

Agriculture Insurance Company of India Ltd. (AIC) Launches Krishi Sakhi Initiative to empower women farmers

Initiative a series of month-wise activities undertaken by AIC to promote women's participation in agriculture sector in the country

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In alignment with the recognition of year 2026 as the 'International Year of the Woman Farmer' by the United Nations through Food and Agriculture Organization (FAO), the Agriculture Insurance Company of India Limited (AIC) has launched Krishi Sakhi Initiative to empower women farmers and work towards achieving inclusive growth.



Through these structured month-wise activities across its Head Office and Regional Offices, AIC aims to create sustained awareness, encourage participation of women in agriculture and crop insurance and celebrate their contribution towards strengthening the agricultural sector in India.



In January 2026, an introductory video was released to generate initial awareness regarding the initiative across social media platforms. In February, a short Walkathon was organized with all the employees of AIC at its Head Office with a cardboard showcasing #AICforHer symbolizing unity, resilience and collective support for women in agriculture. In the month of March, ground-level workshops and awareness programs are being organized for women farmers, focusing on crop insurance schemes and benefits. The videos for activities organized in January and February can be accessed at:

https://www.instagram.com/reel/DUKYspfE6uE/?utm_source=ig_web_copy_link&igsh=MzRl

https://www.instagram.com/reel/DVTCHykkycb/?utm_source=ig_web_copy_link&igsh=MzRl

Several other activities such as publication of related articles and interviews, awareness campaigns on sanitation and hygiene in rural areas (particularly targeting women farmers and rural households), etc. have been scheduled for the remaining months of the year under this initiative to recognize, empower and engage women farmers across the country.

NB/AD

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