



# NitiVista: Voice-Powered Insurance Literacy

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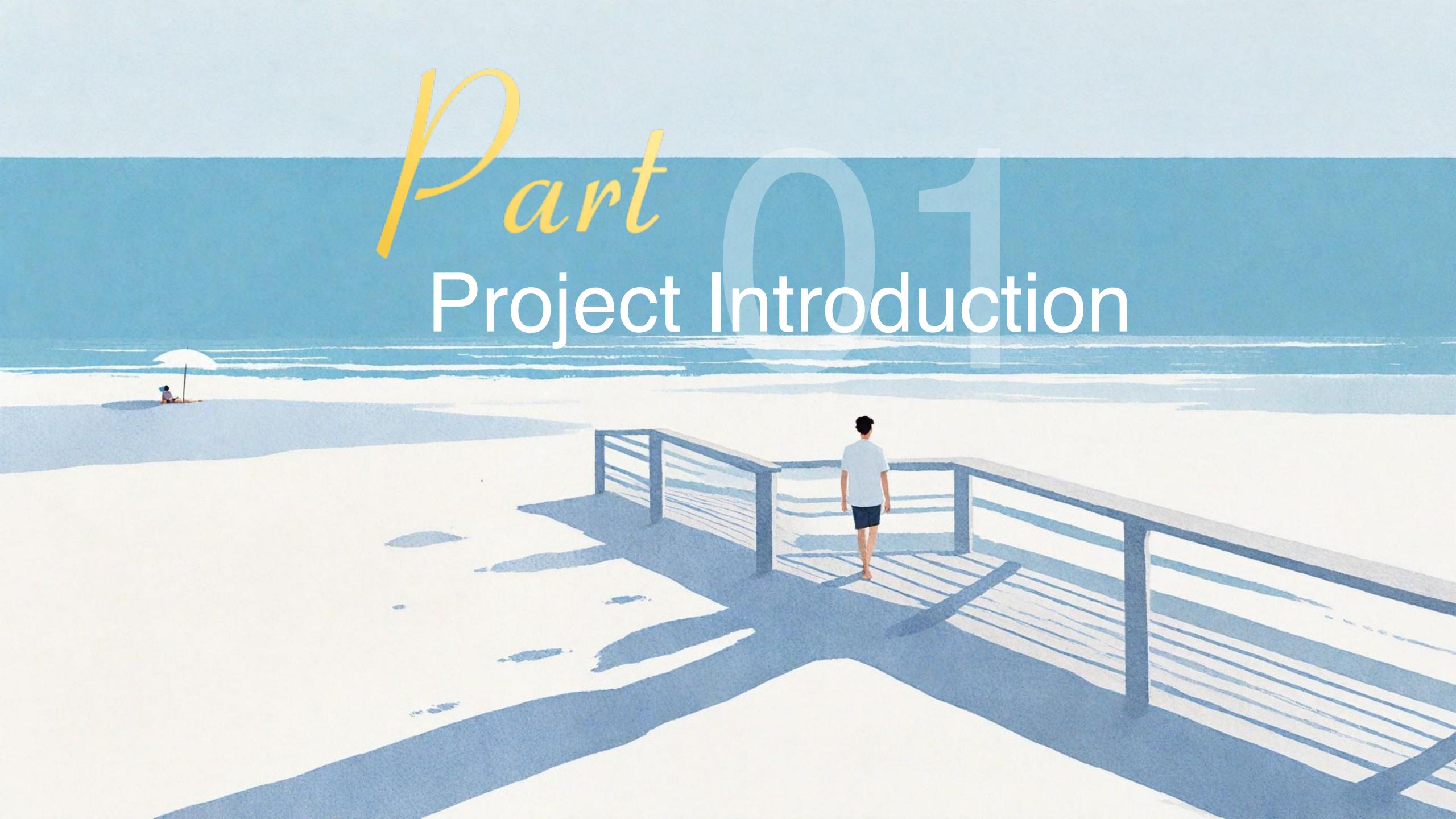
06 Validation Results

The background of the slide features a vibrant tropical beach landscape. On the left, several palm trees with green fronds stand on a light-colored sandy beach. The ocean is a bright turquoise color with white-capped waves crashing onto the shore. A single white bird is captured in flight against a clear blue sky.

