

MANAGEMENT OF MICROFINANCE AND MICROINSURANCE

Zoran Kalinić; Slobodan S. Župljanin; Želko Kovačević¹

Abstract

The insurance market and the institutions that exist on it may be useful to the economy and society, but certainly, and individuals. Among the contemporary products of the insurance industry and is one of microinsurance, which is primarily intended for the poorer segments of the population, and there is still very much in the world. However, the poorer the population, were in poor, developed or developing countries, including our country and the region are not yet capable of payment to take advantage of this insurance model.

Microinsurance is a form of microfinance, which allows the inclusion of those population groups that are now exempt from the possibility of using insurance benefits. Microinsurance market is in the development phase, especially in countries in transition and post-transition economy. It is the introduction of the insurance model that developed countries have been used.

The advantages are numerous microinsurance development for individuals, insurance and reinsurance companies and the state, given that the growth in demand increasing the possibilities for sustainable economic growth, so that this activity can contribute significantly to overall economic development, especially in underdeveloped economies.

Key objectives of this study were to provide relevant information on microfinance and microinsurance, and in a scientifically based way to explain the theoretical and practical possibilities offered microinsurance in reducing risk.

Keywords: *microfinance, microinsurance, insurance, market, risk.*

INTRODUCTION

Since the original human community up to the present day human life and property were violated by all kinds of danger and were exposed to various risks. Even then, was brought the idea to a community association, in order to reduce or avoid risk, which was, in fact, the forerunner of the mo-

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UPRAVLJANJE MIKROFINANSIJAMA I MIKROOSIGURANJEM

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Sažetak

Tržište osiguranja i institucije koje na njemu egzistiraju mogu biti od koristi privredi i društvenoj zajednici, ali svakako, i pojedincima. Među savremene proizvode industrije osiguranja spada i mikroosiguranje, koje je prvenstveno namijenjeno siromašnijim slojevima stanovništva, a takvih je danas u svijetu jako puno. Međutim, siromašniji slojevi stanovništva, bilo u siromašnim, razvijenim ili zemljama u razvoju, pa tako i našoj zemlji i regionu, još uvijek nisu platežno sposobni da bi mogli koristiti prednosti ovog modela osiguranja.

Mikroosiguranje predstavlja oblik mikrofinansija koji omogućava uključivanje onih slojeva stanovništva koji su sada izuzeti od mogućnosti korišćenja pogodnosti osiguranja. Tržište mikroosiguranja je u razvojnoj fazi, posebno u zemljama tranzicione i posttranzicione ekonomije. Radi se o uvođenju modela osiguranja koje razvijene zemlje već uveliko koriste. Prednosti razvoja mikroosiguranja su višestruke, za pojedince, osiguravajuća i reosiguravajuća društva i državu, s obzirom da sa rastom tražnje rastu mogućnosti za ostvarenje održivog ekonomskog rasta, pa tako ova djelatnost može značajno doprinijeti ukupnom privrednom razvoju, posebno u zemljama nerazvijenih ekonomija.

Ključni ciljevi ovog rada su da ponudi relevantne informacije o mikrofinansijama i mikroosiguranju i da na naučno zasnovan način objasni teorijske i praktične mogućnosti koje pruža mikroosiguranje u smanjenju rizika.

Ključne riječi: mikrofinansije, mikroosiguranje, osiguranje, tržište, rizik.

Abstract

The insurance market and the institutions that exist on it may be useful to the economy and society, but certainly, and individuals. Among the contemporary products of the insurance industry and is one of microinsurance, which is

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dern insurance. The issue of providing hedging is actualized in times of crisis and war conditions. The development of the system of risk protection, providing insurance and reinsurance, which is still the primary function of insurance sector, insurance companies appear on the market as institutional investors. Insurance, then and now, still encourage economic development and its purpose of improving the economic system, but, living conditions of the population as so. A significant contribution to the economic development of insurance and insurance companies is achieved by providing risk protection, institutional investment and contribution, and thus encourage the export activities of business entities.

Insurance is a global activity that has great importance in developed countries. For example, in the 2008th, in the UK insurance employed approximately 313,000 people and provided a total investment of about 1.5 billion pounds. In the U.S., the sector employed about 2.3 million people and the total investment in the amount of approximately \$ 5.8 billion. The importance of insurance is usually expressed and is geographically indicator comparing the total premium. The 2009th , the total world insurance premiums amounted to 4.066 billion U.S. dollars, of which life insurance premiums amounted to about 2,332 billion. The geographical distribution of the premium, however, is not uniform. In fact, there are significant differences between the rich and the poor, and developed, underdeveloped and developing countries. In the U.S. and Canada achieved over 33% in the group G7 countries (including the United States and Canada in addition to another and the United Kingdom, Germany, France, Italy and Japan) showed more than 67% of the world's premium. On the other hand, only about 2% of global premiums in Central and Eastern Europe, about 1.2% in Africa and Asia countries, except for Japan and the newly industrialized countries, generating about 7% of the premium.

Given the performance of geography insurance in the global market, with the insurance sector in our region is classified in the group of underdeveloped, clearly there is a need to create possible alternative courses of improvement of the role of insurance in economic and social development.

MICROFINANCE AND MICROINSURANCE

Microfinance is a form of assistance to help the poor, which is based on the fact that the poor population groups need different financial services, not just loans. To this category of the population gain access to financial

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UVOD

Još od prvobitne ljudske zajednice pa do današnjih dana čovjekov život i imovina bili su ugrožavani raznim vrstama opasnosti i izloženi različitim vrstama rizika. Već tada se javlja ideja o udruživanju u određene zajednice radi smanjenja ili potpunog eliminisanja rizika, što je, u stvari, bilo preteča današnjeg savremenog osiguranja.² Pitanje obezbjeđenja zaštite od rizika aktuelizira se u kriznim vremenima i ratnim uslovima. Dolazi do razvoja sistema zaštite od rizika, pružanjem usluga osiguranja i reosiguranja, što je i danas primarna funkcija sektora osiguranja, a osiguravajuća društva se na tržištu pojavljuju kao institucionalni investitori.³ Osiguranje, i tada, i danas podstiče ekonomski razvoj i ostvaruje funkciju unapređenja privrednog sistema, ali, i uslova življenja stanovništva. Značajan doprinos privrednom razvoju osiguranje, odnosno osiguravajuća društva ostvaruju obezbjeđenjem zaštite od rizika, institucionalnim investiranjem i doprinosom i time podstiču izvozne aktivnosti privrednih subjekata.

Osiguranje predstavlja globalnu aktivnost koja ima veliki značaj u razvijenim zemljama. Tako, na primer, u 2008. godini u Velikoj Britaniji je osiguranje zapošljavalo oko 313.000 ljudi i obezbijedilo ukupne investicije od oko 1.5 biliona funti. U SAD je ovaj sektor zapošljavao oko 2.3 miliona ljudi i

2 Skipper, H.D., Kwon, W.J.: Risk Management and Insurance: Perspectives in a Global Economy, Blackwell Publishing, Ltd, Oxford, UK, 2007, str. 4.

