate products, refine risk assessments, and streamline processes, making insurance more user-friendly and accessible to farmers.

In summary, the availability of microinsurance through Samunnati's initiatives is set to make a substantial positive impact on insurance coverage for FPOs and farmers in India. By addressing the key barriers and utilizing strategic partnerships, Samunnati is poised to significantly enhance the stability and resilience of the agricultural sector.

Distributor Insight



Mr Surya Madhav Vuddagiri is a visionary entrepreneur and founder of Techlogic IT Solutions. With an MBA degree under his belt, Mr Surya holds a wealth of experience. His professional journey began as a Business Development Manager at Reliance Life Insurance (2007-2009), followed by a stint at India First Life Insurance in Andhra Bank

(2009-2012). He also had a successful partnership with Motilal Oswal Securities Pvt Ltd. Mr Surya's commitment to nurturing young talent is a testament to his dedication to create a brighter future for the next generation.

About the Organisation:

In January 2022, Mr Surya founded Techlogic IT Solutions, a company dedicated to empowering students across Andhra Pradesh. With a strong focus on internship programs, the company has already impacted over 19,000 students from degree, B.Tech, diploma, and ITI backgrounds. Techlogic IT Solutions also offers comprehensive training and job placement programs, bridging the gap between academia and industry.

The following breakdown highlights the core values and mission of TechLogic as an education and career hub.

- T** - Talent (nurturing and developing talent in individuals)
- E** - Empower (empowering students with knowledge, skills, and opportunities)
- C** - Career (guiding students in their career paths and providing resources for growth)
- H** - Hub (connecting students, educators, and industry professionals in a collaborative ecosystem)
- L** - Learning (fostering a culture of continuous learning and skill development)
- O** - Opportunities (providing access to opportunities, such as internships, placements, and networking events)
- G** - Growth (supporting the personal and professional growth of individuals)
- I** - Innovation (encouraging innovation, creativity, and entrepreneurship in students)
- C** - Connection (building connections between students, educators, and industry professionals)

How does Techlogic bring insurance to education sector?

Mr Surya Madhav Vuddagiri

Founder and Managing Director
Techlogic It Solutions

At TechLogic IT Solutions, we provide microinsurance comprehensive insurance coverage to our interns through collaboration with insurer providers. This initiative demonstrates our commitment to supporting the well-being and security of our students.

As a key player in Andhra Pradesh's education sector, bringing insurance coverage to school children through School Life Program is exciting and fulfilling as this initiative aims to promote insurance awareness and coverage among students across every school and college in the state.

Our mission is to ensure that every student should have access to insurance coverage. We believe this is essential for their financial security, well-being, and future success.

Could you explain the difficulties you faced while attempting to communicate the insurance coverage to educational institutions?

At TechLogic IT Solutions, we faced several challenges while communicating the insurance coverage to learning institutions. One of the primary difficulties was overcoming the initial scepticism from educational institutions. Many were unfamiliar with the concept of providing insurance to students and were hesitant to adopt it. We had to invest considerable time in educating them about the benefits, such as financial security and well-being for students, and how it aligns with their mission to support student success.

Another challenge was addressing the diverse concerns and questions from various stakeholders, including administrators, faculty, and parents. Each group had specific needs and apprehensions, which required tailored communication strategies. We organized multiple workshops and informational sessions to ensure that all stakeholders understood the value of the insurance coverage.

Additionally, we faced logistical challenges in implementing the insurance program across numerous institutions. Coordinating with different schools and colleges, each with its own set of policies and procedures, required meticulous planning and continuous engagement.

Despite these challenges, our collaboration with microinsurance and our commitment to the well-being of students helped us persevere. Through persistent efforts and a clear communication strategy, we were able to convey the importance of insurance coverage and gain the trust of higher learning institutions. This initiative not only supports the students but also aligns with our core values of nurturing talent, empowering students, and fostering a culture of continuous learning and growth.

Tech Insight



Mr Rahul Nagarajan is the Executive Director of Velicham Finance Private Limited. His in financial services has been deeply rooted in the mission of enabling financial inclusion for underserved communities.

At Velicham, Mr Rahul leads the strategic initiatives, ensuring that Velicham Finance Pvt Ltd leverage innovation and

technology to bridge the credit gap for micro-entrepreneurs, small businesses, and low-income households.

