



## Success Stories of Bankura, West Bengal under PMFBY-Kharif 2018

### Accrued 454% growth in Non-Loanee enrolment over previous year

**HDFC ERGO GIC LTD** is implementing PMFBY in Bankura district in the state of West Bengal during Kharif-2018. During the implementation it has been noticed that there is huge scope of coverage of Non-Loanee farmers in the districts for which team HDFC ERGO conducted several activities which resulted into enrolment of **91983 Non-Loanee Farmers** as details given below.

Implementing Agency	District	Scheme	Season	No of Non Loanee Farmers	Area Insured in Hectare	Non Loanee Farmers Growth (%)	Area Insured Growth (%)
Cholamandalam General Insurance Co. Ltd	Bankura	PMFBY	Kharif 2016	15832	6316	-	-
National Insurance Co. Ltd	Bankura	PMFBY	Kharif 2017	16609	5607	5%	-11%
HDFC ERGO General Insurance Co. Ltd	Bankura	PMFBY	Kharif 2018	91983	41400	454%	638%

The growth of 454% achieved due to the extensive promotional activities conducted which are as under:-

- Coordination were done with District collector, Bankura and Agriculture department to organized meetings and awareness camps
- Conducted 100% Block level meetings (22 blocks) with all government officials engaged in Agri activity and given training related to PMFBY scheme & Agri Portal
- Conducted 4 District level Workshop with Agriculture officials and updated regular activities for Non Loanee coverage
- Conducted approximately 1150 village level meetings, training, Farmers meeting and Awareness camps in all the 190 Gram Panchayat of Bankura.
- Appointed 22 CSC facilitation centres and equipped them with all the portal related trainings and support to cover Non-Loanee through CSC Digital Seva..





Take it easy!



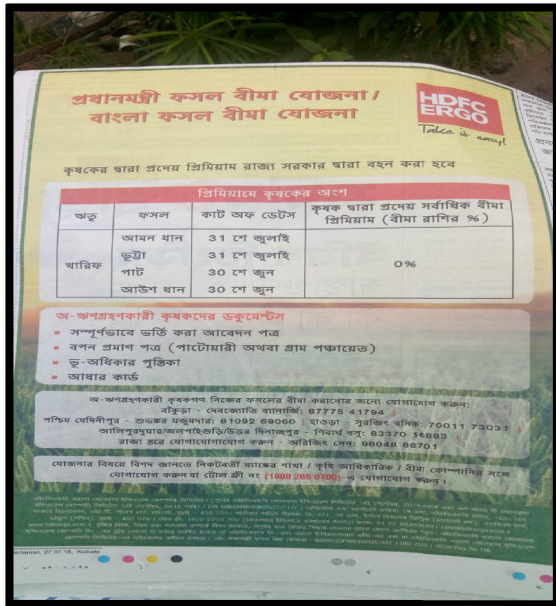
3. Gram Panchayat level Farmers meeting



4. Village level Non-Loanee Form fill up activity

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5. Newspaper Cutting



6. Leaflet Distribution in village





*Take it easy!*



7. Van Campaign