

### **HDFC ERGO - PMFBY Krishi Kalyan Abhiyan (Rabi 2018-19)**

HDFC ERGO had the opportunity to be a part of the second phase of Krishi Kalyan Abhiyan initiative of the Government of India. As per this campaign we targeted 100 villages across 4 districts; 3 in Madhya Pradesh (Chhatarpur, Damoh & Guna) and 1 in Rajasthan (Jaisalmer). Over and above the major marketing activities that were planned for all the allotted districts in the states, farmer-intensive activities were carried out in these 100 villages.

Awareness camps were conducted in each and every village, with an average attendance of more than 30 farmers per camp. We interacted with more than 4000 farmers across 100 villages and provided them with clarity on the scheme and were given a platform to raise grievances, if any.

Additionally, we conducted a Door-to-Door campaign wherein, our representatives visited every single household in the village to talk about the scheme and provide leaflets with detailed description of the entire scheme and its features. More than 2000 households were covered in this activity across the designated locations.

Special audio visual advertising was undertaken with the help of UFO Moviez. Projection vans visited each of the 100 villages and conducted promotional activities throughout the day. There were announcements made about the scheme during the day and audio visual ads were played in the night during movie shows that were organized for the entire village, free of cost.