

which had earlier led to reduction in sum insured vis-à-vis claims, if any; equating the sum insured with Scale of Finance for maximum risk coverage of farmers, on account payment for mid-season adversities, farm level claim assessment in respect of localized calamities of hailstorm, landslide & inundation and post-harvest losses etc. has been introduced from Kharif 2016 season to provide relief to farmers under the scheme.

During first one year of implementation of PMFBY, about 574 lakh farmers over an area of 581 lakh hectares have been covered under the scheme.

(d): To enhance the awareness among farmers to increase their coverage under Pradhan Mantri Fasal Bima Yojana (PMFBY) among all the stakeholders including farmers, Government is undertaking a comprehensive publicity and awareness programme to educate the farmers about the benefit of crop insurance schemes. Capacity building and training programmes for other stakeholders are also being organized. The salient activities under awareness campaign involve the publicity of features & benefits of the scheme through advertisements in leading National/local News Papers, telecast through audio-visual media, distribution of pamphlets in local languages, participation in agriculture fairs / mela/goshti and organization of workshops / trainings and SMS through Kisan Portal etc. State Governments/UTs are also being regularly persuaded to increase the coverage including notifying more crops under crop Insurance schemes. One day seminar/kisan fair especially on the PMFBY has also been organized at various Krishi Vigyan Kendras (KVKs). In addition, several communications have also been sent to the public representatives including Members of Parliament, representatives of Panchayati Raj Institutions etc.
