

International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337

P-ISSN: 2663-3329

www.marketingjournal.net

IJRMMS 2024; 6(2): 78-82

Received: 08-07-2024

Accepted: 13-08-2024

Feryal Salih Mahdi

Department of Banking and
Financial Sciences, College of
Islamic Sciences, University of
Baghdad, Iraq

The role of insurance in supporting small projects

Feryal Salih Mahdi

DOI: <https://doi.org/10.33545/26633329.2024.v6.i2a.179>

Abstract

This report explores evidence and insights from five case studies that have made significant recent progress in addressing the challenge of insuring poor smallholder farmers and pastoralists in the developing world. In India, national index insurance programmers have reached over 30 million farmers through a mandatory link with agricultural credit and strong government support. In East Africa (Kenya, Rwanda and Tanzania), the Agriculture and Climate Risk Enterprise (ACRE) has recently scaled to reach nearly 200,000 farmers, bundling index insurance with agricultural credit and farm inputs. A few common features appear to have contributed to recent progress within these case studies: explicitly targeting obstacles to improving farmer income; integration of insurance with other development interventions; giving farmers a voice in the design of products; investing in local capacity; and investing in science-based index development. Evidence from these case studies can inform the ongoing debate about the viability of scaling up index-based insurance for vulnerable smallholder farmers in the developing world. The rapid progress observed in recent years suggests that index insurance has the potential to benefit smallholder farmers at a meaningful scale, and suggests the need to reassess arguments that lack of demand and practical implementation challenges prevent index-based insurance from being a useful tool to reduce rural poverty.

Keywords: Agriculture, climate risk enterprise, practical implementation

Introduction

Many people, groups, authorities, and companies purchase insurance regularly to shift the possibility of dealing with an unforeseen catastrophe in return for receiving an appropriate rate. This approach, which disperses liability throughout several covered parties, has existed in use for ages to lessen the unpredictability of monetary loss. It continues to be a crucial pillar of democratic governance as well as business. Without insurance, many processes and activities would be regarded too dangerous to be used, and individuals who suffer losses could find it difficult to recoup.

As prolonged as there exists a market for the risk movement, insurance is now accessible to safeguard almost every sort of exposure. Storm insurance, which seeks to pay for the direct effects of flood occurrences, such as losses to property and disruption to business, has lately witnessed an increase in political discussions, academic study, and business endeavors.

Worldwide, there are significant regional variations in how insurance is used to cover losses from inundation and various other natural disasters. The rates of piercing, the types of goods offered, and the workings of insurance programmers differ from nation to nation. This variety of strategies is influenced by a number of variables, including risk considerations, cultural norms, legal constraints, and the overall state of the economy.

A significant economic institution's insurance policy gives an individual, business, or other organization payment or financial protection against conceivable future expenses or harm, according to Economic Affairs, Trade and Financial Reports (2010). An insurance contract is an assurance made by the insurer to pay the insured or someone else should the risky event takes place in exchange for an annual fee or evaluation. Because of their small stature, Businesses frequently experience a range of issues.

An agreement involving the owner of an insurance policy and an insurance company in which an insurer agrees to pay a quantity of funds as a substitute for an annual fee on the demise of the insured individual or at the end of a specific amount of time is known as life insurance. Customers pay a set amount of payments for a set period of time at the insurer ICICI Prudential Life Insurance, and in exchange, we give you a Life Insurance. This Life Insurance Coverage ensures the future well-being of the people you love by providing an

Corresponding Author:

Feryal Salih Mahdi

Department of Banking and
Financial Sciences, College of
Islamic Sciences, University of
Baghdad, Iraq

upfront payment in the instance of an unforeseen circumstance. At the conclusion of the insurance period, you may receive a payment known as a Mortality Payment.

A modern transportation strategy called tiny vehicles aims to offer solutions for first- and last-kilometer journeys as well as shorter distances. The allure of tiny vehicles is that it decreases dependability on utilizing one's own vehicle for shorter journeys while also offering adaptable, economical, and ever-demand transportation options. The term "micro-mobility technologies" refers to a variety of small, inexpensive machines or vehicles that travel at rates generally under 45 kph. Bicycles, automobiles, snowboards, Segway's, and boardwalks are just a few of the vehicles that may be whether human- or electric-powered and whether individual possessions or rented. The benefit of tiny vehicles options for municipalities is that they constitute a transition to sustainable and environmentally friendly modes of communication and may actively work to reduce the usage of privately owned vehicles, particularly for brief trips.

