

# IFFCO-Tokio launches Barish Bima Yojna

Bhubaneswar: IFFCO-Tokio General Insurance Co. Ltd. (ITGI) on Wednesday announced the launch of its weather insurance policy for kharif crops — Barish Bima Yojna (BBY) — in Cuttack, Ganjam, Khurda and Nayagarh districts. The BBY, an index-based weather insurance product, provides protection to the farmers against anticipated deficiency in crop yield due to both deficit and excess rainfalls depending upon the location, weather conditions and crop requirement of a specific region. With this, the product is now available in 11 States this year. Out of these States, the product covers risk from both deficit and excess rainfalls in six, including Orissa. Business Head-Orissa IFFCO Tokio General Insurance Ashok Mishra said, "The company has expanded the reach of BBY to Orissa providing farmers with products that cater to the specific needs of different agricultural regions."