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A photograph of a man walking away from the camera on a wooden boardwalk along a sandy beach. He is wearing a white t-shirt and dark shorts. The ocean is visible in the background under a clear blue sky.

# *Part* 01

## Project Introduction

# NitiVista: Voice-Powered Insurance Literacy

## Project Identity

NitiVista is a pioneering initiative that leverages voice technology to make insurance policies accessible to low-literacy users. It aims to bridge the gap between complex insurance jargon and the everyday understanding of beneficiaries.

## Team Credentials

Our team comprises experts from DES Pune University, specializing in technology, finance, and user experience. Together, we bring a multidisciplinary approach to solving real-world problems.

## Mission Clarity

We are committed to demystifying insurance for all. By using voice technology, we aim to empower individuals with the knowledge they need to make informed decisions about their financial security.

## Project Timeline and Location

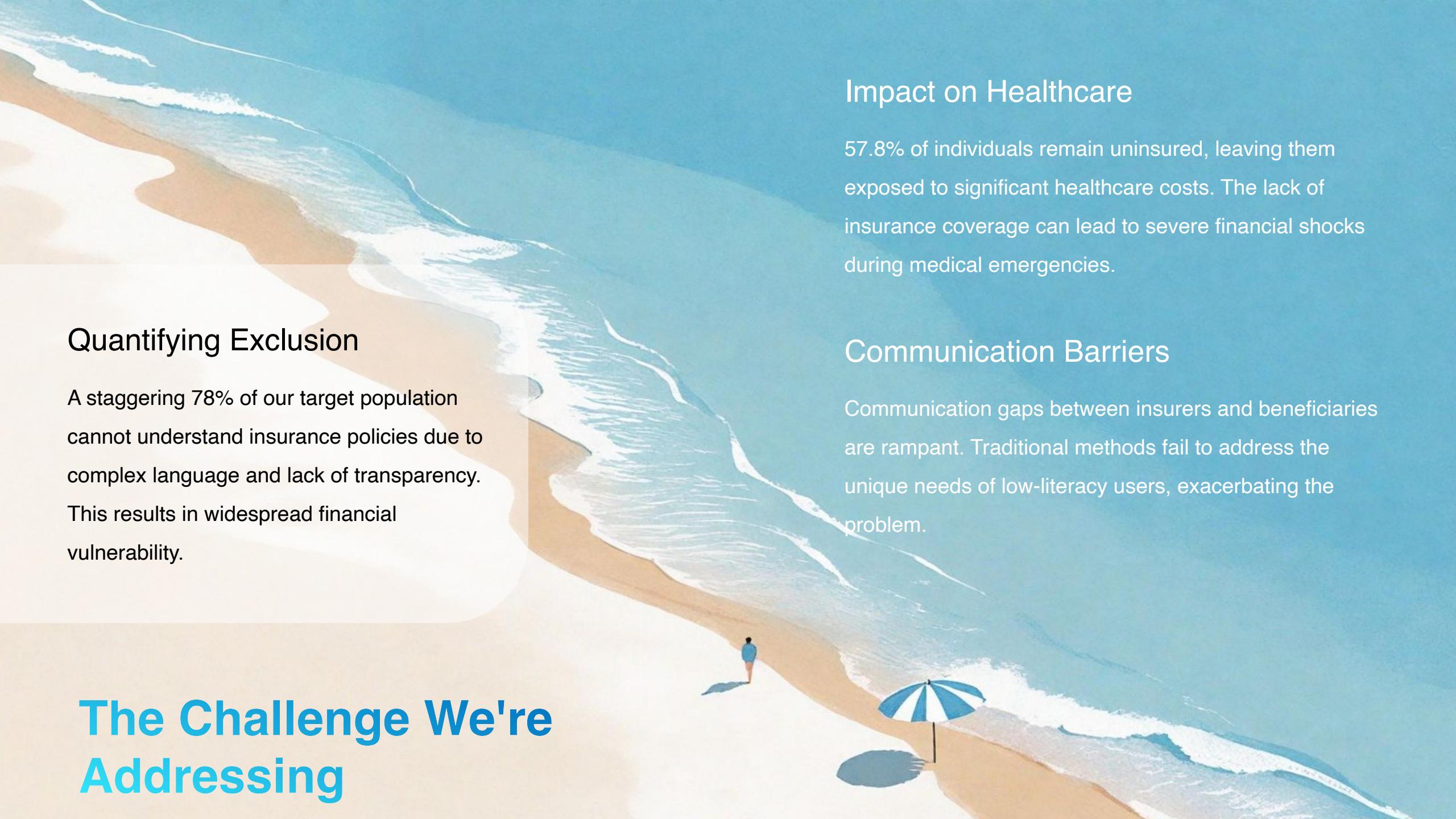
Launched in Pune, this project spans over 18 months, targeting communities with the highest insurance exclusion rates. Our mission is to create lasting impact through sustainable solutions.