3 Njegomir, V: Osiguravajuća društva kao institucionalni investitori, Računovodstvo, br. 5-6, Savez računovođa i revizora Srbije, Beograd, 2010, str. 50-68.

services, the states built a separate subsystem within the existing financial system, designed just for them, so today microfinance include a broad concept of microcredits, microsavings up to microinsurance.

Bearing in mind that the development of microfinance originally tied to microcredit, microfinance and microcredit concept, which includes the granting of small loans, often without traditional guarantees, with the aim of improving the lives and support the business activities of clients and their families, the microfinance involves the provision of financial services to small amounts to individuals who have poor financial resources and would in any other situation were denied access to financial services. The microfinance sector has proven to be very useful and effective in countries in transition, as the microfinance organization with its lending instruments aimed at groups that can not meet the criteria of commercial banks and do not have access to the banking sector.

MICROFINANCING

In developed countries, citizens have easy access to a variety of financial services such as consumer loans, mortgage loans, investment loans, pension loans, securing loans and the like. Financial markets have been developed and the function of satisfying the needs of the population, economy and society. Developing and underdeveloped countries have no access to such services portfolio. Services either do not exist or are not accessible to most companies that have a need for funds, creating a growing gap between the developed and underdeveloped, rich and poor. Developed corruption is steadily increasing cost of financing for. The regulatory framework of financial management is liberal and underdeveloped capital market institutions either do not exist or are underdeveloped, the state guarantee for deposits. All this greatly complicates the already difficult financial situation of the developing and underdeveloped countries.

Ensuring optimal development presupposes the existence of a developed financial markets and the availability of financial resources, or the existence of an inclusive financial sector, which the United Nations defines as continuum of financial institutions that jointly provide range of financial products and / or services to all stakeholders (involved parties).

In such circumstances, there is the appearance of a new model of financial markets - the model of microfinance. The emergence of microfinance was initially linked to the microloans, and thus, long identified with the microfinance, as a form of granting small loans without the traditional procedures and guarantees in support of small business activities and improve the living conditions of the population. Microfinance is the provision of fi-

ukupne investicije u visini od oko 5.8 biliona dolara. Značaj osiguranja uobičajeno se izražava i geografski upoređuje prema pokazatelju ukupne premije. U 2009. godini ukupna svjetska premija osiguranja iznosila je 4.066 milijardi dolara, od čega su premije životnih osiguranja iznosile oko 2.332 milijarde dolara. Geografska distribucija premija, međutim, nije ujednačena. Naime, postoje značajne razlike između bogatih i siromašnih, odnosno razvijenih, nerazvijenih i zemalja u razvoju. U SAD i Kanadi ostvareno je preko 33% a u zemljama grupacije G7 (u koje spadaju pored SAD i Kanade još i Velika Britanija, Nemačka, Francuska, Italija i Japan) ostvareno je preko 67% ukupne svjetske premije. Na drugoj strani, svega oko 2% od svjetske premije ostvareno je u zemljama Centralne i Istočne Evrope, oko 1,2% u Africi a u zemljama Azije, izuzev Japana i novoindustrijalizovanih zemalja, ostvareno je oko 7% premije.⁴

Imajući u vidu performanse geografije osiguranja na globalnom tržištu, pri čemu se sektor osiguranja na našim prostorima svrstava u grupaciju nerazvijenih, nedvosmisleno proizilazi potreba kreiranja mogućih alternativnih pravaca unapređenja uloge osiguranja u privrednom i društvenom razvoju.

MIKROFINANSIJE I MIKROOSIGURANJE

Mikrofinansije su oblik pomoći usmjeren siromašnima koji počiva na činjenici da siromašne grupe stanovništva trebaju različite finansijske usluge, a ne samo kredite. Da bi se ovoj kategoriji stanovništva omogućio pristup finansijskim uslugama države grade poseban podsistem u okviru postojećeg finansijskog sistema, namijenjen upravo njima, tako da danas mikrofinansije podrazumijevaju širok koncept od mikrokredita, preko mikroštednje i sve do mikroosiguranja.⁵

Imajući u vidu da je nastanak mikrofinansija prvobitno vezan za mikrokreditiranje, pojam mikrofinansija i mikrokreditiranja, koje podrazumijeva odobranje malih kredita, često bez tradicionalnih garancija, sa ciljem unapređenja života ili podrške poslovnih aktivnosti klijenata i njihovih porodica, pod mikrofinansijama se podrazumijeva obezbjeđenje finansijskih usluga u malim iznosima pojedincima koji imaju lošije finansijske resurse i koji bi u drugoj situaciji ostali uskraćeni pristupu finansijskim uslugama.⁶ Mikrofinansijski sektor se pokazao kao veoma koristan i efikasan u zemljama u tranziciji, jer su mikrofinansijske organizacije sa svojim instrumentima

4 Straib, D., Bevere, L.: World Insurance in 2009: Premiums dipped, but industry capital improved, Sigma, No. 2, Zurich, 2010.

5 Njegomir, V.: Mikroosiguranje, Industrija 3/2011, Beograd, 2011, str. 295-312.

6 Rička, Ž.: Mikrokreditne organizacije u BiH., Međunarodni simpozij - reforme u BiH - put ka evropskim integracijama, Revicon, Sarajevo, 2011, str. 553-568.

financial products and / or services in small amounts (quantities), to subjects who have little financial resources, and who otherwise would not be able to provide access to financial products and / or services. Initially microfinance services and / or products were quite expensive, and microinvestors believed that subjects with poor financial resources were unprofitable customers.

In the eighties of the twentieth century microfinance became an important component of economic development, development in general, particularly in the area of poverty reduction. Microfinance institutions in that period recorded tremendous progress, so that, even then, there was talk about a kind of revolution in the development of the financial services market. Already in the nineties, this model becomes financially viable, governs the regulatory space, the development of new technologies contribute to the rationalization of financing costs, which increases the profitability of small financial transactions. At more than one hundred countries come to microfinancing market development. Already in 1998., in developing countries, exist around three thousand microfinance institutions. Since then, the microfinance market has witnessed a steady growth, so that the General Assembly of the United Nations, 2005. year declared the year of microcredit.

Business in the microfinance sector, despite the achievements and success, have to solve a number of constraints, including the most serious: understanding of clients in terms of diversity, the need to reduce costs and changes in regulatory requirements. In the present context of recession and crisis, microfinance is getting more significant part, since they have better resistance to recession and crisis effects, and has optimal potential.

MICROINSURANCE

The insurance is an integral part of the financial market institutions, and microinsurance is a part of microfinance. Although the major microfinance began to develop the seventies of the last century, microinsurance no significant development all through 2002. year. The genesis of the development are the same influential factors that led to the emergence and development of microfinance. The exposure to the field of microinsurance, committed to enhanced management activities, and these activities create new costs of risk management. Costs are inevitable, that, and the short and the long term, and regardless of whether it is the "ex ante" and "ex post" approach to risk management. The first approach is based on the application of diversification and entry into the low-risk, and low-profit activities. This in itself leads to a reduction in income, and thus consumption, all of which, as the end result, given the preservation of poverty. "Ex post" approach involves activities and necessary expenses that are taken after the occurrence of an ad-

kreditiranja usmjerene na kategorije koje ne mogu ispuniti kriterije komercijalnih banaka i nemaju pristup bankarskom sektoru.

