

Press Release from The Agriculture Department, Pakyong

Awareness Programme on PMFBY & KCC cum Kisan Gosthi Organised at Namcheybong Block

Pakyong, August 4: The Agriculture Department, Pakyong, in collaboration with ATMA, organised an Awareness Programme on Pradhan Mantri Fasal Bima Yojana (PMFBY) and Kisan Credit Card (KCC) cum Kisan Gosthi at Namcheybong Block. The programme was coordinated by Shri Prasanta Subba, Agriculture Development Officer (ADO), and Smt Sanjumith Lepcha, Agricultural Technology Manager (ATM).

The programme commenced with a visit to the exhibition stalls put up by various Self-Help Groups (SHGs), showcasing locally produced agricultural and value-added products. The meeting formally began with a welcome address by Shri Prasanta Subba, ADO, Namcheybong.

Smt Rebecca Gurung, Deputy Director, Agriculture Department, Pakyong, cum Deputy Project Director, ATMA, addressed the gathering and highlighted the various activities and initiatives being implemented under ATMA. She applauded the efforts of the participating SHGs for their exhibits and emphasized the importance of Kisan Gosthi as a platform for farmer interaction, knowledge sharing, and capacity building. She also provided detailed information on PMFBY and KCC, underscoring their significance in ensuring financial security and risk mitigation for farmers. Additionally, she sensitized the participants on AgriStack – Farmers Registry and the ongoing Digital Crop Survey (DCS), highlighting their importance in creating a comprehensive digital database for farmers and facilitating better delivery of agricultural services and benefits.

The programme was further addressed by Smt Menuka Rai, Horticulture Development Officer (HDO), who provided insights into various horticulture schemes and informed the participants about the newly introduced Vegetable Basket Initiative. Shri Rakesh Arya, Branch Manager, Central Bank of India (CBI), Pakyong, elaborated on the benefits and procedures of availing Kisan Credit Card facilities. Ms Dil Kumari Rai, District Coordinator, Generali Central Insurance Company, gave a detailed presentation on PMFBY, including enrolment procedures, coverage, and claim settlement processes. Shri Norbu Sherpa, District Coordinator, Common Service Centre (CSC), highlighted the role of CSCs in facilitating farmer-centric digital services. The programme was also addressed by Ms Pragati Gurung from the Fisheries Department, who briefed the farmers on various fisheries development initiatives and opportunities available under the department. Dr Prerna Gazmer, Veterinary Officer, AH&VS Department, also addressed the gathering and shared information on animal health management and livestock development programmes.

The programme was graced by Shri D.P. Sapkota, Progressive Farmer, as the Chief Guest, who shared his experiences and encouraged farmers to actively participate in government initiatives and adopt improved agricultural practices.

The programme was attended by Smt Rebecca Gurung, Deputy Director, Agriculture Department, Pakyong; Shri D.P. Sapkota, Progressive Farmer and Chief Guest; Shri Rakesh Arya, Branch Manager, CBI, Pakyong; Smt Menuka Rai, HDO, Pakyong and Namcheybong; Shri Prasanta Subba, ADO, Pakyong; Dr Prerna Gazmer, Veterinary Officer, AH&VS Department; Ms Pragati Gurung from the Fisheries Department; Ms Dil Kumari Rai, District Coordinator, Generali Central Insurance Company; and Shri Norbu Sherpa, District Coordinator, CSC. The exhibition component of the programme witnessed active participation from Self-Help Groups including Tulip SHG, Sunakhari SHG, Ajambari SHG, Mahila Makhamali SHG, and Kalyankari SHG, who showcased a variety of locally produced items and agricultural products.

A large number of farmers from Namcheybong Block attended the programme and actively participated in the interactive discussions. The programme concluded with a vote of thanks and an appeal to farmers to avail themselves of the benefits of PMFBY, KCC, AgriStack – Farmers Registry, and other government-supported agricultural initiatives.

It may be mentioned that a similar awareness programme on PMFBY and KCC was successfully conducted at Parakha Block on August 3, 2026. The Agriculture Department, Pakyong, has planned to conduct similar awareness programmes across all remaining blocks of the district to ensure wider outreach and awareness among the farming community.

This version incorporates the addresses delivered by Ms Pragati Gurung and Dr Prerna Gazmer and is ready for media release and departmental circulation.