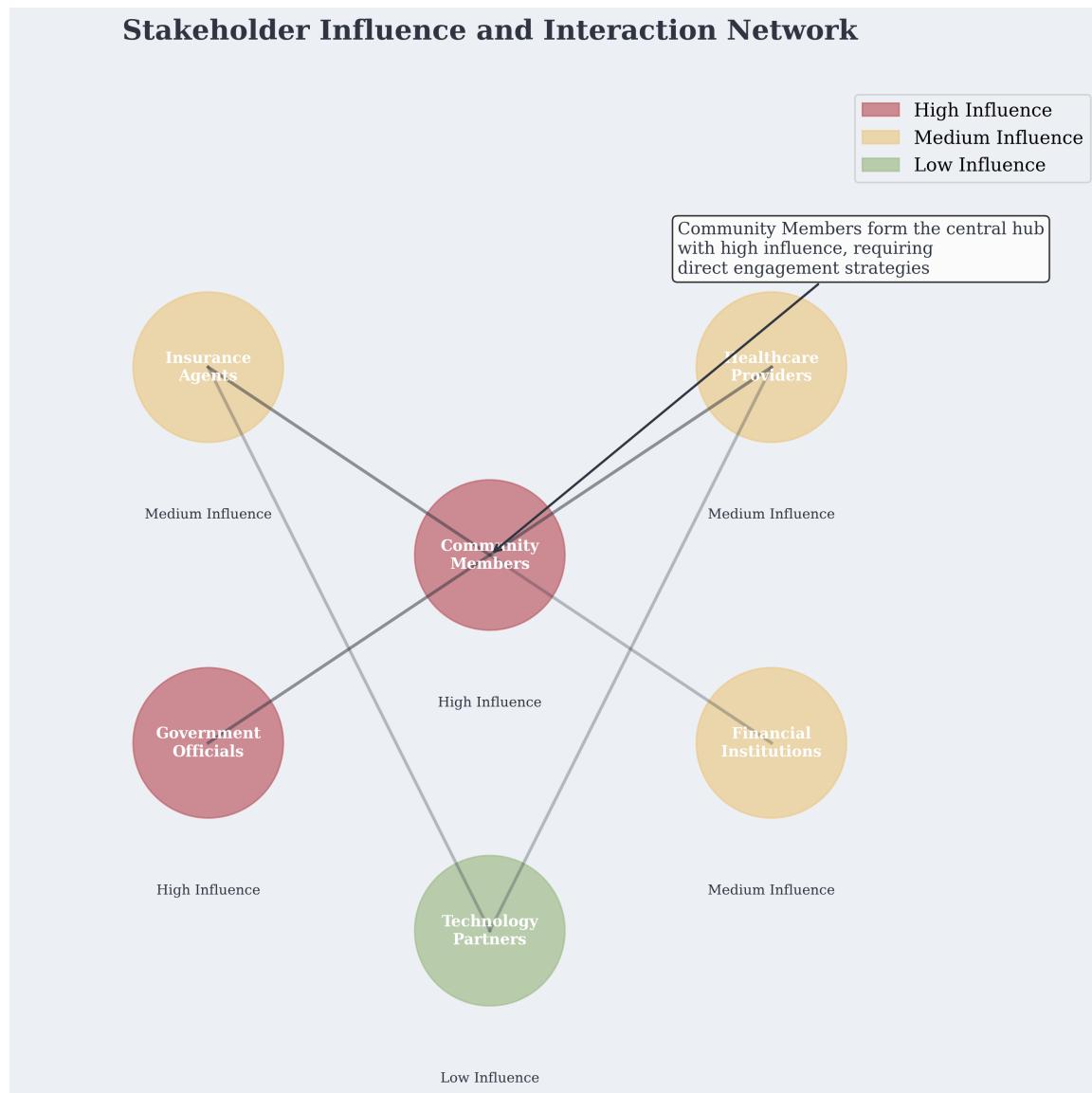


# ASSIGNMENT 2: STAKEHOLDER MAP

Course: Field Project | Academic Year: 2025-26



**Figure 1: Stakeholder Influence and Interaction Network**

## STAKEHOLDER ANALYSIS

Primary Stakeholders:

1. Community Members (High Influence)

- Role: Primary beneficiaries and end-users
- Influence Level: High - Their adoption determines project success
- Interaction: Direct engagement through surveys, demonstrations, feedback sessions
- Key Needs: Simple language, trusted intermediaries, flexible payment options

## 2. Insurance Agents (Medium Influence)

- Role: Intermediaries and service providers
- Influence Level: Medium - Can facilitate or block adoption
- Interaction: Professional collaboration and training partnerships
- Key Needs: Commission structures, simplified tools, customer trust

## 3. Healthcare Providers (Medium Influence)

- Role: Service delivery partners and credibility sources
- Influence Level: Medium - Influence through health service access
- Interaction: Indirect partnership through referral systems
- Key Needs: Streamlined claim processes, patient satisfaction

## 4. Government Officials (High Influence)

- Role: Regulators and policy makers
- Influence Level: High - Control regulatory environment and permissions
- Interaction: Compliance reporting and policy alignment
- Key Needs: Regulatory compliance, consumer protection, social impact metrics

## 5. Financial Institutions (Medium Influence)

- Role: Funding and payment processing partners
- Influence Level: Medium - Control access to financial infrastructure
- Interaction: Resource support and partnership agreements
- Key Needs: Risk assessment, ROI demonstration, regulatory compliance

## 6. Technology Partners (Low Influence)

- Role: Technical infrastructure and support providers
- Influence Level: Low - Support role but critical for functionality
- Interaction: Infrastructure support and technical partnerships
- Key Needs: Technical specifications, integration requirements, maintenance support

## **EXPLANATION (150-200 words)**

This stakeholder map reveals a complex ecosystem where community members form the central hub with the highest influence on project success. Their direct engagement and adoption of voice-powered insurance solutions will determine the overall impact and sustainability of the intervention.

The map shows critical interconnections between stakeholders. Community members' trust in local leaders creates pathways for technology adoption, while insurance agents' relationships with both communities and financial institutions create potential bridges or barriers. Government officials' regulatory role intersects with all formal stakeholders,

requiring careful compliance navigation.

The visualization highlights that successful implementation requires a multi-pronged engagement strategy. Direct community engagement must be complemented by capacity building for insurance agents, partnership development with healthcare providers, and regulatory alignment with government officials. The medium-influence stakeholders (insurance agents, healthcare providers, financial institutions) form a critical support network that can amplify or hinder adoption.

This stakeholder analysis informs our engagement strategy: prioritize direct community relationships while systematically building partnerships with medium-influence stakeholders and ensuring regulatory compliance with high-influence government bodies.