

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO. 285
TO BE ANSWERED ON THE 20TH JULY 2021

LOW PENETRATION OF CROP INSURANCE

285. SHRI SRIDHAR KOTAGIRI:
SHRIMATI CHINTA ANURADHA:
SHRI POCHA BRAHMANANDA REDDY:
SHRI CHANDRA SEKHAR BELLANA:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government has recently identified 75 aspirational/tribal districts in the country where crop insurance penetration is very low;
- (b) if so, the details thereof, State-wise; and
- (c) the measures taken by the Government to ensure an increase in crop insurance penetration among farmers?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) to (c) : Yes Sir. A structured awareness campaign 'Crop Insurance Week/Fasal Bima Saptah' was initiated by the Ministry of Agriculture and Farmers Welfare between 1st July 2021 to 7th July 2021 under Azadi Ka Amrit Mahotsav, an initiative to celebrate 75 years of India's independence, in all the districts/areas notified under Pradhan Mantri Fasal Bima Yojana (PMFBY)/Restructured Weather Based Crop Insurance Scheme (RWBCIS) with special emphasis on 75 aspirational/tribal districts. The State-wise details of selected 75 aspirational/tribal districts is **annexed**. The core focus of the campaign was to increase the awareness and benefits of the scheme, sensitize the stakeholders and to increase overall enrollment of farmers, thereby helping them to reap the benefits of crop insurance with special focus on identified aspirational/tribal districts. To increase the crop insurance penetration the campaign strategy aimed at:

- i. Mobilization of multi-level stakeholders for successful implementation of Crop Insurance Week viz States/UTs, Banks, Common Service Centers (CSCs), Insurance Companies(ICs) including grassroot level association with Agricultural Technology Management Agency (ATMA) functionaries, Panchayati Raj Institutions

- (PRI), Famer Producer Organizations (FPOs), Primary Agricultural Credit Society (PACS) etc.
- ii. A 360-degree execution plan of all Information, Education and Communication (IEC) activities at the grassroots level through channels such as awareness vehicles, TV shows, print media, digital media, Out of Home (OOH) advertising, behavioral change communication (Nukkad Nataks), etc.
 - iii. A uniform communication, key messages, and branding across all kharif 2021 notified locations.

The campaign was launched by the Union Minister for Agriculture and Farmers welfare along with release of PMFBY e-Brochure, FAQ Booklet and a PMFBY/RWBICS Guidebook to assist farmers and ground level coordinators in understanding the basics of the scheme.

During the entire duration of the campaign, farmers were engaged through multiple IEC activities with the support of State Government and local level organizations viz Agricultural Technology Management Agency (ATMA) functionaries, Panchayati Raj Institutions (PRI), Farmer Producer Organizations (FPOs), Banks, Primary Agricultural Credit Societies (PACS), Common Service Centers (CSCs), Insurance Companies (ICs).

Following are the grassroot activities undertaken in the above-mentioned States to create widespread awareness and to increase crop insurance penetration during this week:

- i. A total of 24 IEC Vans travelled in all 75 blocks of 75 Districts during kharif 2021 informing farmers on benefit of crop insurance, enrolment process and other scheme related information. Close to 500 vans were additionally deployed by Insurance Companies at individual level in other districts.
- ii. More than 16 thousand ground level IEC activities viz farmer meeting, village level sensitization activities were reported by various stakeholders.
- iii. A total of 5 crore audio calls were sent to farmers of all districts including aspirational and tribal districts.
- iv. Distribution of PMFBY print material such as pamphlets, flyers across entire districts and blocks.
- v. Special engagement workshop/seminars with Women Farmers
- vi. Banners and Wall Paintings
- vii. Nukkad Natak done in various villages/ blocks
- viii. Display of Hoardings/Posters in Hindi and other regional languages
- ix. Awareness and engagement activities on MyGov portal introducing PMFBY Quiz and Crop Insurance Pledge.

The Crop Insurance week saw media coverage in close to 230 editions of national and regional newspapers and their e-versions, with state published Print Ads and coverage stories in respective regional newspapers. The campaign also received a massive 326.61 million impression on its dedicated hashtags #CropInsuranceWeek, #PMFBYWeek on social media.

Annexure

List of blocks/tehsils/revenue circles identified for focussed campaign during the Week (1st July - 7th July 2021) in 75 Crop Insurance Aspirational/Tribal Districts					
State	Sr. No.	District	Level	Level Name	Category
Andaman & Nicobar Islands	1	South Andaman	Block	Ferrargunj	Low enrolment
Assam	2	Baksa	Circle	Pathorighat (Pt)	Aspirational with low enrolment
	3	Barpeta	Circle	Barnagar (Pt)	Aspirational with low enrolment
	4	Darrang	Circle	Sipajhar	Aspirational with low enrolment
	5	Dhubri	Circle	Chapar (Pt)	Aspirational with low enrolment
	6	Goalpara	Circle	Dudhnai	Aspirational with low enrolment
	7	Hailakandi	Circle	Katlichara	Aspirational with low enrolment
	8	Udalguri	Circle	Mazbat	Aspirational with low enrolment
	Chhattisgarh	9	Bastar	Circle	Frejarpur
10		Koriya	Circle	Mansukh	Suggested by State Govt.
11		Dantewada	Circle	Kirandul	Aspirational with low enrolment
12		Durg	Circle	Junwani	Suggested by State Govt.
13		Kanker	Circle	Baande	Aspirational with low enrolment
14		Kondagaon	Circle	Mardapal	Aspirational with low enrolment
15		Korba	Circle	Lafa	Aspirational with