A photograph of a man walking away from the camera on a wooden boardwalk along a sandy beach. He is wearing a white t-shirt and dark shorts. The ocean is visible in the background with gentle waves. In the distance, another person is sitting under a white umbrella. The sky is clear and blue.

# *Part* 02

## Problem Definition

# The Challenge We're Addressing



## Quantifying Exclusion

A staggering 78% of our target population cannot understand insurance policies due to complex language and lack of transparency. This results in widespread financial vulnerability.

## Impact on Healthcare

57.8% of individuals remain uninsured, leaving them exposed to significant healthcare costs. The lack of insurance coverage can lead to severe financial shocks during medical emergencies.

## Communication Barriers

Communication gaps between insurers and beneficiaries are rampant. Traditional methods fail to address the unique needs of low-literacy users, exacerbating the problem.

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# *Part* 03 Solution Blueprint

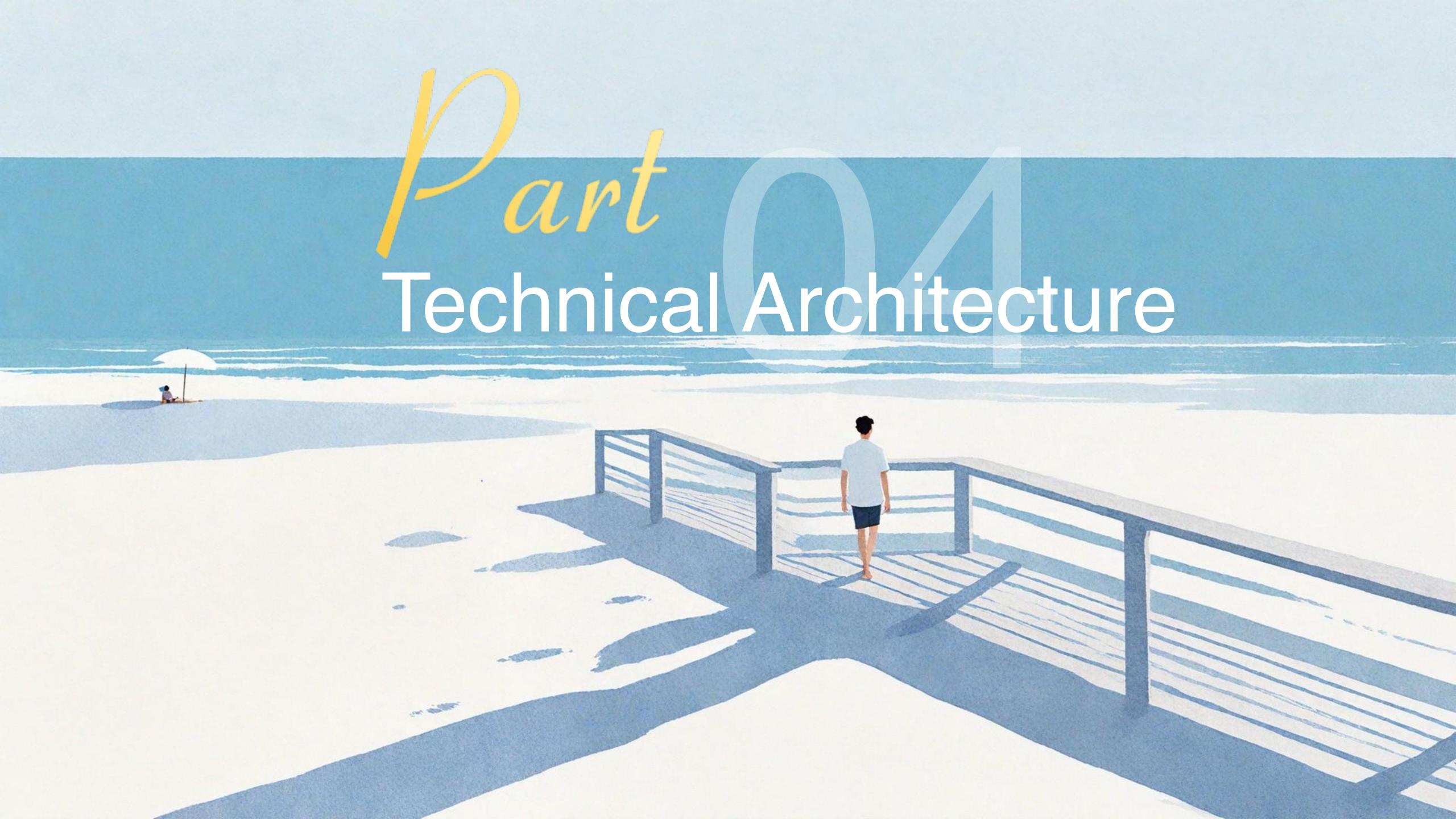
## Voice-Based Explainers

We introduce voice-based explainers that simplify insurance policies into easy-to-understand language. Users can access these explainers anytime, ensuring 24/7 availability.

## Our Three-Pronged Approach

### Integrated Support System

Our solution includes agent chat support and a sustainable micro-premium marketplace. These components work together to provide comprehensive assistance and financial sustainability.

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# *Part* 04 Technical Architecture

# How It Works

## Voice Capture and Conversion

The system captures user voice inputs and converts them into text using advanced Marathi speech-to-text technology, ensuring accurate and efficient processing.