Micro-mobility has grown in favor as a communal means of transportation in recent decades because to technological advancements in smartphone technology and the availability of widely used applications on iPhones and linked mobile devices. Consumers have been encouraged to reconsider the ownership of private vehicles and lessen their desire to possess automobiles thanks to the collaborative economy model, which charges clients for their utilization of shared possessions like cars or bicycles. The quick uptake of micro mobility, particularly for the initial and final kilometer journey, additionally contributed to the promotion of active forms of transportation, which are healthier for city dwellers.

Issues pertaining to the financial reporting for debt obligations led to the development of our convertible securities project. We initially brought it up with the board of directors in November of that year, not long after the Securities and Exchange Commission's Chairperson stated his opinion that depository firms should declare the assets they hold at their current value. The Financial Accounting Standards Executive Committee, the leading professional council of the US Institute of a Certified Public Account had only recently agreed to put off part of its own attempts to resolve the issue at the time. The directors were not just interested in committing to a project.

We had meetings with officials from insurance firms, banks, and thrifts. In addition to meeting with accounting professionals, we additionally had the chance to do so with individuals in charge of asset-liability monitoring across different institutions. Thus, executives were aware that financial companies reduced their vulnerability to curiosity rate risk by connecting the maturity or reprising features of the assets to those of the debts.

Literature Review

The initial approach isn't appropriate for the above group due to their incapacity to bear the expenditure since it is contingent upon their level of hazards that is significant for that group despite the fact both techniques frequently prove necessary. Due to the insufficient a guarantee, this restricts their abilities to acquire the required finance, and as a consequence, they're unable to secure both financing and coverage.

Since it attracts an enormous amount of expenditures, safeguards the fundamentals of the national economy, and creates employment across each of its numerous divisions,

the insurance industry is regarded as a single of the biggest and most exciting sectors for the national economy. Since evidence suggests a significant and beneficial relationship among job creation and either smaller-scale insurance or small monetary insurance, this type of insurance also helps banks expand by payment multiple initiatives resulting in greater rates of the process, particularly in emerging economies.

Here is no question than the insurance firms play a big part in the achievement of this insurance, because there needs to be creativity in the conception and design of the items being sold as well as in the implementation of modern technology in marketing and distribution. However, it is important to keep in consideration that small-scale insurance is going to boost revenue for insurance firms. A greater emphasis on small and medium-sized businesses in Arab states, as evidenced by the creation of the Arab Collective bargaining for Small Enterprises on the last day of May the year 2004, who provides jointly every organization, their structures, cash, organizations, clubs, communities, both commercial and private and civil organizations involved with creating, funding, and general care of such businesses, is one of the positive signs.

Micro, small, and medium-sized businesses are thought to be making up the majority of expenditures in Arab nations; in the country of Kuwait, they constitute almost 90% of all commercial enterprises, and in the United Arab Emirates, they account for 94.3% of the country's economic projects, employing roughly 62% of the labor force and contributing roughly 75% of gross domestic product.

It ought to be mentioned that while tiny insurance companies first appeared before tiny the Takaful insurance and profited from traditional insurance's advancement and accumulated knowledge, tiny monetary insurance is still in its infancy. The aforementioned organizations fund people straightforward initiatives and endeavors which offer a means of subsistence, but such individuals and their operations continue to be subject to hazards that could derail their plans as well as their own lives along with that of their relatives as the consequence of risks such as premature demise, assault, sickness, theft or destruction of possessions, etc.

Malaysia Although Malaysia is one of the most developed nations in the world when it comes to Takaful insurance, the micro Takaful insurance is still in its infancy and is expanding at a very modest rate. Currently, this insurance covers approximately 100,000 farmers and is mandatory, government-funded, and gives reimbursement in the amount of \$140 to cover funeral costs in lieu of a \$1.8 fee. Additionally, it includes a supplementary accident insurance policy that, in the case of incapacity or dying, pays benefits of \$ 2,800.

The business ratified a contract with the Zakat programmer Centre, which consists of 10 organizations over collecting contributions of the money to create a monetary fund that will be used to pay premiums on behalf of the underprivileged and contribute advantages in the event of fatal or serious persistent illness, funeral costs, and medical expenses.

In order to assist people who were turned down for standard financing from banks and to support small businesses, ecotourism was first developed in the early 1990s. The most prominent financial organization, This Organization, was founded to assist approximately 500,000 customers in towns as well as villages along with offer customers a variety of

banking services, notably insurance. In order to encourage and promote this finance activity, the creation of firms that participate in micro insurance, whether life or real estate, is now permitted under the new legislation pertaining to the financial administration of the insurance industry, whose was released in this year.