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					low enrolment
	16	Mahasamund	Circle	Mahasamund	Aspirational with low enrolment
	17	Surguja	Circle	Petla	Suggested by State Govt.
	18	Narayanpur	Circle	Dhodhai	Aspirational with low enrolment
	19	Rajnandagaon	Circle	Rajnandgaon	Aspirational with low enrolment
	20	Jashpur	Circle	Aara	Suggested by State Govt.
Goa	21	South Goa	Block	Dharbandora	Low enrolment
Jammu & Kashmir	22	Anantnag	Block	Anantnag	Suggested by State Govt.
	23	Jammu	Block	Marh (Fly mandal)	Suggested by State Govt.
	24	Samba	Block	Vijaypur	Suggested by State Govt.
	25	Udhampur	Block	Udhampur	Suggested by State Govt.
Haryana	26	Fatehabad	Block	Jakhal	Low enrolment
	27	Nuh	Block	Pinagwan	Aspirational with low enrolment
Himachal Pradesh	28	Chamba	Tehsil/SubTehsil	Pukhri	Aspirational with low enrolment
	29	Sirmaur	Tehsil/SubTehsil	Haripurdhar	Low enrolment
	30	Kullu	Tehsil/SubTehsil	Nermand	Low enrolment
Karnataka	31	Gadag	Taluka	Gajendragad	Aspirational with

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					low enrolment
	32	Kalaburagai	Taluka	Kalagi	Aspirational with low enrolment
	33	Raichur	Taluka	Devadurga	Suggested by State Govt.
	34	Yadgir	Taluka	Shahapur	Suggested by State Govt.
Kerala	35	Wayanad	Block	Panamaram	Aspirational with low enrolment
	36	Palakkad	Block	Attappady	Low enrolment
	37	Mallapuram	Block	Wandoor	Low enrolment
	38	Pathanamthitta	Block	Koipuram	Low enrolment
Manipur	39	Chandel	Block	Chandel	Aspirational with low enrolment
Odisha	40	Balangir	Block	Gudvella (Tentulikhunti)	Aspirational with low enrolment
	41	Dhenkanal	Block	Bhuban	Aspirational with low enrolment
	42	Gajapati	Block	Nuagada	Aspirational with low enrolment
	43	Kalahandi	Block	Thuamul Rampur	Aspirational with low enrolment
	44	Kandhamal	Block	G. Udayagiri	Aspirational with low enrolment
	45	Koraput	Block	Bandhugaon	Aspirational with low enrolment
	46	Malkangiri	Block	Chittrakonda	Aspirational with low enrolment
	47	Nabarangapur	Block	Raighar	Aspirational with low enrolment

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State	Sr. No.	District	Level	Level Name	Category
	48	Nuapada	Block	Boden	Aspirational with low enrolment
	49	Rayagada	Block	Chandrapur	Aspirational with low enrolment
Puducherry	50	Puducherry	Taluk	Ozhukarai	Low enrolment
Rajasthan	51	Baran	Tehsil	Shahbad	Aspirational with low enrolment
	52	Banswara	Tehsil	Chhotisarvan	Low enrolment
	53	Dholpur	Tehsil	Sarmathura	Aspirational with low enrolment
	54	Dungarpur	Tehsil	Jhonthri Pal	Low enrolment
	55	Jaisalmer	Tehsil	Fatehgarh	Aspirational with low enrolment
	56	Karauli	Tehsil	Mandrail	Aspirational with low enrolment
	57	Sirohi	Tehsil	Abu Road	Aspirational with low enrolment
	58	Bharatpur	Tehsil	Deeg	Suggested by State Govt.
	59	Udaipur	Tehsil	Bargaon	Suggested by State Govt.
Sikkim	60	West District	Block	Hee Martam	Aspirational with low enrolment
	61	North District	Block	Mangan	Suggested by State Govt.
Tripura	62	Dhalai	Block	Raishyabari	Aspirational with low enrolment
	63	Khowai	Block	Mungiakami	Low enrolment
Uttar Pradesh	64	Bahraich	Block	Nawabganj	Aspirational with low enrolment

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	65	Balrampur	Block	Utraula	Aspirational with low enrolment
	66	Chandauli	Block	Niyamatabad	Aspirational with low enrolment
	67	Chitrakoot	Block	Ramnagar	Aspirational with low enrolment
	68	Fatehpur	Block	Hathgaon	Aspirational with low enrolment
	69	Shravasti	Block	Sirsiya	Aspirational with low enrolment
	70	Siddharthnagar	Block	Lotan	Aspirational with low enrolment
	71	Sonbhadra	Block	Babhani	Aspirational with low enrolment
Uttarakhand	72	Haridwar	Tehsil	Laldhang	Aspirational with low enrolment
	73	Udham Singh Nagar	Tehsil	Jaspur	Aspirational with low enrolment
	74	Chamoli	Tehsil	Jilasu	Low enrolment
	75	Uttarkashi	Tehsil	Dhauntari	Low enrolment
