

## Success Stories of Tripura under PMFBY -Kharif 2020

## Accrued 595% growth in Farmer enrolment over previous season

HDFC ERGO General Insurance Company Ltd. is implementing PMFBY scheme Tripura for kharif-2020. During the implementation it has been noticed that there is huge scope of coverage of Loanee & Non Loanee farmers in all districts. The team HDFCERGO strategically planned and conducted several activates, resulted in increased enrolment of total 206065 Farmers.,

## **Enrollment Comparison**

Implementing Agency	Scheme	Season	Farmer Type	No of Farmer	Area insured (in Hect)	Farmer Growth over previous year(%)	Area Growth over previous year(%)
Royal Sundaram	PMFBY	Kharif 2017	Loanee	1,931	953		
GIC Ltd.			Non Loanee	389	54		
HDFC Ergo GIC	PMFBY	Kharif 2019	Loanee	1,949	1,158	1%	22%
Ltd.			Non Loanee	27,682	3,875	7016%	7125%
HDFC Ergo GIC	PMFBY	Kharif 2020	Loanee	11,507	3,079	490%	166%
Ltd.			Non Loanee	194,558	28,157	603%	627%

This growth is achieved due to extensive Awareness activities conducted at grass root level which are as follows:

 Effective co-ordination with District Collector and District and Agriculture department to conduct District level and Block level meeting for awareness.

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- Successfully conducted 8 District level Workshop with Agriculture official and updated regular activities for Non Loanee coverage.
- We have organized District level online training for Bankers and also done 100% bank visit for increase the Loanee farmer coverage.
- Team HDFC ERGO organized State level and District Level online training for all VLEs and also we have done all CSC centers for farmer enrollment.
- Appointed 56 CSC facilitation centers and provided them with all the portal related trainings and support for Non-Loanee enrolment through CSC Digital Seva.
- Conducted Block/ GP/Village level farmer awareness for maximize enrolment.
- The state team campaigned door to door activity creating farmers' awareness on PMFBY Scheme.
- Distributed 15000 leaflets, utilized 300 Banner &800Posters with government Officials, Banks,
   CSC centers under the guidance of DDA.
- We have done Press release twice in season.

## **Activity pictures**





DISTRICT LEVEL MEETING

**GP LEVEL MEETING** 

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**BLOCK LEVEL MEETING** 







**DOOR TO DOOR AWARNESS** 





DOOR TO DOOR AWARNESS

ON FIELD FARMER AWARNESS

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