

Take it easy!



Agriculture Insurance Partnerships

November 7th, 2018

Crop Insurance

Indian Agricultural landscape :Biggest employment sector for the country



Contributes 14% to GDP and employ more than 50% workforce



Demographically broadest economic sector playing key role in socioeconomic fabric



70% small and marginal farmers using old and manual production techniques



Less than 40% of land is irrigated leading to high dependency on weather

Crop Insurance

Need of Partnerships

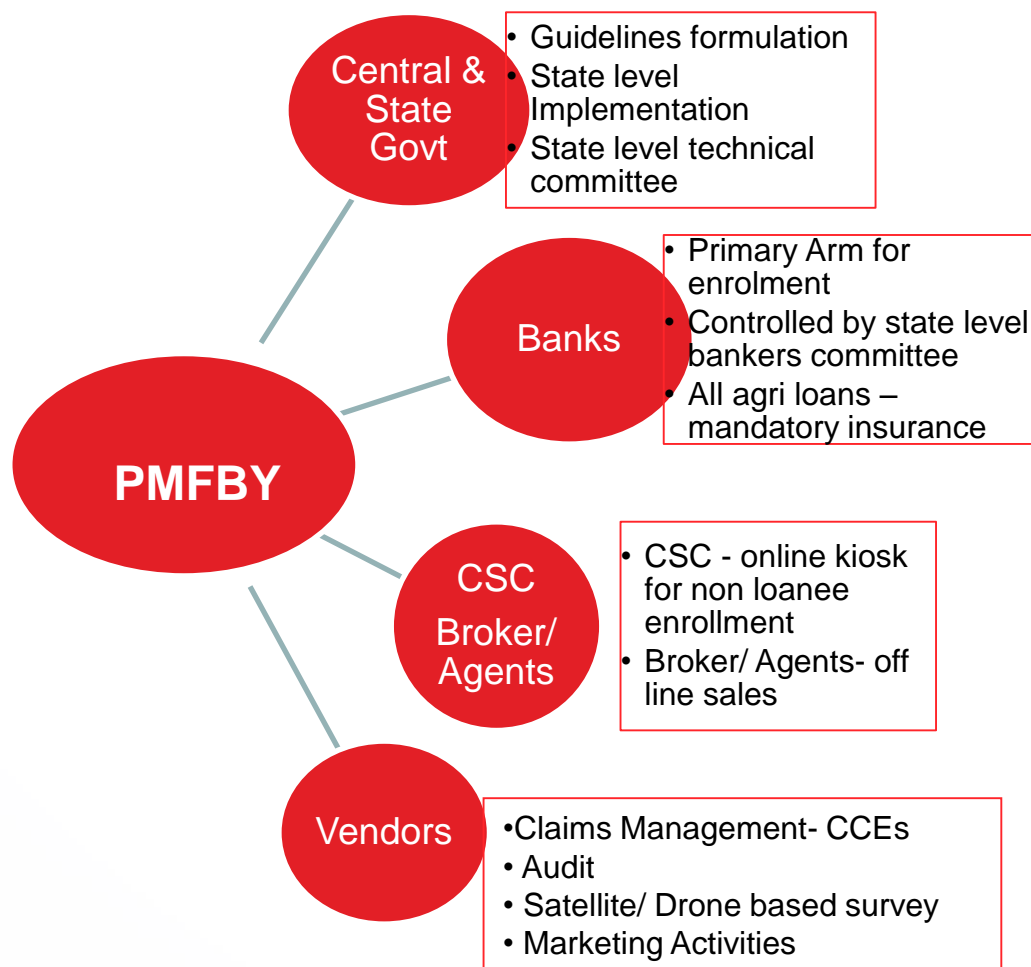
- Reach – Geographical spread
 - Bank branches at village level – Min 500 branches /district
 - Huge enrolment count – Target is to cover 50% farmers by 2020 (60 mn)
- Document collection & QC
 - Mandatory documents for non loanee – sowing certificate, land record, ID proof, bank passbook
 - Approx non loanee farmers enrolled via intermediary – 9-10 mn
- Enrolment within time limit
 - Short period :15 days-1 month
- Count of CCEs
 - Ranges from 5000-50000 depending upon clusters per state
- Short Time period of CCEs
 - Harvesting window just 2-3 weeks
- Over insurance/Moral Hazard
- Scarcity of Trained Manpower – Mandates manpower availability at Tehsil level
- Huge emphasis on marketing – 0.5% of total premium to be mandatorily spent
- Use of technology – Satellite and Drone

Crop Insurance Partnerships

Primary Partner - Government

**HDFC
ERGO**

GENERAL INSURANCE



Central Govt

- Apex body who finalizes & amends the guidelines
- Approves insurance companies (IC) for participation
- Rank and monitor each ICs performance
- Weekly reporting of all states and ICs
- Portal development and maintenance

State Govt

- State wide implementation
- Bidding and allocation to ICs
- ICs to report to state govt on day to day developments
- Marketing activities to be coordinated
- Crop cutting experiment (CCE) to be done efficiently
- Yield data management