MIKROFINANSIJE

U razvijenim zemljama građani imaju nesmetan pristup različitim finansijskim uslugama, kao što su: potrošački krediti, hipotekarni krediti, investicioni krediti, penzioni krediti, osiguravajući krediti i sl. Finansijska tržišta su razvijena i u funkciji su zadovoljenja potreba stanovništva, privrede i društvene zajednice. Zemlje u razvoju i nerazvijene zemlje nemaju pristup takvom portfoliju usluga. Usluge ili ne postoje ili nisu dostupne većini subjekata koja ima potrebu za finansijskim sredstvima, što stvara sve veću razliku između razvijenih i nerazvijenih, između bogatih i siromašnih. Razvijena korupcija stalno povećava troškove financiranja. Regulatorni okvir finansijskog poslovanja je liberalan i nerazvijen, institucije tržišta kapitala ili ne postoje ili su nerazvijene, država ne garantuje za depozite. Sve to uveliko otežava ionako tešku finansijsku situaciju zemalja u razvoju i nerazvijenih zemalja.

Obezbjedenje optimalnog razvoja pretpostavlja postojanje razvijenog finansijskog tržišta i dostupnost finansijskih sredstava, odnosno postojanje inkluzivnog finansijskog sektora, koji Ujedinjene nacije definišu kao kontinuum finansijskih institucija koji zajednički obezbjeđuje ponudu finansijskih proizvoda i/ili usluga svim zainteresovanim subjektima.⁷

U ovakvim uslovima dolazi do pojave novog modela na finansijskom tržištu – modela mikrofinansija. Nastanak mikrofinansija je u početku vezan za mikrokreditiranje, pa su tako, mikrofinansije dugo poistovjećivane sa mikrokreditiranjem, kao oblikom odobravanja malih kredita, bez tradicionalne procedure i garancija, a u cilju podrške malim poslovnim aktivnostima ili poboljšanju uslova življenja stanovništva.⁸ Mikrofinansije predstavljaju obezbjeđenje finansijskih proizvoda i/ili usluga u malim iznosima (količinama), subjektima koji imaju slabe finansijske resurse, i koji na drugi način ne bi mogli obezbijediti pristup finansijskim proizvodima i/ili uslugama. U početku su mikrofinansijske usluge i/ili proizvodi bili dosta skupi, a mikrofinansijeri su smatrali da su subjekti sa lošim finansijskim resursima neprofitabilni klijenti.

Osamdesetih godina dvadesetog vijeka mikrofinansije postaju značajna komponenta privrednog razvoja, razvoja uopšte, posebno u domenu smanjenja siromaštva. Mikrofinansijske institucije u ovom periodu bilježe ogro-

7 United Nations: Capital Development Fund – www.uncdf.org/english/microfinance.

8 La Tore, M.: A New Conception of Microfinance, in: La Tore, M., Vento, G. A.: Microfinance, Palgrave, McMillan, Basingstoke, Hants, UK, 2006.

verse event (decrease in food consumption, risk sharing in informal communities, etc.). These activities lead to the development costs, which can be expressed in terms of health risks (if reduced costs for food), or loss of property (eg sales after a disaster - usually leads to lower prices).

Reducing exposure to risk is always there, and on the basis of such tendencies emerged and microinsurance. Thus, although the micro-emerged in recent years, the roots of this concept is found in the more primitive human community. ILO and UNCTAD, the term used beginning in mid-nineties.

In the theory of corporate finance and insurance there are different definitions of microinsurance.

India Insurance Academy - microinsurance is a form of risk transfer, which is characterized by low premium and low coverage and low-income adjustment subjects.

International Association of Insurance Supervisors (IAIS) - Micro-insurance is where the population has access to low-income, which provide a variety of institutions, and it is governed by generally accepted practices in insurance.

Microinsurance Innovation Facility (IMF) - the micro-mechanisms to protect the poor from risks such as accidents, illness, death, natural disasters) in exchange for payment of the insurance premium that is tailored to their needs, income and level of risk.

There are many other definitions of the term of microinsurance. Below we will try to explain this term compared to traditional micro-insurance.

TRADITIONAL INSURANCE AND MICROINSURANCE

Microinsurance, as a part of the microfinance is a form of risk transfer, characterized by low premiums and low coverage and fitness for people of low income who are not protected by typical social insurance programs. It is clear that the term "microinsurance" got its name, not because of the size of risk, institutions and delivery channels, but for the fact that this type of insurance tailored to the needs of people with lower incomes. Microinsurance is intended for people who do not have access to the "traditional" insurance and who are excluded from public social insurance programs, and are often employed in the informal sector. The point is the need to provide quick, cheap and simple insurance coverage for individuals who possess little funding. Microinsurance is based on similar, generally accepted practices, as well as traditional insurance, however, there are differences between traditional insurance and microinsurance. What follows is an overview of performance of traditional insurance and microinsurance by key variables.

man napredak, tako da se, već tada, govorilo o svojevrsnoj revoluciji u razvoju tržišta finansijskih usluga. Već tokom devedesetih godina, ovaj model postaje finansijski održiv, uređuje se regulatorni prostor, razvoj novih tehnologija doprinosi racionalizaciji troškova finansiranja, što dovodi do povećanja profitabilnosti malih finansijskih transakcija. U više od sto zemalja dolazi do razvoja tržišta mikrofinansiranja. Već 1998. godini, u zemljama u razvoju, egzistira oko tri hiljade mikrokreditnih institucija. Od tada, mikrofinansijsko tržište bilježi stalan rast, tako da Generalna Skupština Ujedinjenih nacija, 2005. godinu proglašava godinom mikrokredita.⁹

Poslovanje u sektoru mikrofinansija, i pored postignutih rezultata i uspjeha, nailazi i na određene prepreke, među kojima su najozbiljnije: razumijevanje klijenata sa aspekta različitosti, potreba smanjenja troškova, promjena regulatornih uslova.

U današnjim uslovima recesionih i kriznih situacija, mikrofinansije ponovo dobijaju na značaju, jer imaju veću otpornost na recesione i krizne uticaje, a ima i optimalan potencijal za razvoj.

MIKROOSIGURANJE

Oblast osiguranja je integralni dio institucija finansijskog tržišta, a mikroosiguranje je sastavni dio mikrofinansija. Iako se mikrofinansije značajnije počinju razvijati sedamdesetih godina prošlog vijeka, mikroosiguranje ne bilježi značajniji razvoj sve do 2002. godine. U genezi razvoja nalaze se isti uticajni faktori koji su doveli i do pojave i razvoja mikrofinansija. Izloženost riziku u oblasti mikroosiguranja, obavezuje na pojačane upravljačke aktivnosti, a te aktivnosti stvaraju nove troškove upravljanja rizicima. Troškovi su neminovni, i to, i na kratki i na dugi rok, i neovisno da li se radi o „ex ante“ ili „ex post“ pristupu upravljanja rizicima. Prvi pristup polazi od primjene diversifikacije i ulaska u nisko rizične, ali i nisko profitne djelatnosti. To samo po sebi dovodi do smanjenja primanja, a time i potrošnje, a sve to, kao krajnji rezultat, daje očuvanje siromaštva. „Ex post“ pristup podrazumijeva aktivnosti i neophodne troškove koji se preduzimaju poslije nastanka štetnog događaja (smanjenje potrošnje za ishranu, podjela rizika u neformalnim zajednicama i sl.). Ove aktivnosti dovode do nastanka troškova, koji mogu biti izraženi u obliku ugrožavanja zdravlja (ako se smanje troškovi za hranu), ili gubitak imovine (npr. prodaja poslije katastrofa – obično dovodi do pada cijena).

