

## Index Insurance Training

### Disclosure, customer awareness and marketing

Checklist proposed both for insurers and insurance supervisors/regulators for assessing suitability of awareness-raising and marketing strategy for index insurance

- Methods used to raise awareness of product – target beneficiaries’ meetings, use posters, train trainers.
- Content for any training of trainers produced, with a specific focus on the risks covered, the indexed claims process calculation and payout process, the basis risk occurrence and management, the value insured, the basis for measuring the index, and so on.
- Qualifications of trainers.
- Sample of marketing literature/ poster/leaflet.
- General key messages on product, and clarification that product insures specific index only.
- Plan for raising awareness during the season and when there are claims payouts.
- Monitoring process in place to monitor the effectiveness of the training implemented.
- Process in place to answer farmers’ and aggregators’ questions and complaints, including those of field staff.
- Calendar and duration over which awareness-raising has occurred and was accessible to farmers, and so on.