PMFBY Coverage Details- HDFC ERGO

Year	No of farmers	Premium (\$ Mn)
2016-17	5,053,998	379
2017-18	2,185,352	258

Banks

- Approx 1,00,000 bank branches forms the part of crop insurance network
- All schedule Banks , Rural Banks & Cooperative societies together forms this channel
- Portal entry of insured data done by the bank
- ICs to cover all branches for training /meeting
- Cooperative & Rural Banks contributes the maximum

Common service Center (CSC)

- 125000 online kiosks at village level
- Real time farmer enrolment and document upload
- Online premium payment and receipt generation
- Acts as facilitation centers for ICs at Taluka level

Broker/ Agents

- Non loanee enrolment
- Off line data collection & upload
- Farmer door step enrolment & document collection

Vendor- Manpower

- CCE monitoring on behalf of IC
- Bank/broker enrolment Audit
- Non loanee enrolment
- Marketing activities – Van campaign , Camps

Vendor – Technology

- Satellite & Drone based claim assessment
- App development

Marketing: Agri workshops, Kisan melas, Farmers and Bankers meeting



Crop Insurance workshop Moradabad, UP



Participation in Krishi Vsant mela, Nagpur



Farmers meeting, Palamu



Bankers meeting, Dumka CCB, Jharkhand

GENERAL INSURANCE



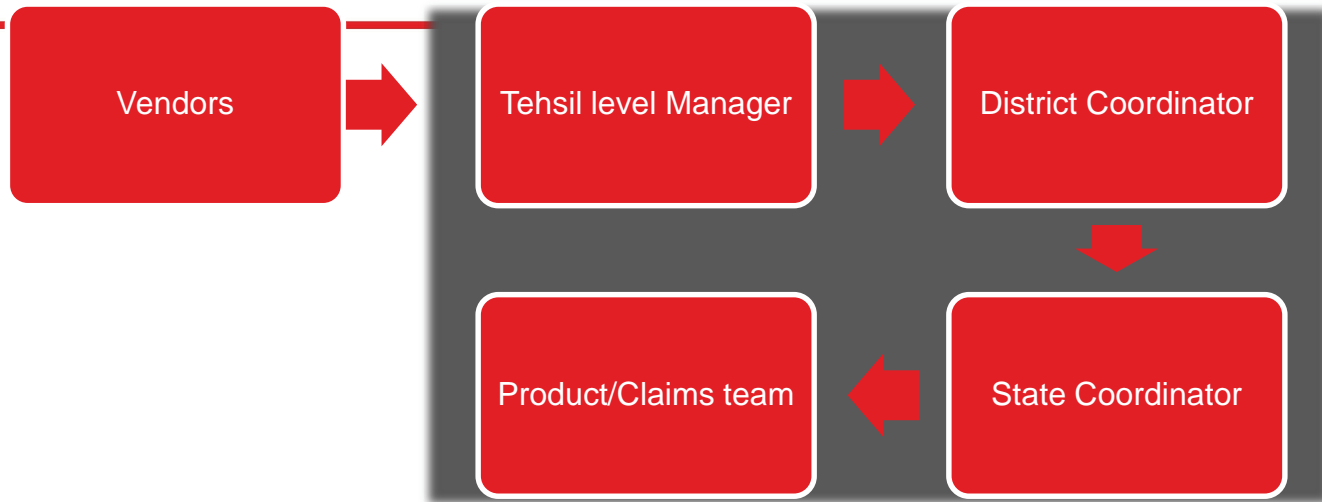
CSC Training , MP



Company Confidential

Claims Management

CCE monitoring through vendors



- **Tehsil Infrastructure** - Primary Infrastructure at tehsil level via CSC centres in addition to our own / group company district level offices
- Our integrated team strength of 237 in addition to around 500 Vendor manpower
- Higher CCE counts make it difficult to manage without vendors
- CCEs monitoring is the key to control claims
- Sanity of yield data to be monitored at ground level

CCE Monitoring Planning Kharif 2016					
State	Total No of CCEs	Targeted CCEs to be Monitored	Targeted % CCE	Targeted % Exposure	% Exposure Monitored
Gujarat	48,154	15,888	33%	80%	60%
MP	16,660	13,814	83%	83%	80%
Odisha	3,784	2,260	60%	79%	52%
Maharashtra	9,128	6,126	67%	73%	85%
Total	77,717	38,088	49%	80%	69%

Claims Management

Satellite and Drone based

Study Purpose	Type	State	Districts
Sown area and cropping pattern	Satellite Based	Odisha	All districts
		Maharashtra	Beed
		Gujarat	Amreli, Junagadh, Jamnagar, Porbander, Dwarika, Morbi
		MP	All districts
Yield Estimation(NDVI Based)	Satellite Based	Odisha	Khurdha, Nayagadh
		Gujarat	Jamnagar, Porbander, Dwarika, Morbi
		MP	Sagar, Damoh
Catastrophic Loss assessment	Drone Based	Maharashtra	Beed
		Gujarat	Junagadh
Localised Yield Estimation(Image based)	Drone Based	MP	1 Block
		Gujarat	1 Block

- Study projects for sown area estimation and yield estimation via Satellite based images
 - Landsat 8
 - Rapid Eye
- Monitoring Catastrophic losses and localised yield estimation via Drone based study



Thank You