Statement of the Problems

- Individuals have long relied on insurance as a crucial cushion in case of unforeseen catastrophe or hardship.
- However, the insurance industry is continually evolving, and insurance firms are dealing with previously unheard-of difficulties.
- It's growing increasingly challenging for health insurance firms to sustainably keep up with the rising expense of healthcare and the shifting needs of people.
- Executives in the sector must thus devise creative responses to such issues. The most prevalent six problems that insurance firms are now experiencing and their solutions will be discussed in this article.

Objective of the Study

Ought to be aware of the many investing options that clients tend to choose. To learn the considerations individuals make when purchasing life insurance. To assess the degree to which individuals are aware of Reliant Life Insurance. Insurance attempts to reduce expenditures brought on by conceivable hazards and ambiguities. It gives folks more assurance that they will be paid when unpredictable circumstances occur.

Experimental Procedure

A side promises to reimburse someone else for being reimbursed for an expense in the case of an identifiable harm, loss, or harm as a way of financial loss insurance. It is a method of handling risks that is mostly used to protect from the possibility of an eventual loss. An insurer, insurance business, insurance transporter, or insurer is a corporation that offers insurance.

Given compensation for the insurance's pledge to reimburse the claimant in the case of an insured loss, the insured accepts a predictable, limited, and assured loss in the manner of the payment of premiums to the insurer. The expense might or might not be quantifiable in dollars; however it's got to be. Additionally, it typically pertains to an asset that the insured has a legitimate interest in due to ownership, control, or a previous connection.

The delivery of high-quality healthcare to all Citizens at a reasonable cost remains a basic problem for the nation's healthcare system, despite decades of development and experimentation. Innovative approaches will be investigated and previous concepts will be reviewed in the upcoming years. Expense collaborating, essentially entails placing a larger portion of the expenditures and duty of providing medical services on customers, is one notion which has gained popularity once again.

Implementing the HIE for Learning from the Experiment

The national healthcare discussion centered on finance and the effects of cost-sharing in the beginning of the 1970s. The subject of discussion at that point was to decide if unrestricted comprehensive healthcare would prove to be beneficial. The HIE, arguably the biggest and most thorough research experiments to take place in the nation's capital,

was constructed and carried out by a multi-disciplinary group of Harvard researchers to help shape this conversation.

The HIE asked three fundamental queries:

When opposed to receiving free treatment, much does expense pooling or HMO participation affect the usage of medical assistance?

What impact do cost-sharing and HMO affiliation have on the suitability and standard of treatment provided?

Which impact does this have on well-being?

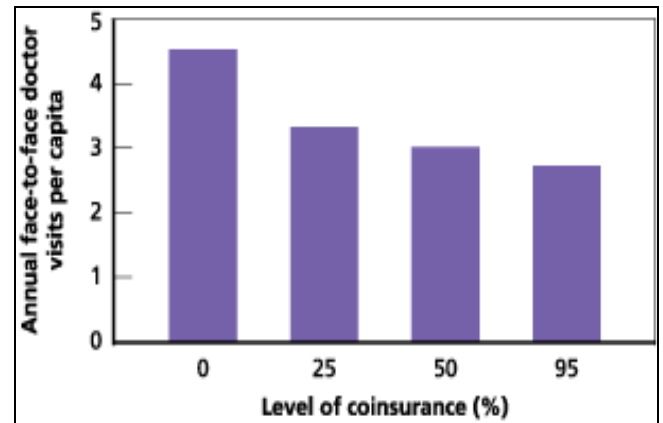


Fig 1: Participants who shared costs made fewer trips to the doctor.

Throughout 1971 and 1982, a sizable randomized experiment known as the high incidence of infection carried out. The RAND Corporation gathered 2,750 households totaling more than 7,700 people during the research, every one of which remained below the age of 65. Participants picked among six places around the country in order to create an equitable mix of regional as well as urban/rural populations. Five distinct kinds of medical insurance policies developed especially for the experiment have been given at randomness to the volunteers. There have been basically four different kinds of fee-for-service plans: One kind provided free treatment; the other three types required varied amounts of cost sharing, such as coinsurance (the portion of medical costs that the patient must pay), which ranged from 25% to 95%. A nonprofit group cooperative in the HMO fashion was the sixth kind of health insurance plan.

