



## Success Stories of Assam under PMFBY Kharif2019/Rabi 2019

### Growth of 14256 % in Kharif 2019 and 2579% in Rabi 2019-20 against Previous Year Coverage

HDFC Ergo General Insurance Company Limited is being notified for implementation of PMFBY in Tinsukia, Lakhimpur, Cachar, Udalguri, Morigaon, Baska, and Kamrup Metro districts of Assam for Kharif-19 and Rabi 2019-20 Season. 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 enrollment of 1,48,975 Farmers in Kharif-19 and 1,07,193 farmers in Rabi 2019-20 seasons as details given below.

District	Kharif 2018		Kharif 2019		Growth %	
	Non-Loanee Covered	Non-Loanee Covered	Area Insured	Non-Loanee%	Area%	
Baksa	17	11,011	7,734	64771	3923	
Udalguri	0	21,744	21,524	21744	10015	
Lakhimpur	348	42,705	20,246	12272	1205	
Morigaon	0	18,813	12,384	18813	12601	
Tinsukia	643	16,491	10,114	2565	465	
Kamrup Metro	0	3,094	2,452	3094	1113	
Cachar	37	35,117	19,173	94911	5246	
<b>Total</b>	<b>1,045</b>	<b>1,48,975</b>	<b>93,627</b>	<b>14256</b>	<b>4938</b>	

District	Rabi 2018		Rabi 2019		Growth %	
	Non-Loanee Covered	Non-Loanee Covered	Area Insured	Non-Loanee%	Area%	
Baksa	117	10,937	7,911	9348	4563	
Udalguri	379	11,848	6,075	3126	2203	
Lakhimpur	1,787	37,296	11,388	2087	441	
Morigaon	11	13,709	10,221	124627	85250	
Tinsukia	7	6,642	3,082	94886	44027	
Kamrup Metro	6	4,524	4,082	75400	55685	
Cachar	1,849	22,237	4,827	1203	320	
<b>Total</b>	<b>4,156</b>	<b>1,07,193</b>	<b>47,585</b>	<b>2579</b>	<b>27499</b>	

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

- Co-ordination was done with the Deputy Commissioner, District Agriculture office for organizing meetings and Awareness Camps.
- Conducted Block level meetings (49 Blocks) with all Government Officials engaged in Agriculture activities and provided training on PMFBY Scheme & Portal Entry.
- Conducted District level Workshop's with Agriculture officials and updated activities for Non-Loanee coverage.
- Conducted Village level meetings, Farmers Awareness programs, Training along with Agriculture Department officials.
- HDFC ERGO office has been opened in all allocated districts of Assam.
- Van Campaigning were done to create Farmers Awareness regarding PMFBY Scheme.
- Sufficient Marketing materials were deployed i.e Leaflets 55700, Banners 450, Posters 2200, Proposal Forms 3,00,000 and Share Cropeper/Tenant Certificates 3,00,000 and Promo Table 7 for Kharif 2019 and Leaflets 50,000, Banners 475, Proposal Forms 3,00,000 and Share Cropeper/Tenant Certificates 3,00,000 for Rabi 2019.
- Newspaper Advertisement given in local newspapers.

**Activity Pictures**



**Farmers Awareness Campaign**



**Bankers Meeting**

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CSC Training



Farmers Awareness Program

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### Van Campaigning

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