

PMFBY – Kharif 2026

Chhattisgarh IEC Success Story – Strengthening Awareness, Building Trust, and Enabling Timely Enrollment

During **Kharif 2026**, the **PMFBY IEC campaign in Chhattisgarh** delivered a strong, integrated communication strategy across rural, tribal, and remote pockets of the state. The approach brought together interpersonal engagement, institutional visibility, and community mobilisation—ensuring farmers received clear and timely information that encouraged early enrollment and improved understanding of crop insurance benefits.

1. Introduction – Driving Awareness in Diverse Rural & Tribal Belts

Chhattisgarh's unique geography includes dense tribal regions, interior forest clusters, and dispersed farming communities. The IEC campaign was designed to communicate in simple, relatable formats while ensuring last-mile reach. Through consistent field presence and well-planned IEC messaging, farmers gained better clarity on coverage, timelines, and claim processes.

2. Campaign Objectives – Ensuring Every Farmer Understands PMFBY Clearly

The Chhattisgarh IEC strategy focused on the following mission:

- Spread authentic information on PMFBY's coverage, premium, calamity protection, and enrolment deadlines.
- Ensure accessibility of IEC materials in remote, tribal villages using simple language and visuals.
- Strengthen engagement through agriculture officers, field staff, and farmer leaders.
- Promote **early enrollment** by breaking last-week rush patterns.
- Support district agriculture machinery with aligned messaging across all outreach activities.

These objectives guided every activity, ensuring consistency and trust.

3. IEC Activities Conducted – A Multi-Format Outreach Plan

A combination of **community-level**, **institutional**, and **outdoor** activities ensured deep penetration of PMFBY messaging across intervention villages. Key activities included:

- **Farmer group meetings** explaining scheme timelines, coverage, and documentation.
- **Institutional publicity** at agriculture offices, panchayats, cooperatives, and local service points.
- **Outdoor branding** at high-footfall areas including haats, market yards, shops, and village entry points.
- **Printed IEC distribution** such as leaflets, posters, and banners to reinforce reminders.
- **Community mobilisation** through village influencers, mitanins, FPO representatives, and local leaders.

These interventions ensured both visibility and repeated reinforcement, addressing common doubts and motivating enrollment.

4. Integrated IEC Approach – Blending Traditional & Modern Communication

The Chhattisgarh PMFBY campaign adopted an **integrated approach**, combining:

- **Interpersonal communication** through direct officer–farmer engagement.
- **Outdoor visibility** for broad reminders and high recall.
- **Institutional branding** to build credibility and trust.
- **Printed communication** to bridge literacy gaps and aid remembrance.
- **Community mobilisation** for peer influence and supportive enrollment behaviour.

This mix ensured farmers received consistent, trusted information from multiple touchpoints, reducing confusion and strengthening confidence.

5. Outcomes & Achievements – Visible Improvements in Awareness & Enrollment Behaviour

The IEC efforts during Kharif 2026 delivered measurable communication impact across the state:

- **Stronger PMFBY visibility** in rural and tribal belts, including hard-to-reach interior clusters.
- **Higher participation** in village meetings, reflecting growing curiosity and trust in crop insurance.
- **Boost in early enrollment**, supported by clear reminders and direct guidance.
- **Enhanced trust** through PMFBY information placed strategically in government and institutional spaces.
- **Better understanding** among farmers related to coverage, documentation, CCE linkage, and claims.



The campaign contributed to reducing misinformation, simplifying scheme communication, and ensuring farmers had the clarity needed to secure their crops well within timelines.

6. Impact– Building Confidence, Strengthening Protection

The **PMFBY IEC campaign in Chhattisgarh during Kharif 2026** stands as a testament to how structured messaging, field-level presence, and community-driven communication can significantly influence farmer behaviour. By ensuring clarity, trust, and accessibility, the campaign helped strengthen enrollment trends, reduce last-minute rush, and deepen confidence in crop insurance.

These efforts ultimately support farmers in protecting their livelihoods from climatic risks and crop losses—aligning with the broader goal of making agriculture secure and resilient across Chhattisgarh.