

## Success Stories of Uttar Pradesh under PMFBY

### Growth of 1445% in Non Loanee Enrollment in Rabi 2022-23 aver Previous Years.

HDFC ERGO General Insurance Company Ltd. is implementing PMFBY Scheme in Uttar Pradesh in 8 Notified Districts i.e. Bhadohi, Chandauli, Ghazipur, Juanpur, Lalitpur, Mirzapur, Sonbhadra and Varanasi. During Implementation, It has been noticed that there is huge gap between registered number of farmers and Farmers covered under the umbrella of PMFBY. Hence, there was huge scope for coverage of Non-Loanee in the allocated Districts of PMFBY. The Team HDFC ERGO planned and executed comprehensive IEC Program before the cut-off date for the Month of December 2022.

District	Non-Loanee Enrollment			
	Rabi 2020-21	Rabi 2021-22	Rabi 2022-23*	Growth %
Bhadohi	82	93	187	201%
Chandauli	79	101	633	627%
Ghazipur	23	224	909	406%
Jaunpur	63	258	485	188%
Lalitpur	119	316	1788	566%
Mirzapur	90	103	315	306%
Sonbhadra	63	26	15046	57869%
Varanasi	125	449	3324	740%
<b>Total</b>	<b>644</b>	<b>1570</b>	<b>22687</b>	<b>1445%</b>

This huge growth is achieved due to extensive Awareness Activities Conducted which are as follows-

- Planning was prepared from Macro Level & Micro Level for the entire month of December.
- Successfully conducted District level Workshops in all the allotted Districts with Agriculture Official and CSC officials.
- Micro level Training and Meetings were planned and successfully executed –
  - 143823 Farmers were Interacted and educated on PMFBY.
  - 3849 Trainings and meetings were organised with multiple Stake Holders among Farmers at Gram Panchayat level.
  - 2908 Gram Panchayats were covered.
  - More than 900+ CSC /VLE were trained on PMFBY features and NCIP.

- Distributed 129990 IEC Material with all the Stake Holders to create the Awareness on PMFBY Scheme.
- 33634 Women farmers were approached and attended our Information Education and Communication programmes on PMFBY Scheme.
- More than 12000 Kilometers were covered by IEC Vans, enabled with Audio Visual was run with Educator to interact with the farmers
- Whole Ecosystem was created to Create Awareness through Various activities Like-
  - Bike Rally with CSC/VLE to create an awareness buzz.
  - Door to Door Campaign- Ghar Ghar Jagrukta Abhiyan
  - Kisan Pathshala- Ek Samvad
  - Kisan Sandhya- Interactive Group discussion along with Bonfire and Tea among Farmers
  - Meeting with FPOs, and SHGs at KVK and Panchayat Offices.
  - Women Farmer Pathshala- Mahila Shashaktikaran Rashtra Shashaktikaran.
  - Quiz Sessions with small goodies like Sapling, Back Pack, Jute Bag etc.

### Women Farmer Workshop



### District Level Workshop with Multiple Stake Holders



### Kisan Sandhya- Kisan Sandhya- Interactive Group discussion



### Bike Rally With CSC/VLE

