

Summary- Progress Update- Insurance Education Scoping Study

The online survey was a big success, with 972 responses are received till date (10th September '09), out of which 342 are complete. The distributions of responses in three languages (English, Spanish and French) are as follows (Table1)

S. No	Languages	Response Count
1	English	230
2	Spanish	47
3	French	65

(Table 1: Response Count in three Languages)

Looking at the geographical spread of responses, the greatest number of responses from Asia (136 responses) followed by Africa (50 responses), Europe (34), South America (31), North America (15) and Australia (3). Among countries India has by far the greatest number of responses (82 responses), followed by Columbia (15 responses), United States of America, Senegal and Cameroon. (Table 2)

S. No	Countries	Response Count
1	India	82
2	Colombia	15
3	United States of America	14
4	Senegal	12
5	Cameroon	11

(Table2: Countries with highest number of Responses)

An overwhelming number of respondents (around 80%) said they are interested in participating in the proposed “virtual library” and are happy to share information and tools. Following this, we are currently conducting in-depth qualitative interviews with the various organizations that have shown their interest in the Virtual Library. Till date (10th September), we have completed nearly 50 interviews with organizations from 25 countries. In addition, the FAI conducted several case studies in India last month, and we have detailed information on these organizations.

Proposed Structure of report

Based on the above, the report is proposed have an executive summary, background/introduction section, methodology section, and a final recommendations/ conclusion section at the end. The “meat” of it is proposed to be divided into three sections, as follows:



- 1) Landscape of insurance education – based on the online survey results
- 2) Synthesis from institutional experiences – based on in-depth interviews (carried out through phone, globally and in three languages) and case studies (carried out through field visits, India)
- 3) Institutional profiles – based on in-depth interviews and case studies

Part 1: Landscape – will include a descriptive summary of the results, arranged along the lines and topics of the questions included. It will make use of the numerous graphs yielded from the online survey data.

Part 2: Synthesis will include (this is a preliminary structure, will change depending on findings):

- Program development
 - Motivation
 - Challenges faced
- Risk management content
 - General risk management
 - Types of risks covered
 - Product specific topics
- Tools used
- Delivery Channels
 - Individual, group-based, mass communications
- Technology
- Business model and financing
- Monitoring and evaluation
 - Success stories

Part 3: Institutional Profiles will include:

- 2 Pager including
 - Background on institution and microinsurance products
 - Background on insurance education program
 - Types of tools covered and brief description
 - Types of channels used and brief description
- Detailed Story on Program (mainly for case study institutions)
 - Why was the program initiated, decisions made, challenges faced, etc.

We are hoping to have a first draft to circulate for peer review before Dakar, and look forward to your inputs.

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