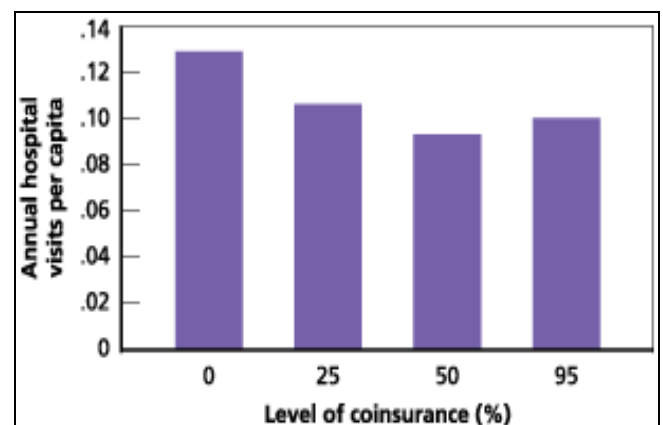


Fig 2: Cost-Sharing Users Paid Reduced on Healthcare Services.

Cost-Sharing Users Paid Reduced on Healthcare Services. People who were enrolled in the HMO were provided with free medical attention. The share of costs for those with

lower incomes in programmers that required it was earnings-adjusted to one of three tiers: 5, 10, or 15% of earnings. The aforementioned proportions of earnings or \$1,000 per year (approximately \$3,000 per year if modified from the years 1977 to 2005) were the limits on privately expenditure, whatever was smaller. The research's 95% insurance plan was quite similar to the high-deductible disastrous plans being debated right now.

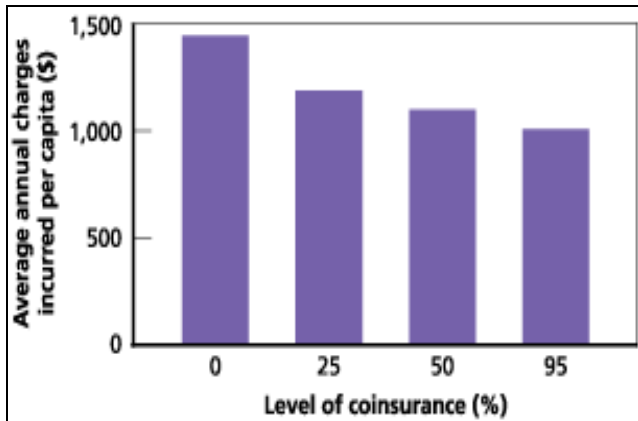


Fig 3: Cost-Sharing Users Paid Reduced on Medical Services

People took advantage of the trial for between three and five years. During the time of participation, the age of majority restriction was 61 to ensure that nobody participating would reach the age of 65 before the study's conclusion. RAND handled people's claims for insurance and evaluated

participation service utilization, expenditures, and the standard of care. RAND performed thorough medical examinations as well as questionnaires at the start and conclusion of the research study to gauge respondent health. At the start of the trial, 60% of individuals had been chosen at random to take tests, and each of the volunteers had physicals.

Impacts on Healthcare Relevance and Care Effectiveness

The suitability of the assistance lowered by sharing expenses and the professional caliber of treatment clients got were also addressed in the evaluation. Would sharing expenses discourage people from receiving necessary treatment in a different way than it would from receiving inadequate healthcare? The extent to which outpatient medical care and treatments have been shown to be beneficial in addressing every ailment was used by researchers to divide specific cases under seven groups. The problems varied from those for which treatment is frequently beneficial to those for which it is seldom effective.

The investigation discovered that the expense sharing decreased the usage of equally efficient and inefficient care. Sharing expenses also lowered both more and less effective treatment in nearly equal amounts for all participants for hospitalizations and prescription medication usage. Participants in both cost-sharing and free plans had the same percentage of unnecessary hospitalizations (23%) and inappropriate antibiotic usage.

Table 1: The Consumption of Healthcare Facilities Has Decreased Due to Expense Sharing at All Performance Levels

Category of Medical Performance	Predicted Percentage by Medical Effectiveness Category and Plan of Participants with at Least One Episode of Care in a Single Year			
	Adults		Children	
	Free Care	Cost Sharing	Free Care	Cost Sharing
Highly effective				
Acute	28	19	32	23
Acute/chronic	17	13	19	16
Chronic	18	11	4	2
Quite effective	27	18	22	18
Less effective	30	19	13	10
Rarely effective	11	7	5	3
Rarely effective but equally effective with self-care or doctor	39	29	36	24

The experiment assessed both the appropriateness of the care patients requested and the standard of that care. Process metrics evaluating the caliber of ambulatory and dental treatment obtained by HIE participants were created by analysts. The process measurements covered the proper utilization of visits, diagnostic testing, and therapeutic treatments by clinicians after individuals sought care. There were two notable discoveries: First, People's access to high-quality treatment was unaffected by the sharing of costs. Just the procedural criteria including the requirement for a doctor's appointment showed statistically significant variations among the free of charge and the expense sharing strategies: a rate of 59 percent for basic-plan user's vs. 52% for those under expense-sharing. Furthermore, just 62 percentage points of the times did quality requirements for process measurements for all participants meet the required standards. At that moment, these outcomes were disheartening.

