

MICRO INSURANCE - AN ARDENT REQUIREMENT

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ABSTRACT

The idea that everyone needs protection is one that is universally understood. The fact that everyone can be (minimally) protected is one that is only increasingly being acknowledged, and is still far from being fully understood. According to a recent research from the Micro-insurance Center, fewer than 3% of poor people in the 100 poorest countries have formal insurance of some sort.

KEY WORDS: Micro Insurance, Demand, Insurance Supply, Global Scenario.

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