## Policy Retrieval

Our BERT-based model retrieves relevant policy information from a vast database, providing precise answers to user queries within seconds.

## Audio Response Generation

The retrieved information is converted back into an audio response, ensuring that users receive clear and understandable answers in their preferred format.

## Technical Stack

We utilize a robust tech stack, including DistilBERT for natural language processing, FastAPI for backend services, and PostgreSQL for data management, ensuring high performance and reliability.

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# *Part* 05 Research Insights

# What We Discovered

## Demographic Insights

Our research reveals that 29% of the target population is aged 26-35, with 68% earning low to middle income. Language preferences show 42% favor Marathi, highlighting the need for localized solutions.

## Behavioral Patterns

Behavioral data indicates that 65% of users prefer voice interactions over text, spending an average of 2.6 hours daily on their phones. This underscores the potential of voice technology.

## Stakeholder Analysis

Stakeholder analysis identifies primary actors such as community members, secondary actors like agents and banks, and tertiary actors including healthcare providers, each playing a crucial role in the ecosystem.

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# *Part* 06 Validation Results

# Proof of Concept

## A/B Test Results

Our A/B tests show that voice-based interactions achieve a 62% open rate compared to 41% for text, with engagement times of 4.2 minutes versus 1.8 minutes, and satisfaction ratings of 4.3/5 compared to 3.1/5.

## User Acceptance Metrics

User acceptance metrics indicate an 89% completion rate, 94% recommendation likelihood, and an ease of use rating of 4.6/5. These results validate the effectiveness of our voice-based solution.



