

**GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS
DEPARTMENT OF POSTS**

**RAJYA SABHA
UNSTARRED QUESTION NO. 973
TO BE ANSWERED ON 13TH FEBRUARY, 2025**

SAMPOORNA BIMA GRAM YOJANA

973 # SHRI TEJVEER SINGH:

Will the Minister of Communications be pleased to state:

- (a) whether Government has set any timeline to provide insurance coverage to all villages across the country under the Sampoorna Bima Gram (SBG) Yojana, if so, the number of villages benefited under the scheme so far;
- (b) whether any special campaigns are being run by Government under the SBG Yojana for creating awareness about insurance and registration of beneficiaries in rural areas; and
- (c) whether any special efforts are being made by public sector banks and post offices to increase the access to insurance in rural areas under the SBG Yojana?

ANSWER

**MINISTER OF STATE FOR COMMUNICATIONS AND RURAL DEVELOPMENT
(DR. PEMMASANI CHANDRA SEKHAR)**

(a) Bima Gram Yojana is an initiative of Department of Posts to provide life insurance to the people living in rural areas. Under Bima Gram Yojana, a minimum of 100 households in each of the identified villages are to be brought under the coverage of at least one Rural Postal Life Insurance (RPLI) policy in each household. The premium paying capacity of a person is one of the critical elements in implementation of the initiative. Bima Gram Yojana is a continuous process. Further, 46739 villages have been covered under Bima Gram Yojana so far.

(b) & (c) Various steps have been taken by the Government to create awareness among rural population about the advantages of taking Postal Life Insurance (PLI) and Rural Postal Life Insurance (RPLI) policy. Promotion and publicity of PLI and RPLI is done by way of advertisement through social media campaigns, radio jingles, outdoor publicity and organisation of awareness camps and melas throughout the country.