Redukcija izloženosti riziku je postojala oduvijek, pa se na osnovu takvih težnji pojavilo i mikroosiguranje. Dakle, iako je mikroosiguranje nastalo u

⁹ Fernando, J.L.: Microcredit and empowerment of women: blurring the boundary between development and capitalism, Perils and Prospects, Abingdon, Oxfordshire, UK, 2006.

Table 1: Performance of traditional insurance and microinsurance

	Traditional insurance	Microinsurance
Clients	• low risk environment established culture of insurance	greater exposure to low culture • Insurance
Distribution models	sale of licensed brokers and agents and insurance companies directly	sale of nontraditional brokers to clients who do not have experience with insurance
Policies	complex documents with numerous exclusions	• simple language • few or no exclusions • Group Policy
Calculation of premium	Calculation of premium	• little historic data • group • evaluating market is extremely sensitive to price changes
Collecting premiums	monthly to annual payments	frequent and irregular payment of custom variable cash flows rating
Control risk insurance	limited suitability require significant documentation medical tests	Greater convenience limited but effective controls insurance risk premium included in connection with other services (credit)
Managing claims for damages	complicated processes extensive verification of documents	simple and quick procedure for small amounts Effective fraud control

Source: Lloyd's 3600 Risk Insight Insurance in Developing Countries: Exploring Opportunities in Microinsurance, Lloyd's and Microinsurance Centre, 2009, p. 7-8.

The presented performance shows that microinsurance include lower premiums and less coverage, which is appropriate to the poorer segments of the population. Microinsurance products are specifically designed for this target group, as evidenced by: the scope of coverage, premium amount, distribution channels, the terms and benefits that customers may have. Keeping in mind the target market, we can conclude that microinsurance requires constant creativity and innovation, and adapt quickly to the changes that are becoming louder and more intense.

Microinsurance viewed in the context of the supply chain, includes five typical steps, or five typical supply chain entities. At the beginning of the chain is a reinsurance company that guarantees the payment of damages to cover catastrophic risks. The insurer's risk insurance carrier. He charged

novije vrijeme, korijene ovog koncepta nalazimo još u prvobitnoj ljudskoj zajednici. Međunarodna organizacija rada i UNCTAD, ovaj pojam počinju koristiti sredinom devedesetih godina prošlog vijeka.

U teoriji poslovnih finansija i osiguranja postoje različita određenja mikroosiguranja.

Akademija osiguranja Indija – Mikroosiguranje je oblik transfera rizika koji karakteriše niska premija i nizak nivo pokrića, te prilagođenost subjektima niskih primanja.

Međunarodna asocijacija supervizora osiguranja (IAIS) – Mikroosiguranje je osiguranje kojem pristup ima populacija sa niskim primanjima, koji obezbjeđuju različite institucije, a njime se upravlja prema generalno prihvaćenim praksama u osiguranju.

Microinsurance Innovation Facility (IMF) – Mikroosiguranje je mehanizam za zaštitu siromašnih od rizika kao što su: nesreće, bolest, smrt, prirodna katastrofa) u razmjenu za plaćanje premije osiguranja koja je prilagođena njihovim potrebama, prihodima i nivou rizika.

Postoje i brojna druga određenja pojma mikroosiguranje. U nastavku ćemo pokušati objasniti taj pojam upoređujući mikroosiguranje sa tradicionalnim osiguranjem.

TRADICIONALNO OSIGURANJE I MIKROOSIGURANJE

Mikroosiguranje, kao dio sistema mikrofinansija, predstavlja oblik transfera rizika koga karakterišu niske premije i nizak nivo pokrića i prilagođenost ljudima niskih primanja koji nisu zaštićeni tipičnim programima socijalnog osiguranja.¹⁰ Jasno je da sam pojam „mikroosiguranje“ dobio naziv, ne zbog veličine rizika, institucije ili kanala isporuke, već zbog činjenice da je ova vrsta osiguranja prilagođena potrebama ljudi sa nižim primanjima. Mikroosiguranje je namijenjeno osobama koje nemaju pristupa “tradicionalnom” osiguranju i koje su isključene iz državnih programa socijalnog osiguranja, a često zaposlene u neformalnom sektoru. Suština je u potrebi obezbjeđenja brzog, jeftinog i jednostavnog osiguravajućeg pokrića za pojedince koji raspolažu sa malo finansijskih sredstava.

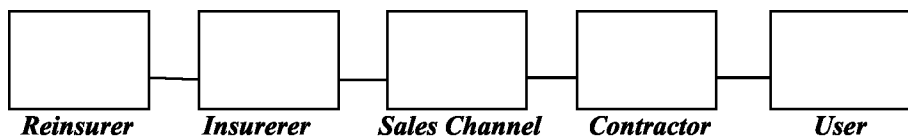
Mikroosiguranje se zasniva na sličnim, uopšteno prihvaćenim praksama kao i tradicionalno osiguranje, međutim, postoje razlike između tradicionalnog osiguranja i mikroosiguranja. U nastavku dajemo pregled performansi tradicionalnog osiguranja i mikroosiguranja po ključnim vađrijablama.

10 Ristić, Ž., Dinčić, M., Upravljanje socijalnim finansijama, Etno Stil, Beograd, 2010.

insurance premiums, take into account the requirements of regulators in the insurance and pay out claims. Channels of distribution sales service to clients, assist clients in resolving claims and billing claims and collect premiums. Policyholder signs a contract and pays the insurance premium and the insurance can be related to life the contractor and / or his family. In this case occur and the insured or the beneficiaries of insurance, and this is a situation where the policyholder contracted their life insurance and contractual clause stipulated that in the event of his death, the right to have used the funds provided persons stated in the insurance policy. Key role plays micro-insurer and a sales channel. In practice, it is possible that an institution is an underwriter and sales channel. In the case of micro-contractors are usually groups, not individuals. This is due to significantly lower the cost of insurance for an individual.

The micro-sales service, the highest share commercial insurers who specialize in insurance operations, have professional management and have full legitimacy and business. Constantly maintain reserves of insurance, reinsurance companies have access to and provide the best protection for their customers.

Figure 1: The entities in the supply chain microinsurance



TYPES OF MICROINSURANCE

Microinsurance include lower premiums and less coverage and is intended for the segment of the population with lower incomes. Microinsurance products are specifically designed for the market segment of the population with low income and the scope of coverage, premiums, distribution channels, conditions and benefits.

Health insurance proves to be the most wanted microinsurance services as the need for health insurance due to the fact that due to diseases are two types of costs, and direct expenses associated with the treatment and indirect, associated with the fact that in the case of illness a person working would not be able to perform its daily activities which could endanger the entire family, in case of breadwinner.

