



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 GIC Ltd.	PMFBY	Kharif 2017	Loanee	1,931	953
			Non Loanee	389	54
HDFC Ergo GIC Ltd.	PMFBY	Kharif 2019	Loanee	1,949	1,158	1%	22%
			Non Loanee	27,682	3,875	7016%	7125%
HDFC Ergo GIC Ltd.	PMFBY	Kharif 2020	Loanee	11,507	3,079	490%	166%
			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.

- 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 & 800 Posters 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



BLOCK LEVEL MEETING



BANNER DISTRIBUTION



ON FIELD FARMER AWARENESS



DOOR TO DOOR AWARENESS



DOOR TO DOOR AWARENESS



ON FIELD FARMER AWARENESS