Conclusion

Companies can decide to take chances or participate in novel endeavors because they're covered by insurance, which guarantees their protection from unanticipated catastrophes. This stability promotes innovation and expansion, which results in the creation of jobs and economic progress. Finally, purchasing insurance is a crucial component of minimizing financial hazards. In company and in everyday life, insurance offers monetary assistance and lessens unforeseen circumstances. It offers security and protection from specific occurrences. It's a perpetual worry about unexpected catastrophe. Without every one of the aforementioned advantages, purchasing short-term insurance at an appropriate age and with the appropriate coverage gives numerous advantages and may help your family attain financial security while maintaining the same standard of living even if the breadwinner/policy holder is no longer alive.

Reference

1. Babu A, Kanchana S. Role of insurance in construction and infrastructure projects. *Int J Civ Eng Technol*. 2014;5(12):206-10.
2. Perera BAKS, Rathnayake RMC, Rameezdeen R. Use of insurance in managing construction risks: Evaluation of Contractors' All Risks (CAR) insurance policy. *Built Environ - Sri Lanka*. 2008;8(2):1-11.
3. Baartz J, Longley N. *Construction and Infrastructure Projects – Risk Management through Insurance*. Sydney: Allens Arthur Robinson; c2003.
4. Song X. The application of insurance as a risk management tool for alternative dispute resolution (ADR) implementation in construction disputes. PhD thesis, Graduate School of Arts and Sciences, Columbia University; c2013.
5. Tworek P, Tomecki M. Risk and insurance in construction: insurance contracts used in investment process in Poland – legal and economic aspects, survey research. In: *Proceedings of the 6th International Scientific Conference Managing and Modeling of Financial Risks*; c2012.
6. Williams CA, Smith ML, Peter CY. *Risk management and insurance*. Boston: Irwin/McGraw-Hill; c1998.
7. Botzen WJW. *Managing extreme climate change risks through insurance*. Cambridge: Cambridge University Press; c2013.
8. ARTEMIS. AIR puts M8.1 Chiapas, Mexico quake industry loss at up to \$1.13bn. Sept 20, 2017. Available from: <http://www.artemis.bm/blog/2017/09/20/air-puts-m8-1-chiapas-mexico-quake-industry-loss-at-up-to-1-13bn/>
9. Botzen WJW. *Managing extreme climate change risks through insurance*. Cambridge: Cambridge University Press; c2013.
10. Brainard L. What is the role of insurance in economic development? Zurich Government and Industry Affairs thought leadership series. Zurich: Zurich Insurance; c2008.
11. Crichton D. Role of insurance in reducing flood risk. *Geneva Pap Risk Insur Issues Pract*. 2008;33:117-32. Available from: <https://doi.org/10.1057/palgrave.gpp.2510151>
12. Hill VR, Gajate-Garrido G, Phily C, Dalal A. Using subsidies for inclusive insurance: lessons from agriculture and health. *Micro insurance Paper No. 29*. International Labor Organization; c2014. Available from: <http://www.impactinsurance.org/sites/default/files/MP29.pdf>. Accessed 27 May 2017.
13. Linnerooth-Bayer J, Mechler R, Bals C. Insurance as part of a climate strategy. In: Hulme M, Neufeldt H, editors. *Making climate change work for us: European perspectives on adaptation and mitigation strategies*. Cambridge: Cambridge University Press; c2010. p. 245-59.
14. Mohammed A, Al-Saadi H, Al-Taai S. Information sources and their role in e-learning from Iraqi college students' viewpoint. *Webology*. 2022;19(1):1128-50. Available from: <https://doi.org/10.14704/WEB/V19I1/WEB19077>
15. Mechler R, Linnerooth-Bayer J, Peppiatt D. *Disaster insurance for the poor? A Prevention/IIASA study. A review of micro insurance for natural disaster risks in developing countries*. Geneva: Prevention consortium; c2006.
16. Munich Climate Insurance Initiative (MCII). *Insurance instruments for adapting to climate risks: A proposal for the Bali Action Plan, Version 2.0*. Poznan: MCII; 2008. Available from: www.climate-insurance.org/upload/pdf/MCII_submission_Poznan.pdf. Accessed 27 May 2017.
17. Pollner J. *Managing catastrophic risks using alternative risk financing & insurance pooling mechanisms*. Washington DC: World Bank; c2000.
18. Surminski S. The role of insurance in reducing direct risk: the case of flood insurance. *Nit Rev Environ Res Econ*. 2014;7(3-4):241-78.