Tabela 1: Performanse tradicionalnog osiguranja i mikroosiguranja

	Tradicionalno osiguranje	Mikroosiguranje
Klijenti	<ul style="list-style-type: none"> • okruženje niskog rizika • uspostavljena kultura osiguranja 	<ul style="list-style-type: none"> • veća izloženost riziku • niska kultura osiguranja
Distribucioni modeli	<ul style="list-style-type: none"> • prodaju licencirani posrednici i zastupnici ili osiguravajuće kompanije direktno 	<ul style="list-style-type: none"> • prodaju netradicionalni posrednici klijentima koji nemaju iskustva sa osiguranjem
Polise	<ul style="list-style-type: none"> • kompleksna dokumentacija sa brojnim isključenjima 	<ul style="list-style-type: none"> • jednostavan jezik • nekoliko ili bez isključenja • grupne polise
Kalkulacija premije	<ul style="list-style-type: none"> • dobri statistički podaci • određivanje premije bazirano na pojedinačnom riziku 	<ul style="list-style-type: none"> • malo istorijskih podataka • grupno vrednovanje • tržište izuzetno osjetljivo na promjene cijena
Prikupljanje premije	<ul style="list-style-type: none"> • mjesečne do godišnje isplate 	<ul style="list-style-type: none"> • česte i neregularne isplate prilagođene varijabilnim gotovinskim tokovima klijenata
Kontrola rizika osiguranja	<ul style="list-style-type: none"> • limitirana prikladnost • potrebna značajna dokumentacija • medicinski testovi 	<ul style="list-style-type: none"> • široka prikladnost • limitirane ali efektivne kontrole • rizik osiguranja uključen u premije • povezanost sa drugim uslugama (kreditom)
Upravljanje odštetnim zahtjevima	<ul style="list-style-type: none"> • komplikovani procesi • opsežna verifikacija dokumentacije 	<ul style="list-style-type: none"> • jednostavne i brze procedure za male iznose • efikasna kontrola prevara

Izvor: Lloyd 's 3600 Risk Insight: Insurance in Developing Countries: Exploring Opportunities in Microinsurance, Lloyd 's and Microinsurance Centre, 2009, str. 7-8.

Iz prikazanih performansi je vidljivo da mikroosiguranje uključuje manje premije i manje pokriće, a što je primjereno siromašnijim slojevima stanovništva. Proizvodi mikroosiguranja su posebno kreirani za tu ciljnu grupu, na šta ukazuje: obim pokrića, visina premije, kanali distribucije, uslovi korišćenja i koristi koje mogu imati klijenti.¹¹ Imajući u vidu specifičnost ciljnog tržišta, možemo zaključiti da mikroosiguranje zahtijeva stalnu kreativnost i inovativnost, te brzo prilagođavanje promjenama koje su sve češće i sve većeg intenziteta.

11 McCord, M.J.: Microinsurance: Providing Profitable Risk Management Possibilities for the Low-Income Market, in: Matthaus-Maier, I., Pischke, J.D.: New Partnership for Innovation in Microfinance, Springer-Verlag, Berli, 2008, str. 280.

Life insurance is the most common, and within the life insurance, life insurance of the borrower, due to the fact that it comes to coverage that is among the most wanted. One of the reasons is the fact that most frequent microinsurer in some markets presents itself first to offer life microinsurance products that are related to the loans. Credit life insurance, which provides collateralization credit institutions, and is usually advised as to the types of products that should be started by microinsurers. Most of the available life insurance only covers the borrower's credit institution approved and only a small number of products offered and the coverage of insured families.

Non-profit insurers generally averse to non-life insurance, and most are trying to specialize in health and life insurance. Bearing in mind that the sums insured and premiums low, the cost of the necessary control and at the conclusion of the period of insurance, particularly in terms of achievements and resolve damage claims, to make this kind of insurance coverage is not sustainable.

Market entry to a country by the microinsurers, especially commercial insurers, usually start offering simplest, and is currently the most widespread types of insurance - life insurance in case of death of the borrower. After that, gradually introduce other products / services of microinsurance. A number of research studies, however, indicate the crucial importance of health insurance in poor regions and countries. It is a type of insurance that is the most needed, but it also represents the most complex product or service that should be developed by microinsurer. Most research studies indicate that the health is the first in the list of priorities and only then come to life, property, death and disability due to accident, job security, and more. However, studies also indicate a significant disparity between supply and demand, and the real situation of distribution of certain types of insurance. That is the most widespread life insurance, then the insurance accident, and property of people and at least the user is health insurance.

We offer individual insurance, and insurers are faced with barriers that must be overcome in order to attain the desired level of development of microinsurance operations. Some of the possible barriers we have already indicated, and therefore here only to point to the barriers that are particularly characteristic of a particular service microinsurance. Thus, for example, in the case of health microinsurance, a key prerequisite for development is the existence of adequate health infrastructure development. With that in mind, thanks to the poor and the physical and administrative conditions in the health sector in poorer countries, the quality of care is low and manage possible health insurance program is very hard to do. In the field of life insurance, even though the largest share of this type of coverage, the weakness lies in the fact that the dominant share of a life insurance policy the borrower

Mikroosiguranje posmatrano u kontekstu lanca snabdijevanja, podrazumijeva pet tipičnih koraka, odnosno pet tipičnih subjekata lanca snabdijevanja. Na samom početku lanca nalazi se reosiguravajuće društvo, koje garantuje isplatu štete za pokriće katastrofalnih rizika. Osiguravač je nosilac rizika osiguranja. On naplaćuje premije osiguranja, vodi računa o zahtjevima regulatora u oblasti osiguranja i vrši isplatu odštetnih zahtjeva. Kanali distribucije prodaju uslugu klijentima, pomažu klijentima prilikom rješavanja odštetnih zahtjeva i naplati štete i prikupljaju premije osiguranja. Ugovarač osiguranja zaključuje ugovor o osiguranju i plaća premiju, a osiguranje se može odnositi na život ugovarača i/ili članova njegove porodice. U ovom slučaju se javljaju i osiguranici, odnosno korisnici osiguranja, a to je situacija kada je ugovarač osiguranja ugovorio osiguranje svog života, a ugovornom klauzulom odredio da u slučaju njegove smrti, pravo korišćena osiguranih sredstava imaju lica koja je naveo u polisi osiguranja.

Ključnu ulogu u mikroosiguranju imaju osiguravač i kanal prodaje. U praksi je moguće da jedna institucija bude i osiguravač i kanal prodaje. U slučaju mikroosiguranja ugovarači su najčešće grupe, a ne pojedinci. Razlog tome su znatno niži troškovi osiguranja za pojedinca.¹²

U prodaju usluga mikroosiguranja, najveće učešće imaju komercijalni osiguravači koji su specijalizovani za obavljanje poslova osiguranja, raspolazu profesionalnim menadžmentom i posjeduju puni legitimitet i legalitet poslovanja. Stalno održavaju rezerve osiguranja, imaju pristup reosiguravajućim kućama i daju najbolju zaštitu svojim klijentima.