Introduction of the Organization:

Velicham Finance Private Limited is a purpose-driven financial institution committed to empowering individuals and businesses through responsible lending. The primary focus of Velicham Finance Pvt Ltd is on providing accessible, affordable, and customized credit solutions to those traditionally excluded from the formal financial system. Velicham Finance Pvt Ltd believe in harnessing technology to simplify financial services, enhance transparency, and improve accessibility for their customers.

How is Velicham using technology to redefine financial inclusion for underserved communities?

Velicham Finance harnesses technology to expand financial access and improve efficiency. Our key innovations include:

- ♦ **AI-driven credit assessment:** Leveraging alternative data sources such as mobile transactions and utility bill payments to evaluate creditworthiness.
- ♦ **Paperless loan processing:** Digital applications and automated underwriting reduce approval times and operational costs. Additionally, we have integrated APIs with all our BC partners to enable seamless loan processing, reducing manual interventions and ensuring faster turnaround times.
- ♦ **Mobile payments & collections:** Enabling seamless transactions through UPI and mobile wallets, reducing reliance on cash. Additionally, we have launched a mobile app that allows customers to manage their loans, track repayment schedules, and access financial resources with ease.
- ♦ **Environment and Sustainability:** Our digital-first approach has significantly reduced paper usage, minimizing our carbon footprint. By transitioning to digital loan applications and automated processes, we have not only improved efficiency but also contributed to environmental sustainability.

Mr Rahul Nagarajan

Executive Director
Velicham Finance Private Limited

What are the biggest challenges in digitizing financial services for low-income communities, and how has Velicham tackled them?

While digital transformation brings efficiency, several challenges persist, and Velicham has actively developed solutions to address them:

- ♦ **Digital literacy barriers:** Many customers lack familiarity with digital financial tools, so our team provides assisted onboarding with field agents to guide them through the process, ensuring they can effectively use digital financial services.
- ♦ **Limited traditional income proof:** Traditional scoring methods often exclude individuals without formal income documentation, so we leverage AI-powered alternative credit scoring by analyzing behavioral and transactional data to assess risk more accurately.
- ♦ **Connectivity limitations:** Some remote areas experience inconsistent internet and smartphone access, so we have adopted a hybrid digital-lending model that combines digital channels with physical touchpoints, ensuring accessibility and trust in underserved regions. Additionally, we have introduced an offline module in our mobile app, allowing our team to log customer applications even without network connectivity, ensuring uninterrupted service in remote areas.

These strategies have allowed us to digitally onboard 100% of new customers while maintaining strong repayment rates and enhancing financial inclusion.

What are the top technology trends shaping the future of financial services for underserved populations?

The future of financial services for underserved populations is being shaped by several key technology trends. One of the most significant is AI-driven customized lending. This means that financial institutions will use real-time data to offer loans that are tailored to individual financial behaviors, rather than relying on rigid traditional credit scores. This will make borrowing more accessible and fair for people with little or no credit history.

Another major trend is embedded finance and micro-lending. We are seeing financial services becoming part of everyday digital platforms, such as e-commerce apps and payment wallets. This integration allows customers to access small, instant loans or savings tools right where they need them, without having to go through lengthy application processes.

Finally, there is a growing push for technology-driven social impact finance. This means more financial solutions are being designed to support sustainable agriculture, climate finance, and rural entrepreneurship, ensuring that financial inclusion is not just about access but also about long-term impact.

Research Paper

Dr Rajesh Barik

Assistant Professor

BITS-Pilani KK Birla Goa Campus

Financial Inclusion and Human Development in Indian States: Evidence from the Post-Liberalisation Periods



Financial inclusion is widely recognised as a key driver of inclusive development. Yet, despite significant efforts, a large segment of India's population remains financially excluded. Historically, the Government of India and the Reserve Bank of India have launched several ground-breaking initiatives aimed at addressing this issue, such as:

- ♦ Nationalization of banks
- ♦ Expansion of the bank branch network
- ♦ Introduction of Business Correspondents (BCs) and Business Facilitators (BFs) to offer doorstep banking services
- ♦ Setting mandatory priority sector lending targets
- ♦ Launching zero balance Basic Savings Bank Deposit (BSBD) accounts
- ♦ Establishing self-help groups (SHGs) and Microfinance Institutions (MFIs)
- ♦ Implementing schemes like Direct Benefit Transfer and Pradhan Mantri Jan Dhan Yojana

These initiatives have had a profound impact on financial inclusion, significantly improving access to banking over time. However, what's surprising is that despite these efforts, around 20 to 25 percent of the Indian population still does not have a bank account. Moreover, the financial inclusion is not just about having a bank account, rather it's about having broader access to financial services and instruments. If we consider a wider definition of financial inclusion, this percentage could be even higher, highlighting that the journey toward truly inclusive financial services is far from complete.

