

**Funding Source:**

Australian Agency for
International Development
(AusAID) - 45%, CHC - 55%

Program:

Enterprise Challenge Fund for the
Pacific and South East Asia

Project Name:

Measure for Economic and
Accelerated Development for All
(MEADA)

Project Location:

Kampot, Kaep, Sihanouk Ville
Province, Cambodia

Project Start Date:

1 July 2009

Project End Date:

30 June 2012

Total Grant Funds Approved:

A\$198,450

CHC (formerly Cambodia Health Committee)

ABOUT THE COMPANY

CHC – Limited, a registered micro-finance institution and formerly known as Cambodian Health Committee Credit Program, began as a micro-credit program of the Cambodian Health Committee in March 1994. This was part of an effort to reduce tuberculosis incidence through a broader poverty reduction program.

The company now provides micro-finance services through six CHC provincial branches in Phnom Penh, Kep, Kampot, Kandal, Siem Reap and Sihanouk Ville. CHC has also recently provided micro-insurance to rural families to provide protection in the event of an accidental death in the family.

ABOUT THE PROJECT

Measure for Economic and Accelerated Development for All (MEADA) is CHC's life insurance program that provides protection for immediate family members of CHC clients in the event of accidental death. Insurance policies are paid by small premiums included in the loan repayments. CHC's program will use ECF funds to expand its reach, increase the total number of CHC borrowers covered by life insurance and offer an education program for clients on health matters, family planning and insurance benefits.

BENEFITS TO THE POOR

The targeted beneficiaries of the project include rural low income households, smallholders and owner/operators of micro-enterprises in several regions of Cambodia who currently have no access to any type of insurance.

Approximately 30,000 Cambodians are expected to benefit from the service by 2012. Eighty per cent of beneficiaries are expected to be women.

Other anticipated benefits of the project include:

- An additional 15 micro-insurance management positions in CHC MEADA
- Up to 150 new agent positions with CHC Ltd.
- Survival of more micro-enterprises following accidental death in a family.

This project is the first of its type in Cambodia for a non-NGO organisation and an excellent model for others in Cambodia. By offering a micro loan/insurance package it is expected that borrowers will be more interested in taking out micro loans and this will provide benefits to an increased number of poor families and microenterprises.

In the longer term, CHC plans to build on the experience gained through this project by introducing disability benefits and health insurance to the rural poor.

THE ROLE OF ECF FUNDING SUPPORT

ECF funding will enable CHC to extend its micro-insurance program to disadvantaged populations in Cambodia who are currently have no access to insurance. The financial position of CHC could not meet all the associated costs.

Commercial finance was not available as there is currently no legal framework or regulatory procedures addressing micro-insurance in Cambodia.

For more information please visit our website
www.enterprisechallengefund.org



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