

## 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-Laonee 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			Kharif				
Insurance Co. Ltd	Bankura	PMFBY	2016	15832	6316	-	-
National			Kharif				
Insurance Co. Ltd	Bankura	PMFBY	2017	16609	5607	5%	-11%
HDFC ERGO							
General			Kharif				
Insurance Co. Ltd	Bankura	PMFBY	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..



- 12 days village level Van campaign conducted to create awareness regarding PMFBY scheme
- Distributed 37000 leaflets, utilized 250 Banners & 1600 posters with government Officials, Banks, CSC centres under the guidance of DDA, Bankura to increase penetration in the district
- Newspaper advertisement given in local newspaper for 2 days.

## Activity Pictures



1. Banner Distribution



2. Farmer awareness camp and enrolment





3.Gram Panchayat level Farmers meeting

4. Village level Non-Loanee Form fill up activity

## Continued....

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কৃষকের	দ্বারা প্রদেয় বি		কার দ্বারা বহন করা হবে
	200000	প্রিমিয়ামে কৃষকে	র অংশ কৃষক দ্বারা প্রদেয় সর্বাধিক বীমা
212	ফসল	কাট অফ ডেটস	কৃষক দ্বারা প্রদেয় সবায়িক বামা প্রিমিয়াম (বীমা রাশির %)
	আমন ধান	31 শে জুলাই	
135 100	ভট্টা	31 শে জুলাই	
খারিফ	পাট	30 শে জুন	0%
1988			
= সম্পূর্ণ = বপন প্র	ভাবে ভর্তি কর	30 শে জুন দের ডকুমেশ্টস া আবেদন পত্র টোমারী অথবা গ্রাগ	ন পঞ্চায়েত)



5. Newspaper Cutting

6. Leaflet Distribution in village





7. Van Campaign