Slika 1: Subjekti u lancu snabdijevanja mikroosiguranja



VRSTE MIKROOSIGURANJA

Mikroosiguranje uključuje manje premije i manje pokriće i namijenjeno je segmentu populacije sa nižim primanjima. Proizvodi mikroosiguranja su posebno dizajnirani za tržišni segment stanovništva niskih primanja i to u pogledu obima pokrića, premija, kanala distribucije, uslova i koristi.

¹² Brown, W.: Microinsurance – The Risk, Perils and Opportunities, in: Hulme, D., Arun, T.: Microfinance: A Reader, Routledge, Oxon, UK, 2009, str. 172.

to essentially protect the institution of creditors in the event of death of the borrower. In the area of property insurance is the biggest barrier to the difficulties of controlling fraud and manipulation.

However, the need to choose different types of services, microinsurance is a constant and is the basis of motivation to solve these problems. Insurers must create an acceptable product for this target group. Both users and insurers must provide its interests and optimum protection against potential risks. To accomplish that, the micro-business and risks must be effectively managed. Bearing in mind that the microinsurance innovation and often expressed a lack of confidence in the service, microinsurers must invest resources in the education of potential beneficiaries. In certain situations, the application of existing risk management policies may be appropriate, however, the key to the development of different types of microinsurance services is, in addition to the constant presence and the need for innovation, simplicity. The microinsurance services must be offered with relatively low premiums, low damage claims, which is why, transaction costs should be minimal. In order to achieve this it is necessary to develop highly efficient services, means of distribution policies, collecting premiums and claims resolution. Products and services must be adapted to micro-financial situation, local customs and culture, as suggested by the numerous examples of the global insurance market.

Below, we will elaborate in detail the key types of microinsurance

HEALTH INSURANCE

Health insurance, as emphasized in all research proves to be the most microinsurance services. So a significant need for health insurance due to the fact that due to diseases are two types of costs, some are direct and expenses associated with the treatment, while others are indirect and related to the fact that in the case of illness a person working would not be able to perform their daily activities that would jeopardize the whole family, if it is a breadwinner. Although the development of health insurance in the microinsurance linked to existing health infrastructure, problems can largely be solved by the existence of microinsurance. For the sake of economic and social importance, and strong demand, health microinsurance is gradually becoming more and more of interest to insurers. A key problem for faster development of health microinsurance is adverse selection risk and the presence of immoral tendencies.

Zdravstveno osiguranje se potvrđuje kao najtraženija usluga mikroosiguranja jer potreba za zdravstvenim osiguranjem proizilazi iz činjenice da usljed bolesti nastaju dvije vrste troškova, direktni i povezani sa izdacima za liječenja i indirektni i povezani sa činjenicom da u slučaju bolesti osoba koja radi ne bi mogla da obavlja svoje svakodnevne aktivnosti što bi ugrozilo čitave familije, ukoliko je reč o hraniocu porodice.¹³

Životno osiguranje je najzastupljenije, a u okviru životnog osiguranja osiguranje života korisnika kredita, upravo zbog činjenice što je riječ o pokriću koje spada među najtraženije. Jedan od razloga je i činjenica da se najčešće mikroosiguravači na pojedinim tržištima pojavljuju prvo sa ponudom proizvoda životnih mikroosiguranja koji se vezuju za kredite. Kreditno životno osiguranje, koje omogućava kolateralizaciju kreditnim institucijama, se najčešće i savjetuje kao vrsta proizvoda sa kojom treba da startuju mikroosiguravači. Većina raspoloživih osiguranja života korisnika kredita pokriva samo instituciju koja je kredit odobrila, a samo mali broj ovih proizvoda nudi i pokriva familijama osiguranih.

Neprofitni osiguravači uglavnom izbjegavaju neživotna osiguranja i nastoje najčešće da se specijalizuju za zdravstvena i za životna osiguranja. Imajući u vidu da su sume osiguranja i premije male, troškovi neophodnih kontrola prilikom zaključenja i u toku trajanja osiguranja, a naročito u uslovima ostvarenja šteta i rešavanja odštetnih zahtjeva, čine da ova vrsta osiguravajućeg pokrića nije dugoročno održiva.

Ulazak na tržište određene zemlje mikroosiguravači, a posebno komercijalni osiguravači, obično počinju ponudom najjednostavnijeg, a i trenutno najrasprostranjenije vrste osiguranja - osiguranja života za slučaj smrti korisnika kredita. Nakon toga se postepeno uvode drugi proizvodi/usluge mikroosiguranja. Brojne istraživačke studije, međutim, ukazuju na ključan značaj zdravstvenog osiguranja u siromšnijim regionima i zemljama. Rijec je o vrsti osiguranja koja je najpotrebnija ljudima, ali istovremeno predstavlja i najkompleksniji proizvod, odnosno uslugu koju mikroosiguravači treba da razviju. Većina istraživačkih studija ukazuje da je zdravstveno stanje na prvom mjestu u listi prioriteta a tek nakon toga dolaze život, imovina, smrt usljed nezgode i invalidnost, sigurnost posla, pa ostalo. Međutim, istraživanja takođe ukazuju na značajan disparitet između tražnje i ponude, odnosno realnog stanja rasprostranjenosti pojedinih vrsta osiguranja. Tako je najrasprostranjenije životno osiguranje, zatim osiguranje nezgode, pa imovine a najmanje ljudi je korisnik zdravstvenog osiguranja.

U ponudi pojedinih vrsta osiguranja osiguravači se suočavaju sa barijerama koje trebaju biti prevaziđene kako bi se dostigao željeni stepen razvo-

13 Njegomir, V., Mikroosiguranje, Industrija 3/2011, Beograd, 2011, str. 295-312.

LIFE INSURANCE

Life insurance is the most common format of microinsurance, within life insurance life insurance of the borrower, and that is because of the fact that it comes to coverage that is among the most wanted, it is relatively easy to determine the size of the premium, to a large extent there is no danger from the presence of fraud and moral hazard, can be easily connected to other products within microfinance. Occurrence of an insured event is undeniable. This insurance provides Collateralization credit institutions, it is often advised as the types of products that should start mikroosiguravači. A life insurance coverage is relatively interesting in all countries where there is the presence of microinsurance institutions with the exception of West Africa. However, life insurance services that are long-term ones, as a rule, do not fulfill their function given to people with low incomes are particularly vulnerable to the negative effects of factors such as devaluation, inflation, the early termination of contracts and the like.

PENSION INSURANCE

Pension microinsurance as a kind of long-term insurance is not widely applied anywhere except in China and India, where two institutions (All China Federation of Trade Unions in China and the Life Insurance Corporation of India in India) providing coverage for more than twenty million people. In Bosnia and Herzegovina, this type of insurance is completely undeveloped. In the Republic of Srpska is established Pension Reserve Fund, but the effects of its existence and operations are not visible yet.

INSURANCE AGAINST ACCIDENTS

The situation is similar to insurance against accidents, which is also the most developed in South Asia. The number of products that provide this type of coverage is the smallest, and is offered exclusively commercial insurers, which, due to limitation of risk this type of coverage is often used as the services you are entering a particular market.

