

GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF FINANCIAL SERVICES
LOK SABHA

UNSTARRED QUESTION NO. 3235

Answered on Monday, August 9, 2021/ Sravana 18, 1943 (Saka)

PM Suraksha Bima Yojana

3235. SHRI KANUMURU RAGHU RAMA KRISHNA RAJU:

Will the Minister of FINANCE be pleased to state:

- (a) whether the Government is aware that PM Suraksha Bima Yojana is not attracting the people in the desired manner due to lack of awareness;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether it is a fact that there is no proper advertisement and supervision on the implementation of the programme; if so, the details thereof; and
- (d) the steps taken/being taken by the Government to increase the awareness among the people to attract towards the scheme?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE
(DR BHAGWAT KARAD)

(a) & (b) : Pradhan Mantri Suraksha Bima Yojana (PMSBY) was launched on 9th May, 2015 with a view to enhance the level of insurance penetration in the country and to provide insurance cover to common people, especially poor and the under-privileged sections of the society. The enrolments under PMSBY have gradually increased since its launch with cumulative enrolments of 23.88 crore upto 21st July, 2021.

(c) & (d): Some of the steps taken to increase the awareness about the scheme among the people are as under: -

- i. The Public Sector insurance companies and banks organize campaign through media to create awareness amongst large sections of population and also carry outreach efforts to facilitate access to the schemes.
- ii. Regular advertisements about PMSBY are being carried through newspapers, TV and Radio.
- iii. An exclusive website www.jansuraksha.gov.in has been created to host all relevant material / information including forms, rules, frequently asked questions (FAQs) etc. related to this scheme.
- iv. Posters and banners about the scheme are displayed at prominent places in bank branches and Insurance Companies across the country.
