Ministry of Rural Development

Bima Sakhi Yojana: A unique model of social security and women empowerment

The reach of ‘Bima Sakhi Yojana’ will be expanded to promote insurance inclusion in rural areas

Women to secure employment, villages to benefit with social security

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A significant Memorandum of Understanding (MoU) has been signed between the Ministry of Rural Development and Life Insurance Corporation of India (LIC), aimed at promoting financial inclusion in rural India and empowering women. As per this partnership, trained women from Self Help Groups (SHGs) across the country will be appointed as ‘Bima Sakhis’ at the Gram Panchayat level.

This initiative aligns with Prime Minister Shri Narendra Modi’s vision of ‘Insurance for All by 2047’ and the goal of a self-reliant India (Atmanirbhar Bharat). The ‘Bima Sakhi’ scheme aims to not only make women financially independent but also ensure the effective delivery of social security schemes to rural communities.

‘Bima Sakhis’, especially in rural and semi-urban areas, will function as insurance agents, providing affordable insurance solutions to millions of households. Leveraging their local knowledge and social connections, they will raise awareness about the importance of insurance, LIC products, and financial security within their communities.

Key benefits of the scheme:

- Economic Empowerment of Women: ‘Bima Sakhis’ will become self-reliant through entrepreneurship.
- Job Creation and Female Workforce Participation: Increased participation of women in the rural workforce.
- Flexible and Inclusive Insurance Network: Community-based, trustworthy, and affordable insurance services will become accessible.

By interlinking social security and women empowerment, the ‘Bima Sakhi Yojana’ is emerging as a landmark initiative in advancing economic inclusion across India’s rural landscape. Moving forward, efforts will continue to expand this partnership into a national movement through state government support, coordination with skill development programs, and active community participation.

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