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CXOWORDS

M A G A Z I N E

**INSURING
PROSPERITY:
TRANSFORMING
AGRICULTURAL
RISK
MANAGEMENT**

by Bisheshwari Singh
Director
Global Ark

**SPECIALIZE IN
IMPLEMENTING
AND MANAGING
COMPREHENSIVE
SECURITY
FRAMEWORKS**

by Animesh Kumar
Founder & CEO
Raga Future

BISHESHWARI SINGH
DIRECTOR, GLOBAL ARK

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CONTENTS

Editor's Note

by Arati Singh

02

Insuring Prosperity: Transforming Agricultural Risk Management

by Bisheshwari Singh

Director

Global Ark

03

Specialize in implementing and managing comprehensive security frameworks

by Animesh Kumar

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06



Arati Singh

Editor-in-Chief

In the ever-evolving corporate landscape, where leadership, innovation, and strategic vision shape the future, CXOwords stands as a platform that amplifies the voices of industry leaders. Our mission is to bring insightful narratives, transformative business strategies, and inspiring leadership journeys to the forefront, creating a knowledge-driven ecosystem for professionals across industries.

In this edition, we delve into the stories of visionaries who are redefining business excellence, embracing digital transformation, and leading with resilience in an increasingly complex world. From thought leadership articles to expert opinions and case studies, CXOwords curates content that empowers, educates, and inspires the next generation of corporate leaders



INSURING PROSPERITY: TRANSFORMING AGRICULTURAL RISK MANAGEMENT

*by Bisheshwari Singh
Director, Global Ark*

India's agricultural sector, a cornerstone of the nation's economy, faces numerous challenges, including unpredictable weather patterns, natural disasters, and market volatility. In this context, agricultural insurance plays a critical role in mitigating risks and ensuring the financial stability of farmers. This article explores the journey of Bisheshwari Singh, a seasoned professional with over two decades of experience in the insurance industry, and his role in shaping the landscape of agricultural insurance support through Global Ark Consultancy Services Pvt Ltd.

A Career Dedicated to Insurance

Bisheshwari Singh's career is a compelling narrative of dedication, strategic thinking, and a deep-rooted commitment to the insurance sector. His professional journey spans over 25 years, with a significant portion dedicated to navigating the intricacies of the insurance industry.

Early Career and Diverse Experience

Mr. Singh's early career provided him with a diverse skill set and a strong foundation in various aspects of business. He held key positions in organizations such as ORIX Auto Finance (India) Ltd. and IL & FS Limited, where he honed his skills in finance, marketing, and strategic planning. This diverse exposure equipped him with a holistic understanding of business operations, which would later prove invaluable in his insurance career.

A Focus on Insurance

Mr. Singh's foray into the insurance sector marked a turning point in his career. He joined Iffco Tokio General Insurance, where he held various leadership roles, including Head of Retail Lines and Business Head - MP Operations. During his tenure, he demonstrated his ability to drive business growth, establish new operations, and manage key accounts. His achievements at Iffco Tokio, such as significantly increasing business volume and establishing weather-based insurance products, underscore his expertise in the field.

Leadership Roles and Strategic Impact

Mr. Singh's career progressed rapidly, and he assumed increasingly senior roles. At Universal Sompo General Insurance Company Ltd., he served as Chief Marketing Officer and Zonal Head, where he was responsible for business development, sales and distribution, and channel management. He played a pivotal role in developing and implementing strategies that drove business growth, expanded market reach, and strengthened channel partnerships.



Key Career Highlights

- Consistently achieved sales targets and built high-performing teams.
- Successfully launched new insurance products and developed marketing plans.
- Established and managed operations in new territories, driving business growth.
- Forged strong relationships with key accounts and channel partners.
- Demonstrated expertise in channel management, sales and marketing, and business development.

In 2021, Bisheshwari Singh embarked on a new chapter in his career by becoming the Director and Promoter of Global Ark Consultancy Services Pvt Ltd. This venture reflects his vision to provide comprehensive and specialized support to the agricultural insurance sector.

A Focus on Agricultural Insurance

Global Ark Consultancy Services Pvt Ltd. was founded with a clear objective: to bridge the gap between insurance companies, government agencies, and farmers in the realm of agricultural insurance. The company recognized the unique challenges faced by farmers in India, such as crop losses due to natural calamities and lack of awareness about insurance schemes. Global Ark aims to address these challenges by providing a range of services that facilitate the effective implementation of agricultural insurance programs.

