

INSURANCE AWARENESS FOR REACHING THE UN- REACHED

RAJIV GANDHI UNIVERSITY AUDITORIUM, ARUNACHAL PRADESH

MARCH 07, 2014

A Seminar was organised on 'Insurance Awareness for Reaching the Un-Reached' by CUTS Calcutta Resource Centre (CUTS CRC) in collaboration with the Insurance Regulatory Development Authority (IRDA), Department of Commerce, Rajiv Gandhi University, Arunachal Pradesh, and National Youth Project at the Rajiv Gandhi University Auditorium, Rono Hills, Doimukh, Arunachal Pradesh on March 07, 2014. The programme was attended by around 140 participants from Arunachal Pradesh including students, faculty members, civil society organisations (CSOs), general consumers and media. Sumanta Biswas and Nishi Kant Sinha of CUTS International, Calcutta Resource Centre jointly anchored the programme. The meeting commenced with welcome address by R C Parida, Head,

Department of Commerce, Rajiv Gandhi University.



K C Kapoor, Vice Chancellor in-charge, Rajiv Gandhi University laid stress on the importance of insurance in our day to day life.

Keya Ghosh, Director, CUTS CRC in the opening session introduced CUTS

International and its work in India and abroad. She highlighted CRC's work in the Eastern and North East region on consumer protection and safety. In the technical session, she made a presentation on General Non-Life Insurance and their types. While making her presentation, she opined that a consumer should clearly check insurance policy document and details of benefits of what is covered and what is not.



Yegnapriya Bharat, Joint Director, IRDA said that insurance is a push product. Hence, consumers need to understand their needs before opting for insurance policies. In the technical session, she made a presentation on 'Policyholder's Protection'.



N Dutta Roy, Additional Divisional Manager of LIC Jorhat Division, Assam elaborated on the role of insurance intermediaries in servicing the sector and informed that 37-40 percent of state's population are still uninsured, which offer huge scope.

While explaining protection measures for policyholder's, Bharat said that IRDA has been taking steps for foolproof quality checks of products and is simplifying language used in insurance products.

Nabinananda Sen of Calcutta University highlighted how this sector has been growing and expanding to cover the risks of both the rural and urban population with ever increasing risk to life today. This sector is also generating huge employment opportunities for young graduates which currently have a huge dearth of specialised and skilled manpower.

Sinha of CUTS International and Tasi Kaye, Associate Professor, Department of Commerce, Rajiv Gandhi University jointly concluded the programme with vote of thanks. It was unanimously agreed that similar seminars should be organised in future.

This was CUTS' first venture in Arunachal Pradesh, which was a huge success. The event was covered in two newspapers.

The report of this event can be viewed on the following newspapers sites.

The Arunachal Front (March 08, 2014): www.arunachalfront.info/article.php?ArticleID=4102

The Arunachal Pioneer (March 08, 2014): www.arunchalpioneer.in

