



Bima Vahak: IRDAI

Why in News?

Recently, [IRDAI \(Insurance Regulatory and Development Authority of India\)](#) has issued a draft Guidelines for Bima Vahak, which is a dedicated distribution channel to reach out to rural areas with the aim to improve insurance penetration in the Hinterland.

What is Bima Vahak?

▪ About:

- Bima Vahak Program is one of the components of [IRDAI's "Insurance for all by 2047" goal](#), which aims to improve the accessibility and availability of insurance products throughout India.
- It will serve as a **crucial last-mile connection for insurers by establishing a field force of both corporate and individual** representatives. These representatives, known as Bima Vahaks, are responsible for the **distribution and servicing of insurance products**.
- The Bima Vahak scheme is closely aligned with the Lead Insurers concept introduced by IRDAI.
 - Lead Insurers coordinate the deployment of resources to ensure maximum coverage of Gram Panchayats, which are Local Self-Governance units in India.

▪ Objectives:

- It focuses on onboarding **women as Bima Vahaks**, as they can gain the trust of locals and facilitate insurance penetration in various communities.
- By engaging with the local population, Bima Vahaks aim to enhance accessibility and awareness of insurance in every nook and corner of the country.

▪ Significance:

- The Bima Vahak initiative is expected to significantly contribute to enhancing insurance inclusion, raising awareness, and adapting **insurance offerings to meet the diverse needs and aspirations of people** in every Gram Panchayat across India.

What is IRDAI?

- IRDAI, founded in 1999, is **a regulatory body created with the aim of protecting** the interests of insurance customers.
 - It is a statutory body under the IRDA Act 1999 and is under the jurisdiction of the Ministry of Finance.
- It regulates and sees to the development of the insurance industry while monitoring insurance-related activities.
- The powers and functions of the Authority are laid down in the **IRDAI Act, 1999 and Insurance Act, 1938**.

[Source: TH](#)