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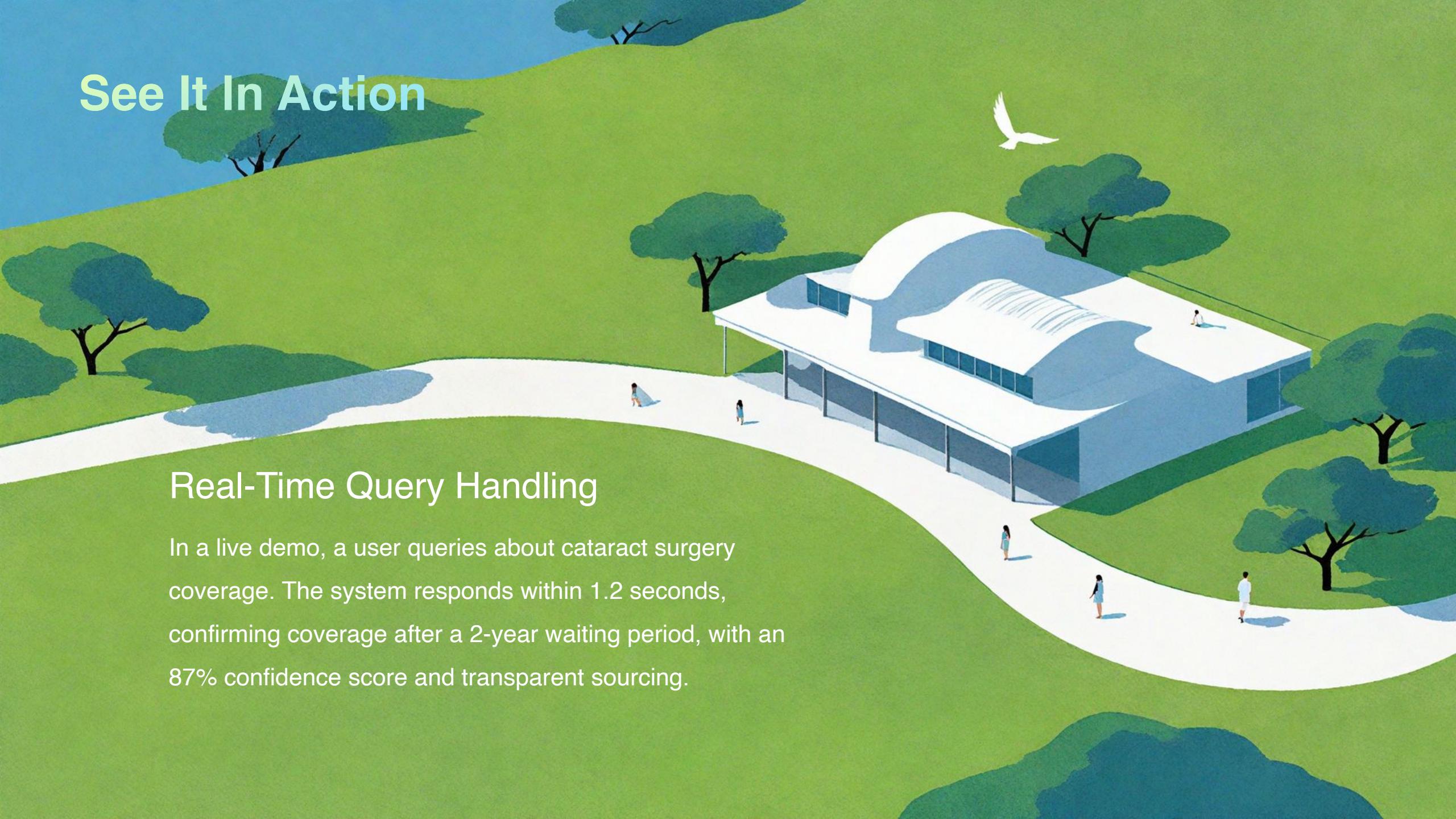
# *Part* 07

## Live Demonstration

# See It In Action

## Real-Time Query Handling

In a live demo, a user queries about cataract surgery coverage. The system responds within 1.2 seconds, confirming coverage after a 2-year waiting period, with an 87% confidence score and transparent sourcing.



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# *Part* 08 Impact & Next Steps

# Expected Outcomes

## Impact Metrics

We anticipate a 24.8% increase in insurance knowledge, a 25% rise in coverage rates, and a satisfaction score of 4.3/5. These metrics reflect the transformative potential of our solution.

## Economic Analysis

Our economic analysis shows a cost of ₹44 per beneficiary, with a 340% return on investment over three years and break-even at month 18, demonstrating high cost-effectiveness.

## Future Roadmap

Our phased roadmap includes launching with community champions, scaling the voice system, and eventually integrating a marketplace. Each phase builds on the previous one to ensure sustainable growth.

## Call to Action

We seek partnerships and funding to expand our reach. Join us in this mission to empower communities through insurance literacy.

# THANK YOU