In this article, authors explore the fascinating relationship between financial inclusion and human development in Indian states during the post-liberalization period. Using a sophisticated composite index created through principal component analysis, authors examine how financial inclusion and human development intersect. The Financial Inclusion Index is built on six key indicators sourced from secondary data of Scheduled Commercial Banks:

- ♦ Number of bank branches per 1,000 people
- ♦ Ratio of bank employees to bank branches

- ♦ Number of deposit accounts per 1,000 people
- ♦ Number of credit accounts per 1,000 people
- ♦ Total deposits as a percentage of state GDP
- ♦ Total credit as a percentage of state GDP

On the other hand, the Human Development Index is formed using health, education, and living standards indicators:

- ♦ Health (e.g., infant mortality rate, death rate, birth rate, health-related ailments)
- ♦ Education (e.g., literacy rate, mean years of schooling, expected years of schooling)
- ♦ Standard of living (e.g., monthly per capita consumption expenditure)

After accounting for zonal effect and regional variation through social sector expenditure, state GDP, rural population, and capital receipts, the findings confirm that financial inclusion has a positive and significant impact on human development. Furthermore, the study identifies reverse causality, showing that human development also influences financial inclusion. This suggests that a higher level of human development could serve as a critical enabler for greater financial inclusion across Indian states. Therefore, ensuring financial inclusion would not only enhance human development in Indian states but also support the continued process of inclusive development through the existing feedback effect.

Conclusion:

The bidirectional relationship observed between financial inclusion and human development highlights that both processes mutually enhance each other. Policies that promote human development can enhance financial inclusion, and in turn, increased financial inclusion can contribute to sustained inclusive development.

The full version of this article is published in the Indian Journal of Human Development. Scan here to access: <https://doi.org/10.1177/09737030221141241>



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for complete version:

IMPACT STUDY



Zindagi Ko Claim Kar Le

Key segments of insurance

Health

Impact Created

Niva Bupa covers 17.8 million+ lives as of Sep 30, 2024.
Claim settlement ratio for H1' FY25 was 92.3%.

Target Segment

Niva Bupa built a range of health insurance product offerings that seek to cater to all stages of the customer lifecycle. The process identify customer groups based on various parameters, including age, income and health status. Niva Bupa strive to achieve the best customer-product fit based on these customer groups.

With each product, Niva Bupa target a different consumer segment as:

Aspire:

- Young adults (21-35 years)
- Early career professionals
- Unmarried or recently married

ReAssure 2.0:

- Adults (31-60 years)
- Married individuals with or without children
- Middle-aged and near-retirement
- Smart Health +
- Customers with diabetes and hypertension

Travel Assure:

- Customers traveling abroad

Senior First:

- Seniors (61-75 years)
- Retirees and elderly

Health Recharge:

- Adults (31-65 years)
- Customers seeking enhanced coverage
- Salaried individuals
- Health Premia (Platinum)
- Adults (18-65 years)
- Customers seeking premium, comprehensive coverage
- Non-resident Indians

Product Offerings to target segment

Niva Bupa provides health insurance products and services that enable customers to navigate their healthcare journey, by providing them access to a holistic health ecosystem. The retail and group products of Niva Bupa can be classified into the following lines of business:

- **Health Insurance:** This line of business includes both indemnity-based and benefit-based health insurance products which are offered to retail and group customers.
- **Personal Accident:** This line of business includes primarily benefit-based products offered to retail and group customers.
- **Travel Insurance:** This line of business includes a combination of indemnity-based and benefit-based products, along with travel inconvenience benefits, and is offered to retail and group customers, including domestic and international travellers.

