



PMFBY Maharashtra Success Story – Strengthening Awareness, Trust, and Enrollment through Consistent Field-Level Interventions

In the state clusters allotted to **HDFC ERGO** under **PMFBY**, a series of well-coordinated awareness and outreach initiatives have begun creating a visible impact on farmers' understanding of crop insurance, ultimately contributing to improved enrollment and better protection of their crops.

Bringing PMFBY to Every Household through Multi-Channel Awareness

To ensure widespread visibility, HDFC ERGO activated a mix of mass-media and grassroots channels:

1. Strong Media Outreach Driving Scheme Visibility

- **TV Scroll campaigns on 24 Taas**, one of Maharashtra's widely watched regional news channels, helped deliver clear and consistent PMFBY messaging to viewers across rural belts.
- **Newspaper articles** published in **Lokmat** (21.07.2026) and **Agrowon** (27.07.2026) further expanded reach, offering farmers reliable, easy-to-understand scheme information.
- Regular **press notes released from Satara, Solapur, Jalgaon, Hingoli, and Dhule** ensured district-level media picked up PMFBY updates, amplifying communication to the farming community.

These media interventions strengthened trust, enhanced scheme visibility, and helped farmers make informed enrollment decisions.

2. Capacity Building and On-Ground Engagement

CCE Training Awareness Campaigns

By integrating PMFBY IEC into **CCE Training sessions**, field staff, local officials, and farmers received clarity on processes, timelines, and the importance of scientific yield assessment — helping avoid misunderstandings during claim settlement.

KRPH Training Sessions



Targeted KRPH trainings ensured key stakeholders had uniform and accurate knowledge of the scheme, encouraging smooth implementation and guiding farmers through enrollment and coverage benefits.

Meetings with Local Leaders & Farmer Groups

Community leaders, SHGs, FPOs, and farmer groups were actively engaged through direct interactions. These meetings played a crucial role in:

- Countering misconceptions about insurance
- Explaining enrollment timelines
- Encouraging collective enrollment
- Highlighting real cases where PMFBY has saved farmers from financial loss

Such dialogues helped create local-level champions who now advocate PMFBY within their communities.

3. Digital Outreach and Personalized Support

Online Meetings with CSC-VLEs

Enrollment support was strengthened through:

- **Online training sessions** for CSC VLEs
- **One-on-one interactions and personal visits**

This helped ensure:

- Smooth registration
- Reduction in errors
- Faster service delivery
- Increased farmer confidence in CSCs as reliable enrollment touchpoints

The combination of digital meetings and field-level follow-ups made the process farmer-friendly and accessible even in remote locations.

4. Community Bonding Activities that Build Trust

Tree Plantation Drives – Akola, Jalgaon, and Dhule

Tree plantation events not only connected farmers emotionally with PMFBY but also reflected HDFC ERGO's commitment to sustainable rural development. These events:

- Built goodwill
- Created environmental awareness
- Positioned PMFBY as a community-focused initiative

Bike Rally on 30th July across All Allocated Districts

The bike rallies created high visibility and festive engagement around PMFBY enrollment week. With banners, PA announcements, and stops at marketplaces and villages, these rallies:

- Attracted crowds
- Encouraged last-mile reach
- Spread real-time enrollment reminders
- Increased walk-ins at CSCs and enrollment camps

Overall Impact – Building Awareness, Trust, and Enrollment Momentum

Through this integrated approach—media visibility, training, digital engagement, and on-ground mobilization—HDFC ERGO has strengthened the PMFBY ecosystem in Maharashtra. The activities have:

- Increased farmer awareness about scheme benefits and timelines
- Supported field teams in delivering authentic information
- Motivated farmers to enroll on time
- Enabled better protection of crops and livelihoods
- Enhanced governance through accurate CCE processes
- Boosted the credibility of crop insurance among rural communities

The rising enrollment numbers and positive feedback from farmers reflect the growing trust in PMFBY and the effectiveness of HDFC ERGO's consistent IEC efforts. These initiatives are helping ensure that more farmers safeguard themselves against climate risks, crop losses, and financial uncertainty — moving Maharashtra closer toward resilient agriculture and secure farming futures