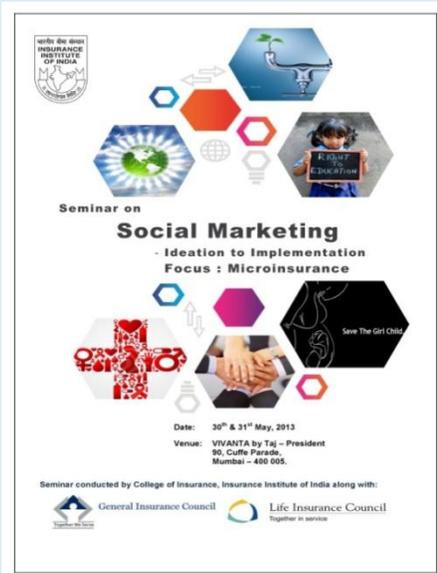


Seminar on Social Marketing: Ideation to Implementation

30th & 31st May, 2013



Insurance Institute of India conducted a seminar on Social Marketing and Microinsurance on 30-31 May, 2013. Ms. Nancy Lee, founder of the Social Marketing concept, Ms. Leticia Gonzalvez of ILO's 'Microinsurance Innovation Facility' and insurance industry experts spoke on the occasion.

Ms. Nancy Lee, adjunct Professor of the University of Washington, co-creator of the concept of Social Marketing with marketing guru Philip Kotler (co-author of Philip Kotler for 8 books on the subject), spoke at a two day seminar conducted by Insurance Institute of India (College of Insurance) on 30th and 31st May 2013 in Mumbai. Speaking on the occasion, Mr. P. K. Rath, Director of the College emphasized the insurance industry's responsibility to design and deliver products relevant to the weaker segments of the society so that the benefit accrues to the people who were not part of the main-stream. Ms. Leticia Gonzalvez of ILO's Microinsurance Innovation Facility described the various microinsurance initiatives in Latin American countries.

Mr. R. Chandrasekharan, Secretary General, General Insurance Council, in his inaugural address, exhorted insurers to conduct proper research and detailed market studies, following international standards and best practices so that their social initiatives are successful and results can be measurable. Mr. Joydeep Roy, CEO of L&T General, Mr. V. Sathya Kumar, Executive Director of LIC, Ms. R. M. Vishakha, Director of Canara HSBC, Mr. M. Ravinder, National Head of Tata AIG, Dr. M. K. Buddhan, Chief Manager of United India and Mr. M. K. Balachandran, Area Manager of HDFC Ergo discussed their respective insurance companies' multiple initiatives and success stories in the area of Social Marketing.

Mr. V. Manickam, Secretary General, Life Insurance Council, in his valedictory address, reminded insurers that they should have a concrete agenda in their social welfare activities and that beyond their role as insurers they should keep in mind their responsibilities to the society and to the country as citizens. Appreciating the presence of many key professionals from life and non-life insurers, brokers, NGOs, information technologists and academia at the seminar, Dr. George E. Thomas of the Insurance Institute of India requested the younger generation of insurance professionals to bear in mind the social angles of insurance and their social responsibilities.

Our Eminent Speakers:



For detailed discussion please visit us on 