Strategy to achieve the above impact

A key focus of Niva Bupa business strategy is to introduce health insurance products that are aimed at addressing the needs of customer groups based on demographics such as income, health, age, family and demand for comprehensive coverage.

One of the growth strategies of Niva Bupa is to expand the coverage of services offered to customers under its health ecosystem platforms, such as health check-ups and medicine delivery, to new geographies and deepen the presence of Niva Bupa in the existing geographies in India.

Product innovation has been a key focus area and driver of growth in the past and Niva Bupa plan to continue this strategy going ahead. Niva Bupa intend to focus on expanding its portfolio by creating health insurance products to target various customer groups in the market and products that cover additional diseases and conditions aimed at addressing the needs of customers who are at risk or have chronic health conditions with disease management requirements.

Company Name: Niva Bupa Health Insurance Company Limited

Founded Year: 2008

MD & CEO: Mr. Krishnan Ramachandran

Location: Gurgaon

Website Link: <https://www.nivabupa.com/>

For more information, please contact:

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Contact: +91 9154872912

Disclaimer: The Microinsurance Innovation Hub Foundation (MIHF) is a not-for-profit organization constituted to promote social welfare or charitable purposes as referred to in Section 2(15) of The Indian Income-tax Act, 1961. It holds provisional approval under Section 12(A) and Section 80(G) of The Indian Income-tax Act, 1961 and is registered as a Company under Section 8 of The Indian Companies Act, 2013.
Note: The details and information provided in the case study have been supplied by the respective company, and MIHF does not assume responsibility for the accuracy or correctness of the data.

BLOG Corner

Index Insurance: Transforming Agricultural Protection.

**Introduction:**

Insurance is crucial for managing risk and providing financial protection against unexpected losses. In agriculture, it helps farmers mitigate risks from natural disasters, pests, or disease outbreaks. However, traditional agricultural insurance faces significant challenges:

- ♦ High costs and time-consuming on-site damage assessments.
- ♦ Financially unviable indemnities and basis risk (payouts not reflecting actual losses).
- ♦ Moral hazard (insured parties taking greater risks) and resource-intensive audits.

These barriers make it difficult for smallholder farmers in developing countries to access necessary protection. Index insurance offers a solution.

What is Index Insurance?

Index insurance determines payouts based on specific, measurable indices like rainfall levels, temperature, or crop yield data, rather than individual loss assessments. This approach is more affordable, efficient, and accessible for farmers, especially in regions with unpredictable weather. It protects farmers from financial hardship due to adverse weather conditions like droughts, temperature extremes, or erratic rainfall patterns.

Source:

<https://irdai.gov.in/>

<https://documents1.worldbank.org/curated/en/590721468155130451/pdf/662740NWP0Box30or0Ag020110final0web.pdf>

<https://www.indexinsuranceforum.org/faq/what-index-insurance>

Benefits of Index Insurance:

- ♦ Quick and automatic compensation.
- ♦ Lower transaction costs and increased accessibility.
- ♦ Reduced moral hazard and efficient risk coverage.
- ♦ Encourages financial resilience.

Challenges of Index Insurance:

- ♦ Variability in local losses
- ♦ Understanding agricultural cycles.
- ♦ Basis risk
- ♦ Data/technological limitations.

Case Studies:

Countries like Nigeria, Zambia, Mozambique, Rwanda, Tanzania, and Kenya use satellite-based index insurance. In India, the Ministry of Agriculture launched weather-based crop insurance in 2016 and Saral Krishi Bima in 2023 for cattle to address milk production decline due to rising temperatures.

Conclusion:

Index insurance is an innovative, efficient, and affordable method for protecting farmers against weather-related losses. It enhances the resilience of farmers and rural communities, ensuring they are better equipped to handle the growing risks of extreme weather. Combined with other risk management tools, index insurance provides an essential safety net for farmers.

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COMING SOON

GLOBAL CONFERENCE OF MICROINSURANCE

KEY THEMES



Innovation in Microinsurance solutions



Digital Transformation for Inclusive Coverage



Sustainable Practices in Microinsurance



Community Empowerment through Microfinance

AN EXCELLENT OPPORTUNITY TO

- **Get In-depth Insights from our Key speakers**
- **Network with the Industry leaders**
- **Learn about Emerging Technologies**
- **Global best practices**

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