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Village Adoption by Future Generali India Insurance

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Future Generali India Insurance Company Limited (FGII), the general insurance arm of the joint venture between retail giant Future Group and global insurer Generali, has adopted four padas viz., Kadav Pada, Bhonge Pada, Gawari Pada and Kamat Pada in Palghar district, Maharashtra. With a vision to facilitate integrated and holistic

development of the village, the organisation aims to provide access to sanitation, clean water, electricity, adult education and vocational training to the 132 households covering a population of 591 in the adopted padas. This adoption is a part of Future Generali India's CSR programme 'Sneh' through which it is committed towards constructing and supporting sustainable solutions for key issues related to Education, Health and Environment. The project is being executed in association with Lokanayak Jayaprakash Narayan Leprosy Eradication Trust, an organisation dedicated to village upliftment work across the State.

K.G Krishnamoorthy Rao, Managing Director and Chief Executive Officer of FGII along with senior management and other employees from the Company graced the formal inauguration of the project, bringing cheer to the residents of the village.

K.G. Krishnamoorthy Rao, Managing Director and Chief Executive Officer of Future Generali India Insurance Company Limited commented on the launch, “We believe that, besides the government, even corporates have the responsibility of viable and inclusive growth of the country. At Future Generali India, we promote an open and transparent dialogue between the community and our organisation to understand the challenges faced by the people. Through this village adoption programme, we aim to fill the technical or environmental gaps in order to enhance the livelihood of villagers and hope to make steady changes in their lives.”



Future Generali India has already started the process of constructing toilets for each household, well, borewell, solar street lights and distribution of solar lanterns to the beneficiaries. The Company is also dedicatedly striving towards achieving literacy among elders by means of providing adult education to them. Additionally, in order to strengthen the women SHG groups in the village, Future Generali India plans to distribute goats as well as aim to provide training in goat farming to the community women.

In addition to the above interventions, FGII has supported the infrastructural needs of the local Zilla Parishad school by repairing toilets and providing shelves for the school library along with donating books to the school. It has also donated clothes and other essential items to the villagers as well as toys to the Balwadi as part of its yearlong ‘Employee Giving’ campaign.