

IPPB: Agent management system and associated processes



Problem statement/objective

IPPB's current agent network has a limited skill-set and time, considering the current nature of duties. They find it difficult to explain and sell a range of financial products and services that come with new partnerships with other financial institutions and FinTechs. MSC is providing long-term TA to IPPB to get an alternate arrangement to solve twin problems.

MSC's solution

- Platform - MSC helped IPPB develop the features of the agent management system and the processes that would enable the coexistence of the DoP and non-DoP agent networks
- People - MSC helped IPPB identify under-utilized talent such as the NSSO agents who provide nation-wide coverage and can be trained to play the face of IPPB

Key learnings and challenges

Multiple stakeholders- Multi-stakeholder engagement and agreements need to be handled clearly and promptly to minimize chances of delay

Protracted procurement- The government's process of procurement through tendering can impact the quality of the solution as well as the time to market

Proposed targets / achieved targets

Indicators	Target	Achieved	Potential impact
Alternate agents planned to be onboarded through the new platform	30,000	Planned	More than 98 million (2x of the current customer base) customers will be targeted and served through the postal and non-postal channels

Scale-up plan

The new platform will offer additional livelihood opportunities to segments such as the 100,000-strong NSSO agents.

- Capacity building: Once the platform is developed, MSC will work with IPPB to enhance the capacity of the alternate agent network, including NSSO agents
- Cost: MSC will also work with IPPB to develop a cost framework to rationalize agent incentive, device cost, and other OPEX heads



Grant head: IPPB

