

PRESS RELEASE

21.07.2025 – PAN INDIA



LIC enters into MOU with DoRD, Ministry of Rural Development, GOI to promote Bima Sakhi Yojana in rural areas

Life Insurance Corporation of India has entered into a Memorandum of Understanding (MoU) with Department of Rural Development, Ministry of Rural Development, Government of India to promote its Bima Sakhi Yojana in rural areas. The MoU was signed during the National Conclave on Financial Inclusion – “Anubhuti” – organized by Ministry from 8th to 10 July 2025 at Goa.

LIC’s Bima Sakhi Yojana is exclusively designed to help women get a strong foothold in the highly lucrative insurance distribution scheme. It’s a performance oriented stipendiary LIC agency career only for women where, all other benefits and privileges available for LIC agent is also provided. It has been designed to enable women have long term financial independence and add more strength to industry. Under this scheme Bima Sakhi agents are provided with facility to receive monthly stipends of Rs 7000 in first, Rs 6000 in second and Rs 5000 in the third agency year, subject to some terms and conditions.

Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY – NRLM) goals has been found to be in perfect alignment with the deliverables under Bima Sakhi Yojana. This MoU has been entered in to, to leverage the collaboration for benefit of the rural households in their pursuit of improving their household income.

Dated at Mumbai on July 21st, 2025.

For Further Information please contact:

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