



NIA newsletter



February' 10

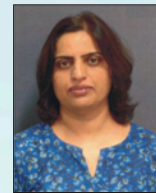
Impact Assessment Study of Micro Insurance Initiative

NIA has been invited by the Society for Elimination of Rural Poverty (SERP), Hyderabad, to conduct Impact Study of its micro insurance

initiative 'Indira Jeevith Bima Padakam'. SERP is an autonomous body promoted by Department of Rural Development of Andhra Pradesh Government and World Bank. This scheme, launched in 2007, aims at providing financial security through insurance (death and disability), inculcating the habit of insurance for the poorest of the poor, low-income households and self-management through the intervention. NIA's exploratory study on two schemes, Aam Aadmi Bima Yojana and Janshree Bima Yojana, will measure the effectiveness of the project by assessing the socio-economic impact by taking into consideration parameters like Awareness Level, Financial Discipline, System /Service, Sustainability etc.,

The objectives of the study are:

- ▲ SWOT analysis of the initiative
- ▲ Suggest areas for improvement.
- ▲ Identify the best practices and develop case studies; and
- ▲ Develop Indicators for Impact Assessment and design Module



Team Members

**Gulam Muntaqa, Dr. Steward Doss,
Dr. Sushma Chaudhari, Archana Singh**

The team is now involved in the process of collecting primary data from around 1000 scheme members. The study is expected to be completed by March 2010.

Case Study Work Shop at NIA

A workshop by Prof. Jahar Shah was conducted on case analysis for the students of NIA. He analyzed the Science Book Inc. Profit Mix Problem with the help of students. NIA faculty also attended the workshop.



**Prof. Jahar Shah,
Ex Director, IIMA**

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Overview of Food Economy in India

Mr. Arvind Kumar addressed NIA Faculty and Students on Food Economy in India. He discussed in detail about the Public Distribution System, Food Procurement Scenario, poverty Line



Arvind Kumar, IAS,
Director, Policy in Department of Food & Public Distribution, Government of India

and issues related with food security. He stated that the country needed to shift its focus on Indo Gangetic states for increasing the production of food as Punjab & Haryana - the Green Revolution states would not be able to meet the demand of food as they have already reached their peak of production. China and Saudi Arabia are outsourcing food from African countries by taking land on lease. India also needs to think on similar lines to tide over food scarcity. He further added 'National Food Security Act (NFSA) is aimed at safeguarding the basic rights of citizens for nutritious and safe food. Under NFSA, each BPL family will get 25 Kg of rice/wheat at a subsidized rate of Rs 3/kg. To ensure fair distribution of grains, public distribution system needs to be improved for which online monitoring of food stocks in Food Corporation of India (FCI) warehouses is under consideration'.

Winner of FAIR Case Study Competition



Girijesh Pathak
Associate Professor, NIA

A case study - "Management of IT implementation Project for Automation of Core Insurance Function in Non-Life Insurance Organization by Mr. Girijesh Pathak, was awarded the best case study by the

Federation of Afro Asian Insurers & Reinsurers (FAIR). The case is of a non life insurance company that was working on Information Technology Architecture to improve customer service with the help of IT solutions. The project got derailed in the first phase; due to wrong prioritization, which led to wrong decisions. The case captures how the project was brought back on track using CPM/PERT.

Mrs. Lilavati Mehendaley Women Engineer Prize.



Dr. Mrs. S. D. Totade, Prof. & CIO, NIA
receiving the Prize

Dr Mrs. S. D. Totade, was awarded the Mrs. Lilavati Mehendaley Women Engineer Prize by the Institution of Engineers (India) Pune Local Centre. This prize was given in recognition of her outstanding contribution in the field of Information Technology (Software Development).

She is a fellow of the Institution of Engineers (India), Member of the Computer Society of India and Member of the Information Systems and Control Association, USA.

Social Marketing - Issues & Challenges

Dr. Sameer Deshpande delivered a session Social Marketing - Issues & Challenges at NIA Campus on 18th November 2010.



Dr. Sameer Deshpande
*Assistant Professor,
University of Lethbridge, Canada*

Dr. Deshpande a Ph.D. from School of Journalism and Mass Communication, University of Wisconsin-Madison explained the concept of social marketing. " Social marketing according to him is a systematic application of the basics of marketing for promoting the adoption of social behaviors that benefit the target audience and the general society". He discussed this concept by citing the example of one social behavior i.e. to discourage driving vehicle in intoxicated state. He opined that awareness alone was not sufficient to make the audience adopt the socially desired behaviour. The audience has to be oriented towards social behaviour by displaying the same.