PROPERTY INSURANCE

Finally, property insurance is the least represented and given the slightest demand manifested in this type of coverage. Non-profit insurers generally avoid non-life insurance and trying, mostly, to specialize in health and life insurance. Bearing in mind that the sums insured and premiums low, the cost of the necessary control and at the conclusion of the period of insuran-

ja poslova mikroosiguranja. Na neke od mogućih barijera smo već ukazali, te stoga ovde ukazujemo samo na barijere koje su posebno karakteristične za pojedine usluge mikroosiguranja. Tako, npr. u slučaju zdravstvenog mikroosiguranja, ključni preduslov za razvoj jeste postojanje adekvatne zdravstvene infrastrukture. Imajući to u vidu, zahvaljujući lošim i fizičkim i administrativnim uslovima u zdravstvenom sektoru siromašnijih zemalja, kvalitet zdravstvene njege je na niskom nivou a upravljanje mogućim programima zdravstvenog osiguranja veoma teško izvodljivo. U oblasti životnog osiguranja, i pored najvećeg učešća ove vrste pokrića, slabost je u činjenici da dominantno učešće ima životno osiguranje korisnika kredita koje suštinski štiti instituciju kreditora za slučaj smrti korisnika kredita. U oblasti imovinskih osiguranja najveća barijera jeste otežanost kontrolisanja prevara i manipulacija

Ipak, potreba za raličitim vrstama usluga mikroosiguranja je konstanta i predstavlja osnov motivacije za rješavanje navedenih problema. Osiguravači moraju kreirati prihvatljive proizvode za ovu ciljnu grupu. I korisnici i osiguravači moraju obezbijediti ostvarenje svojih interesa i optimalnu zaštitu od mogućih rizika. Da bi se u tome uspjelo, poslovima u mikroosiguranju i rizicima se mora efikasno upravljati. Imajući u vidu da je mikroosiguranje novina i često postoji izraženo nepoverenje u ovu uslugu, mikroosiguravači moraju uložiti sredstava u obrazovanje potencijalnih korisnika usluga. U određenim situacijama primjena postojećih politika upravljanja rizikom može biti odgovarajuća, međutim, ključ za razvoj različitih vrsta usluga mikroosiguranja jeste, pored konstantnog prisustva i potrebe za inovacijama, jednostavnost. Naime, usluge mikroosiguranja moraju biti ponuđene sa relativno malim premijama, malim odštetnim zahtjevima, radi čega i transakcioni troškovi moraju biti minimalni. Da bi se to ostvarilo potrebno je razvijati visoko efikasne usluge, načine distribucije polisa, prikupljanja premija i rješavanja odštetnih zahtjeva. Proizvodi i usluge u mikroosiguranju moraju biti prilagođeni platežnoj sposobnosti, lokalnim običajima i kulturom, na šta upućuju brojni primjeri sa globalnog tržišta osiguranja.

U nastavku ćemo pobliže elaborirati ključne vrste mikroosiguranja.

ZDRAVSTVENO OSIGURANJE

Zdravstveno osiguranje, kao što je naglašeno, u svim istraživanjima se potvrđuje kao najtraženija usluga mikroosiguranja. Toliko značajna potreba za zdravstvenim osiguranjem proizilazi iz činjenice da usljed bolesti nastaju dvije vrste troškova, jedni su direktni i povezani sa izdacima za liječenje, a drugi su indirektni i povezani sa činjenicom da u slučaju bolesti osoba koja radi ne bi mogla da obavlja svoje svakodnevne aktivnosti što bi ugrozilo

ce, particularly in terms of achievements and resolve damage claims, to make this kind of insurance coverage is not sustainable. Most species in the area of property insurance is insurance of crops and fruits, livestock insurance and insurance of houses and apartments, although in recent years there is a recognition of the need for protection from the risk of disaster. Due to weak purchasing power of the population and low income, this insurance is not on the list of priorities of the population in Bosnia and Herzegovina and the Republic of Srpska

CONCLUSION

Insurance is shown as a factor to improve the overall economic activities of society by strengthening the financial stability and social security, expanding range of economic activities and improving the efficiency of risk management .. That, in essence, contributing to the financial stability of individuals, businesses and the entire community. Long-term outlook for life insurers are extremely positive, in light of the expected global impact that an aging population will have on the demand for life insurance products. In addition, as governments of different countries would be under pressure to reduce the budget deficit, it is possible to opt for a reduction of expenditures that go for the older population. This fact can lead to an increase in demand for private solutions for pensions, insurance covering disability, illness and produce life or long term care. Microinsurance provides financial compensation in case of damage and avoiding other cost-ineffective mechanisms for protection from damage, which ultimately results in the origin of poverty reduction. Commercial insurers are showing more interest in the affairs of microinsurance, the possibilities of profit and other benefits. In developed economies, the majority of people in developed countries with access to quality and variety of financial services such as mortgage and consumer loans, investment and pension funds and insurance, accept it as a given. From the other side, in developing countries, particularly the least developed or so. third world countries, access to financial services offered by formal financial institutions is very limited or even completely inaccessible. The main reason for this lies in the understanding of traditional financial institutions to people weaker financial opportunities are less attractive customers. Entering the financial markets mikroosiguravači, especially commercial insurers start offering simplest and currently most widespread types of insurance - life insurance in case of death of the borrower, and then gradually introduce other products and services microinsurance. Nonprofit mikroosiguravači, generally averse to non-life insurance and often specialize in health and life insurance. In the current practice of development of micro,

čitave porodice, ukoliko je riječ o hranioocu porodice. Iako je razvoj zdravstvenog osiguranja u okviru mikroosiguranja vezan za postojeću zdravstvenu infrastrukturu, problemi u velikoj mjeri mogu biti riješeni postojanjem mikroosiguranja.¹⁴ Radi ekonomskog i socijalnog značaja i snažne tražnje, zdravstveno mikroosiguranje postepeno postaje sve veći predmet interesovanja osiguravača. Ključan problema bržeg razvoja zdravstvenog mikroosiguranja jeste negativna selekcija rizika i prisustvo nemoralnih tendencija.

ŽIVOTNO OSIGURANJE

Životno osiguranje je najzastupljeniji format mikroosiguranja, a u okviru životnog osiguranja osiguranje života korisnika kredita, a to je upravo zbog činjenice što je riječ o pokriću koje spada među najtraženije, relativno je lako odrediti veličinu premije, u velikoj mjeri ne postoji opasnost od prisustva prevara i moralnog hazarda, može biti lako povezano sa ostalim proizvodima u okviru mikrofinansija. Nastanak osiguranog slučaja je nesporan. Ovo osiguranje omogućava kolateralizaciju kreditnim institucijama, pa se najčešće i savjetuje kao vrsta proizvoda sa kojom treba da počnu mikroosiguravači.¹⁵ Usluge osiguravajućeg pokrića života su relativno interesantne u svim zemljama gdje postoji prisustvo mikroosiguravajućih institucija uz izuzetak Zapadne Afrike. Međutim, usluge životnog osiguranja koje su dugoročnog karaktera, po pravilu ne ispunjavaju svoju funkciju s obzirom da ljudi sa nižim primanjima su posebno izloženi negativnom dejstvu faktora kao što su devalvacija, inflacija, rani prekid zaključenih ugovora i sl.