The company's primary objectives include

- Providing crop insurance estimation services to insurance companies.
- Offering satellite and digital imagery solutions for crop monitoring and assessment.
- Liaisoning with government agencies and departments of agriculture.
- Launching new products and generating business intelligence.
- Designing and executing campaigns to promote agricultural insurance schemes.

Global Ark envisions becoming a leading consultancy in the agricultural insurance sector, playing a vital role in protecting farmers' livelihoods and promoting sustainable agricultural practices.

Providing Comprehensive Agricultural Insurance Support

Global Ark Consultancy Services Pvt Ltd. offers a comprehensive suite of services designed to support the effective implementation of agricultural insurance programs. These services cater to the needs of insurance companies, government agencies, and farmers, ensuring a seamless and efficient process.

Core Services

• **Insurance Crop Estimation:** Global Ark provides accurate and timely crop estimation services to insurance companies. This involves utilizing advanced techniques and technologies to assess crop yields and potential losses, enabling insurers to make informed decisions regarding claims and payouts.

- **Satellite and Digital Imagery:** The company leverages satellite and digital imagery to monitor crop health, assess damage, and verify claims. This technology provides a cost-effective and efficient way to gather data over large areas, improving the accuracy and transparency of the insurance process.
- **Liaisoning and Government Coordination:** Global Ark acts as a crucial link between insurance companies and government agencies, facilitating communication, coordination, and compliance with regulatory requirements. This ensures the smooth implementation of agricultural insurance schemes and promotes collaboration among stakeholders.
- **Product Development and Business Intelligence:** The company assists in developing new insurance products tailored to the specific needs of farmers and the agricultural sector. It also provides valuable business intelligence to insurance companies, helping them to identify market opportunities and improve their offerings.
- **Campaign Design and Promotion:** Global Ark designs and executes campaigns to raise awareness about agricultural insurance schemes and promote their adoption among farmers. These campaigns utilize various channels to reach a wide audience and educate farmers about the benefits of insurance.

Impact and Future Directions

Global Ark Consultancy Services Pvt Ltd. is playing a crucial role in strengthening the agricultural insurance ecosystem in India. By providing accurate data, facilitating collaboration, and promoting awareness, the company is helping to ensure that farmers have access to the financial protection they need to mitigate risks and sustain their livelihoods.

Looking ahead, Global Ark is committed to expanding its services, leveraging new technologies, and forging strategic partnerships to further enhance its impact on the agricultural insurance sector. The company aims to contribute to the development of a more resilient and sustainable agricultural sector in India.

Bisheshwari Singh's journey is a testament to the power of dedication, expertise, and a passion for making a difference. Through Global Ark Consultancy Services Pvt Ltd., he is leveraging his extensive experience to provide vital support to the agricultural insurance sector, helping to protect farmers and promote sustainable agriculture in India. His efforts are contributing to a more resilient and secure future for India's agricultural community.

SPECIALIZE IN IMPLEMENTING AND MANAGING COMPREHENSIVE SECURITY FRAMEWORKS

Founder at Raga Future, speaker to various security events, Security Leader with over 15 years of experience in Information Security and Governance. I specialize in implementing and managing comprehensive security frameworks across global organizations, now leading cybersecurity services and solutions through Raga Future. My expertise spans multiple compliance standards including PCIDSS, ISO 27001, HiTrust, SOC2, NIST, and RBI GRC regulations.

Key Competencies

- Enterprise Security Architecture
- Risk Management & Compliance
- Security Audit Leadership
- Strategic Framework Implementation
- Regulatory Compliance
- Cross-functional Team Leadership
- Cyber awareness programs




Through Raga Future, I'm dedicated to providing cutting-edge cybersecurity services and solutions to organizations while actively engaging with the central government on strategic initiatives for cybersecurity excellence in India, focusing on enhancing the national cybersecurity posture.

Previously led strategic security initiatives at:

- Ugro Capital
- Biz2Credit
- Jubilant Foodworks
- UnitedHealth Group (UHG)
- TCS
- HCL

Passionate about building robust security ecosystems and driving cybersecurity transformation. Currently have proposed project Nirbhaya to government.



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