



AGRICULTURE INSURANCE COMPANY OF INDIA LTD

How TCS BaNCS enabled Agriculture Insurance Company of India Ltd to accelerate service delivery to over 24 million farmers

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Absent crop insurance, local farming communities would be left to absorb the devastating losses caused by deadly storms, prolonged droughts, and the onset of pests and crop diseases.

Agriculture Insurance Company of India Limited (AIC), through a network of 17 regional offices across the country, annually insures 24 million farmers against crop losses, making it the largest crop insurer in the world. Through its efforts, AIC strengthens the ability of the entire agricultural sector to recover from natural risks and perils by offering insurance covering all major crops with innovative and farmer-friendly insurance policies.

One of the main challenges for AIC has been the sheer size of India. The organization's vision of bringing financial stability to rural India can only be truly fulfilled if it can deliver services even to the most remote farming communities.

In order to make the nationwide delivery of insurance services a reality, AIC selected to deploy the core insurance modules from TCS BaNCS.

Bountiful Benefits

Named after the Indian Goddess of Bounty, "Project Annapoorna" was launched to ensure that AIC could fulfill its mandate by serving farmers across the country, no matter how remotely they were located.

One of the initial steps was to unify fragmented databases from 17 regional offices onto TCS BaNCS, allowing AIC to eliminate manual processes and gain a single view of enterprise data. The TCS BaNCS implementation consisted of core insurance modules including business partner maintenance, policy issuance, policy servicing, commissions, business performance tracking, claims, reinsurance, document generation and grievance handling. All of these modules together enabled AIC to streamline its business processes, automate manual functions and increase the speed of service delivery to farmers, while lowering costs.

Today, Project Annapoorna encompasses an end-to-end, web-based, integrated IT solution with streamlined business processes and automated administrative functions, covering all aspects of IT including hardware, software, networking and support.

The benefits to customers span the entire lifecycle of the relationship with AIC:

- Multichannel capabilities allow customers to sign up for crop insurance services without having to travel to AIC branch offices.
- Using a wide range of customizable business intelligence reports for trend analysis and forecasting, AIC can better analyze, design and improve crop insurance products, and the fast turnaround for new and modified products through TCS BaNCS better meets the changing demands of farmers.
- Instead of claims payments moving through multiple layers of banks and rural branches, AIC has implemented direct electronic payment transfer, enabling claims payments to be posted directly to farmers' bank accounts. Premiums can also be collected electronically, leading to higher efficiency and smarter utilization of cash.
- AIC has made its insurance products available for online and offline origination by the extensive agency force of the General Insurance Public Sector Companies of India (GIPSA). The addition of GIPSA as an active sales channel combines the financial economies of scale with the social benefit of bringing more farmers under the protective umbrella of AIC.

Overall, from both a business perspective and in terms of AIC's mission, the results have been phenomenal: Soon following the implementation, AIC more than doubled the number of farmers enrolled in crop insurance schemes, tripled the total land acreage insured, and quintupled its gross premium income.

AIC is now in a better position than ever to achieve its vision of a protective net over the agricultural activities of India. ■

Recognition for Project Annapoorna

Won "Best Policy Administration" Award at Model Insurer Asia 2013 instituted by a leading financial analyst firm

The TCS BaNCS impact

- 395% increase in revenue, post implementation
- 126% increase in the number of farmers enrolled in crop insurance
- 212% increase in land insured