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Institute of Capital Markets

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**FIRST TIME IN PAKISTAN**

**- meet and learn from the world leaders of microinsurance -**

**Pathways towards greater impact:**

**Improving your MFI's microinsurance product offering**

**A two-day workshop on Microinsurance**

**Sep 30 & Oct 1, 2014 | Karachi, Pakistan**

### Introduction

The Institute of Capital Markets (ICM), a not-for-profit entity established by the Securities of Exchange Commission of Pakistan (SECP), is organizing a two-day workshop on the topic of **"Pathways towards greater impact: Improving your microinsurance offering"**. This Workshop is being organized in collaboration with the International Labour Organization (ILO)'s Microinsurance Innovation Facility based in Geneva, Switzerland and is also supported by the SECP.

### Workshop details

Duration: 02 Days  
Days/ Dates: Tuesday, September 30, 2014 and Wednesday, October 1, 2014  
Time: 09:00 am – 05:00 pm (both days)  
Venue: Marriott Hotel, Karachi, Pakistan

### Workshop facilitators



**Craig Churchill** is the Chief and Team Leader of the ILO's Microinsurance Innovation Facility. He has more than two decades of microfinance experience in both developed and developing countries. In his current position as the chief of the ILO's Social Finance Programme, he focuses on the potential of financial services and policies to achieve social objectives. He serves as the Chair of the Microinsurance Network and on the governing board of the Access to Insurance Initiative. He has authored and edited over 40 articles, papers, monographs and training manuals on various microfinance topics including microinsurance, customer loyalty, organizational development, governance, lending methodologies, regulation and supervision, and financial services for the poorest of the poor. Craig holds an MA from Clark University and a BA from Williams College in Massachusetts, USA.



**Pranav Prasad** supports activities of the ILO's Microinsurance Innovation Facility by providing technical inputs. He works in agriculture insurance, alternative distribution and mobile services. He is the focal point for Market Development in Asia. He has more than two decades of experience and has initiated and taken to scale agriculture and health insurance projects amongst low income households in India, utilizing a diverse set of distribution channels and enabling the projects with technology. Pranav holds an MBA from the Faculty of Management Studies and a bachelor's honours degree in Economics, both from Delhi University, India

## Objectives

The objectives of this Workshop are to help the participants to:

- **Articulate** a rationale for making changes to their current microinsurance offering;
- **Explore** models, products and processes that have enabled organization around the world to improve their microinsurance offering;
- **Identify** at least three ways to make their microinsurance offering more valuable to their target market;
- **Identify** at least three ways to increase the efficiency of their microinsurance offering;
- **Identify** at least three ways to enhance the contribution of microinsurance to their core business strategy.

## Who should attend?

Middle to senior management of the organizations involved in the development and delivery of microinsurance products, such as:

- insurance companies and takaful operators;
- microfinance banks and institutions;
- insurance brokers and agents;
- non-government organizations (NGOs);

## Registration

The workshop is being organized on a no-profit-no-loss basis. The participation fee includes workshop materials as well as lunch and refreshment breaks. For participation fees and registration information, please contact Mr Shahid Naseer at Tel: 021-32072097 or email: [shahid@icm.org.pk](mailto:shahid@icm.org.pk)

**Register now as only a limited number of 30 seats is available in this exclusive workshop and registrations will be accepted on first come first serve basis.**