प्रधानमंत्री
फसल बीमा योजना

कृषि एवं किसान कल्याण मंत्रालय
भारत सरकार

किसान कल्याण तथा कृषि
विकास विभाग मध्यप्रदेश

SBI general INSURANCE
SURAKSHA AUR BHAROSA DONO



उन्नत कृषि महोत्सव 2026

(प्रदर्शनी एवं प्रशिक्षण)

11th April to 13th April 2026



उन्नत कृषि महोत्सव 2026

The three-day **Unnat Krishi Mahotsav 2026,** an exhibition-cum-training programme, was successfully held in **Raisen district, Madhya Pradesh** under the leadership of **Hon'ble Union Minister of Agriculture and Farmers' Welfare, Shri Shivraj Singh Chouhan Ji.** The event convened key agricultural stakeholders to drive innovation, knowledge exchange, and sustainable farming practices.



Shri Shivraj Singh Chouhan Ji
Hon'ble Union Minister of
Agriculture and Farmers' Welfare

The Mahotsav featured nearly **350 national and international stalls**, showcasing cutting edge agri technologies, alongside 27 expert panels, live farming demonstrations, and on site soil testing—fostering collaboration and hands on learning in modern, productivity driven agriculture.



Hon'ble Union Minister for Agriculture and Farmers' Welfare, Shri Shivraj Singh Chouhan Ji, formally inaugurated the exhibition and stalls on **10 April,** marking the launch of **Unnat Krishi Mahotsav 2026.** The inaugural session was further **graced by Shri Rajnath Singh Ji, Hon'ble Union Minister of Defence, and Dr. Mohan Yadav Ji, Hon'ble Chief Minister of Madhya Pradesh.**

The Mahotsav stood out as a key initiative for capacity building, technology dissemination, and promotion of sustainable agriculture, reaffirming Madhya Pradesh's commitment to farmer centric and innovation driven agricultural development.

Crop Insurance Awareness and Dialogue Workshop

12th April 2026



Inaugurated by
Shri Shivraj Singh Chouhan Ji
Hon'ble Union Minister of
Agriculture and Farmers' Welfare

Welcomed by
Shri Piyush Kumar Singh
Head - Rural, Agriculture
& Micro Insurance,
SBI General Insurance

A Crop Insurance Awareness and Dialogue Workshop was held on **12th April 2026** to enhance farmers' awareness and understanding of the **Pradhan Mantri Fasal Bima Yojana (PMFBY)** and its benefits.

The workshop featured an expert panel comprising senior government leaders, policymakers, industry experts, and a progressive farmer, who shared insights and perspectives on crop insurance and PMFBY.

The session was further enriched by an address from **Hon'ble Union Minister of Agriculture &Farmers' Welfare, Shri Shivraj Singh Chouhan Ji,** reaffirming his strong commitment to farmer welfare and agricultural development.

Panelist



Shri Narendra Shivaji Patel Ji
Hon'ble Health Minister, Madhya Pradesh



Shri Muktanand Agrawal Ji
CEO PMFBY



Smt. Kamna R Sharma
Additional Commissioner, PMFBY, GOI



Dr Shiv Kumar
Director, ICAR-NCAP



Shri Piyush Singh
Head – Rural, Agriculture & Micro Insurance, SBI General Insurance



Shri Ramsevak Dhakad
Progressive Farmer

Activities Conducted by SBI General Insurance during the Unnat Krishi Mahotsav 2026

- Farmers Engagement
- Claim Cheque Distribution
- Nukkad Natak (Street Play)
- Thematic Photo Booth
- Umbrella & Cap Distribution
- Comic Book Distribution
- Farmer Testimonials
- Social Media

Claim Cheque Distribution

Claim cheques were distributed to beneficiary farmers by Shri Narendra Shivaji Patel Ji (Hon'ble Health Minister, Madhya Pradesh), Shri Muktanand Agrawal Ji (CEO, PMFBY), Dr. Shiv Kumar (Director, ICAR–NCAP) & Shri Piyush Kumar Singh (Head – Rural, Agriculture Micro Insurance, SBI General Insurance) offering them much needed suraksha aur bharosa during challenging times.











Nukkad Natak (Street Play)

16 Nukkad Natak were conducted under the guidance of the Government of India in local regional languages to promote PMFBY awareness, highlight scheme benefits, and explain claim procedures. The culturally relatable storytelling helped improve understanding and engagement among farmers.

10TH APRIL	11TH APRIL	12TH APRIL	13TH APRIL
1	6	6	3







CLICK HERE TO WATCH

Farmers Engagement

24,000+ farmers actively engaged at the stall installed during the event, where they interacted with SBI General team and sought clarifications, and received on-the-spot guidance regarding PMFBY benefits, enrollment, claim processes etc. The stall served as a direct touchpoint for addressing













PMFBY
Comic Book Distribution

As part of the PMFBY awareness initiative, 24,000+ comic books were distributed to farmers during the event. The initiative effectively conveyed scheme benefits in a simple, engaging, and farmer friendly format, ensuring wider understanding and recall among attendees.











Thematic Photo Booth

A message driven thematic photo booth to enhance farmer engagement was installed. The photo booth witnessed enthusiastic participation from farmers and visiting dignitaries alike, creating impactful visual memories of the event.











Distribution of Umbrellas & Caps

Utility items such as umbrellas and caps were offered to farmers during their visit to the stall as a gesture of engagement. These items were selected for their practical relevance to daily agricultural activities and provided added comfort and protection during fieldwork.











Farmer Testimonials

Farmers shared real-life experiences highlighting the importance of PMFBY in safeguarding farm livelihoods. These testimonials reflected positive farmer sentiment and reinforced the scheme's role in providing financial security during crop losses.



Smt. Anju Dhanak
Raisen, Madhya Pradesh



Shri Narendra Rai
Raisen, Madhya Pradesh



Shri Manoj Singh Dangi
Raisen, Madhya Pradesh



Shri Ramsevak Dhakad
Raisen, Madhya Pradesh

Social Media











SBI General Insurance would like to express its sincere gratitude to the Government of India and the Government of Madhya Pradesh for providing the opportunity to engage with farmers through the dedicated stall installed by SBI General Insurance. This platform enabled direct interaction with the farming community and facilitated awareness around crop insurance and risk protection.



SBI General Insurance also deeply appreciates the privilege of participating as a panellist at the Crop Insurance Awareness and Dialogue Workshop, contributing to informed discussions and knowledge-sharing in support of farmer welfare and the effective implementation of PMFBY.

THANK YOU

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योजना संबंधित अधिक जानकारी के लिए QR कोड स्कैन करें।

Krishak

PMFBY CHATBOT
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व्हाट्सऐप पर हमसे जुड़ें

'Government of India Ministry of Agriculture & Farmers Welfare Dept. of Agriculture Cooperation & Farmers Welfare'

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