



# Green Delta

## Building on three decades of leadership

The Bangladesh insurance market is relatively young and small. Despite being one of the world's most populous countries, there are currently only around 1,200 insurance professionals which represents around 1% of working-age people. As a result, insurance has extremely low public awareness. However, with a staggering GDP growth rate of 7.1%, the opportunity to change this perception is immense and exciting. It is creating a greater need for general insurance services and in turn, presenting a host of opportunities for today's brightest young talent.

### Building on three decades of leadership

Professional Advancement Bangladesh Limited (PABL) sets the standard for providing world class insurance education and training facilities in Bangladesh. Since 2014, it has partnered with the Chartered Insurance Institute (CII) to provide aspiring candidates with an examination-based accreditation programme that prepares them for great things in their financial services careers.

The majority of these candidates work for Green Delta Insurance Company Ltd (GDIC). Formed in 1985, GDIC is one of Bangladesh's leading private non-life insurance companies with revenues of BDT 807 million. It is the country's oldest insurance company and has led the domestic market for more than three decades. GDIC exists to promote the value of insurance and its significant contribution in providing financial and social security to individuals and organisations.

As such, PABL and CII's certification programme sets out to provide candidates with the professional advancement they need to deliver outstanding customer service using relevant sector knowledge. Courses are made up of need-based training, support for international activity and focused training for employees to meet their KPIs.

CII qualified GDIC employees are therefore able to contribute more actively and comprehensively in their everyday roles, because the CII's courses have given them a broader and deeper understanding of underwriting, claims, reinsurance, and other specific sector disciplines: all of which helps them develop new product ideas suited to the local market, while also having the expertise to manage international clients in more established markets.

### Making the most of new opportunities

In particular, the ability to create innovative products is helping GDIC break new ground in its achievements within the insurance sector. For example, insurance in agriculture was a brand new concept adopted by GDIC in Bangladesh. In this unfamiliar, high risk sector, its team created a unique, tailored product which provided effective insurance and support for farmers and workers alike. This creation was a direct result of knowledge gained on the CII accreditation courses.

These achievements and others contribute to GDIC's continued wellbeing and growth, and cement its position as trusted, honest customer advisors. Indeed, its status and success in the sector has been recognised with many national and international awards.

GDIC values the role the CII plays in preparing and maintaining these high standards amongst its employees and in the wider sector. It is looking forward to qualifying more young professionals through the accreditation programme, in 2018 and beyond.



“With such rapid economic growth, Bangladesh represents a fantastic opportunity for insurers and financial services providers. However, with public awareness of insurance still at low levels, there is a big

job to do with ensuring people understand why it's important and what it can do for them. This requires focused training among local professionals, but with an emphasis on equipping employees with the right information to do the best for their customers. This is where the CII excels. Our close partnership with both PABL and GDIC puts us at the centre of Bangladesh's insurance revolution, ready to professionalise its practitioners today and tomorrow.”

**Sainesh Dar**  
CII Director, South Asia



“The course covered a lot of information to enhance professional knowledge for Insurance. The structure was clear, logical and effective. PABL's professional guidance and well facilitated classes helped me gain a CII qualification, and now I'm successfully applying this knowledge to design new products, support our customers and better understand the practice, business processes and financial effect of underwriting.”

**Ali Tareque Parvez, CERT CII (UK)**  
Deputy Senior Vice President  
Green Delta Insurance Company

“Green Delta Insurance believes in empowering employees through efficient training and continuous professional development - both in the immediate future and the longer term. As a non -life market leader, our efficient and competent teams work tirelessly to achieve our organisational objectives. The PABL and CII's professional programmes help us do this, by preparing our people for the future with world class training. This is vital in improving insurance knowledge as well as increasing competency.”

**Farzana Chowdhury ACII (UK)**  
Chartered Insurer, Managing Director  
CEO, Green Delta Insurance Company