PENZIONO OSIGURANJE

Penziono mikroosiguranje kao vrsta dugoročnog osiguranja nije značajnije zastupljeno nigdje osim u Kini i Indiji, gdje dvije institucije (All China Federation of Trade Unions u Kini i Life Insurance Corporation of India u Indiji) obezbjeđuju pokriće za više od dvadeset miliona ljudi. U Bosni i Hercegovini je ovaj vid osiguranja potpuno nerazvijen. U Republici Srpskoj je osnovan Rezervni penzioni fond, ali efekti njegovog postojanja i poslovanja još nisu vidljivi.

14 Armendariz, B., Morduch, J.: *The Economics of Microfinance*, Massachusetts Institute of Technology, Cambridge, MA, 2010, str. 197-198.

15 Churchill, F.C., Liber, D., i drugi: *Making Insurance Work for Microfinance Institutions: A Technical Guide to Developing and Delivering Microinsurance*, International Labour Office, Geneva, 2003, str. 4.

spotted the biggest constraints in product development and application of cost-rational model. For sustainable development of micro podrebnj are simple and affordable microinsurance products, available to a large number of people, the administrative simplified and efficient in the process of liquidation of adverse events. Finally, we believe that in Bosnia and Herzegovina and the Republic of Srpska there is a corresponding potential for the development of products and / or services in the field of microinsurance. Microinsurance market development favors the correct legislative and legal framework, as well as the existence of regulators in this area. Regulations are largely harmonized with the regulations of the countries in the region and the developed European and other countries. The development of microinsurance can and should be a function of recession and crisis stabilization effect, hedging the most vulnerable part of the population, and finally the function generator more efficient economic activity.

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OSIGURANJE OD POSLJEDICA NESREĆNOG SLUČAJA

Slična je situacija i sa osiguranjem od posljedica nesrećnog slučaja, koje je takođe najrazvijenije u Južnoj Aziji. Brojnost proizvoda koji obezbjeđuju ovu vrstu pokrića je najmanja, a nude je isključivo komercijalni osiguravači, koji zbog limitiranost rizika ovu vrstu pokrića koriste često kao usluge sa kojima ulaze na određeno tržište.

OSIGURANJE IMOVINE

I na kraju, imovinsko osiguranje je najmanje zastupljeno imajući u vidu i najmanju tražnju ispoljenu za ovom vrstom osiguravajućeg pokrića. Ne-profitni osiguravači uglavnom izbjegavaju neživotna osiguranja i nastoje, najčešće, da se specijalizuju za zdravstvena i životna osiguranja. Imajući u vidu da su sume osiguranja i premije male, troškovi neophodnih kontrola prilikom zaključenja i u toku trajanja osiguranja, a naročito u uslovima ostvarenja šteta i rješavanja odštetnih zahtjeva, čine da ova vrsta osiguravajućeg pokrića nije dugoročno održiva. Najtraženije vrste u oblasti imovinskog osiguranja su osiguranje usjeva i plodova, osiguranje domaćih životinja i osiguranje kuća i stanova, iako u novije vrijeme postoji i prepoznatljivost potreba za zaštitom od rizika katastrofa. Radi slabe platežne moći stanovništva i niskih primanja, ovo osiguranje nije na listi prioriteta stanovništva u Bosni i Hercegovini i Republici Srpskoj.

ZAKLJUČAK

Osiguranje se pokazalo kao faktor unapređenja opšte ekonomske aktivnosti društva, kroz jačanje finansijske stabilnosti i socijalne sigurnosti, širenje lepeze ekonomskih aktivnosti i unapređenje efikasnosti upravljanja rizicima.. Ono, po svojoj suštini, doprinosi finansijskoj stabilnosti pojedinaca, privrednih subjekata i cjelokupne društvene zajednice. Dugoročne prognoze za osiguravače života su krajnje pozitivne, u svjetlu očekivanog globalnog uticaja, koje će starenje populacije imati na tražnju za proizvodima osiguranja života. Osim toga, kako vlade različitih zemalja budu bile pod pritiskom smanjenja budžetskog deficita, može se desiti da se odluče za smanjenje rashoda koji idu za stariju populaciju. Ta činjenica može dovesti do porasta tražnje za privatnim rješenjima za penzije, osiguranja koja pokrivaju invalidnost, teške bolesti i proizvode doživotne ili dugoročne njege.

Mikroosiguranje omogućava finansijsko obeštećenje u slučaju nastanka štete i izbjegavanje drugih troškovno neefikasnih mehanizama zaštite od šteta, što u krajnjem ishodištu ima za rezultat redukovanje siromaštva. Ko-

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mercijalni osiguravači pokazuju sve veće interesovanje u poslove mikroosiguranja, zbog mogućnosti ostvarenja profita ali i drugih koristi.

U razvijenim ekonomijama, većina građana razvijenih zemalja pristup kvalitetnim i raznovrsnim finansijskim uslugama, kao što su hipotekarni i potrošački krediti, investicioni i penzioni fondovi i osiguranje, prihvataju kao nešto što se podrazumijeva. Sdruge strane, u zemljama u razvoju, a posebno najnerazvijenijim ili tzv. zemljama trećeg sveta, pristup finansijskim uslugama koje nude formalne finansijske institucije je veoma ograničen ili, čak, potpuno nedostupan. Osnovni razlog za to leži u shvatanju klasičnih finansijskih institucija da ljudi slabijih finansijskih mogućnosti predstavljaju manje atraktivne klijente.

Ulazak na finansijska tržišta mikroosiguravači, a posebno komercijalni osiguravači započinju ponudom najjednostavnijeg a i trenutno najrasprostranjenije vrste osiguranja - osiguranja života za slučaj smrti korisnika kredita, a potom postepeno uvode druge proizvode i usluge mikroosiguranja. Neprofitni mikroosiguravači, uglavnom izbjegavaju neživotna osiguranja i najčešće se specijalizuju za zdravstvena i za životna osiguranja.

U dosadašnjoj praksi razvoja mikroosiguranja, uočena su najveća ograničenja u području razvoja proizvoda i primjene troškovno racionalnih modela. Za održiv razvoj mikroosiguranja potrebni su jednostavni i pristupačni proizvodi mikroosiguranja, dostupni velikom broju ljudi, administrativno pojednostavljeni i efikasni u postupku likvidacije štetnih događaja.

I na kraju, smatramo da i u Bosni i Hercegovini i Republici Srpskoj postoji odgovarajući potencijal za razvoj proizvoda i/ili usluga iz oblasti mikroosiguranja. Razvoju tržišta mikroosiguranja pogoduje korektan zakonodavno-pravni okvir, kao i postojanje regulatora u ovoj oblasti. Propisi su, uglavnom, harmonizovani sa propisima zemalja u okruženju i razvijenih evropskih i drugih zemalja. Razvoj mikroosiguranja može i treba biti u funkciji stabilizacije recesivnih i kriznih posljedica, zaštite od rizika najugroženijeg dijela stanovništva, i konačno u funkciji generatora efikasnije privredne aktivnosti.

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