

College of Insurance
Insurance Institute of India, Mumbai
Rural Marketing (Insurance)
Program ID: CPG12
(From: 01st to 02nd August, 2019)

Relevance of the Program:-

The Indian Government and the Insurance Industry have been consistent in their approach on Rural India. Sections 32B and 32C of the Insurance Act and IRDAI's regulations on the industry's mandatory rural/ social sector obligations as well as the recent initiatives of the government in Crop Insurance (Fasal Bima Yojana) have placed increased focus on the country's rural economy.

With its immense potential as a "Blue Ocean" market Rural India deserves to be a crucial part of every insurance marketing strategy. However we have not taken aligned our marketing strategies to work with the rural market. The product positioning, distribution dynamics and claims sourcing aspects need to be reoriented to ensure that we are able to conquer this market.

Program Objective:-

The program of 2 days is designed to give better focus to the Rural Insurance Marketing professionals on some areas of vital importance. It aims to make the participants:

- Appreciate the rural environment and the Rural Insurance market.
- Understand Rural consumer and Consumer Behaviour.
- Understand the Importance of developing rural markets.
- Understand Rural Marketing Strategies
- Get an insight into the Marketing of rural insurance products
- Learn about the Distribution channels in rural marketing.
- Get an insight into Social marketing.
- Appreciate Government schemes.

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Participant Profile:-

- The Program is designed for executives working in the Marketing and Rural departments of Insurance Companies and Brokers, and those who are interested to work in areas related to Rural Marketing Insurance.

Timing : 10.00 a.m. to 05.00 p.m.

Enrolment:-

To enrol for the training program please download the enrolment form and after filling in the necessary details submit your form and fees to the office of Insurance Institute of India, Plot C-46, G-Block, Near Dhirubhai Ambani International School, Bandra-Kurla Complex, Bandra (East), Mumbai – 400 051 by **25th July, 2019**

You can also do online enrolment through College of Insurance's website www.coi.org.in on or before **25th July, 2019**.

Program Duration: - 2 days from 01st to 02nd August, 2019

Course Fees:-

Participants requiring residential facilities: Total amount Required –Rs. 10148-i.e. (Rs. 8600/- plus 9% CGST + 9% SGST).

The fees cover tuition, course material, A/C single room accommodation in the Institute's campus and full boarding (bed tea/coffee, breakfast, lunch, light refreshments in the evening and dinner). All rooms are fully furnished with attached bathroom and Internet facility.

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Rooms are reserved from 12.00 noon onwards the day prior to the commencement of the program. The participants can stay till 12.00 noon next day after the conclusion of the program.

Non-residential participants: Total amount Required –Rs. 7316/-i.e. (Rs. 6200/- plus 9% CGST + 9% SGST).

The fees cover tuition, course material and day boarding (i.e. tea/coffee during tea breaks and lunch for actual days of training).

Payment Terms and Conditions:-

- 1) The payment should be received by the College of Insurance before the commencement of the program.
- 2) The confirmation of registration for the program will be subject to receipt of payment.
- 3) We do not consider any refund request or adjustment of fees against future programs in case of non attendance.
- 4) Fees should be paid by Demand Draft drawn in favour of “Insurance Institute of India” payable at Mumbai and forward it together with the “Enrolment form” available from College of Insurance’s website www.coi.org.in or by online payment mode by following the below link <http://www.coi.org.in/web/guest/programme-calendar>

Please follow below link for Training Venue

<https://www.google.com/maps/place/Insurance+Institute+of+India/@19.0636539,72.8670136,17z/data=!4m5!3m4!1s0x3be7c8ea29ccf0a5:0x8d0e92854f4dae94!8m2!3d19.0636488!4d72.8692023>

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✚ **Parking Facility:**

"VEHICLE PARKING IS NOT ALLOWED IN OUR CAMPUS".

Course Co-ordinator:

Dr R K Duggal – 022-26544202 Email: rkduggal@iii.org.in

Respond to :-

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Nomination Form

1) Name: _____

2) Address: _____

3) Educational Qualification: _____

4) Date of Birth: _____

5) Position Held.: _____

6) Mobile No : _____

7) Telephone No. : _____

8) E-Mail: _____

9) Alternate E-Mail: _____

10) Sponsoring Organisation: _____

11) Food preference: Vegetarian Non-Vegetarian

12) Hostel Facility Required: Yes No

13) Details of Fee Paid: Cheque / D.D. No. _____ dt. _____

Drawn on _____ Bank, for Rs. _____

Please
affix your
photograph
here

Signature & seal of the authority
of the Sponsoring organisation

Signature of the Participant

*Name of Co-ordinator: _____

Mobile No: _____ Tel. No.: _____

Email-Id.: _____ Company Name: _____

*This column is mandatory for those participants who are sponsored by company.