

Financial advisory service for farmers at their doorsteps launched

STAFF REPORTER

GUWAHATI, Jan 10: With an aim to increase the inclusion of the farm community and encourage responsible use of financial services and products, the Assam Agribusiness and Rural Transformation Project (APART) launched 'Krisarthak', a personalised advisory service for the farmers, at the Assam Administrative Staff College here today.

"Along with education, Krisarthak will bring the financial advisory service at the doorstep of every farmer, using digital means. This personalised advisory service will help farmers in planning, managing and investing money to optimise their financial growth. The programme will also incorporate Farmers' Financial Health Survey and generate Financial Health card for households," a statement said.

The programme aims to reach the APART project beneficiaries in 24 districts of Assam and augment their inclusion in the available financial ecosystem during the year 2022 to 2024.

According to APART, this assignment will be implement-

ed by a consortium of partners namely the New Delhi-based Digital Empowerment Foundation (DEF) along with the Fair Climate Fund (FCF), the Indian Institute of Bank Management (IIBM) and the Council for Social and Digital Development (CSDD).

The pilot phase of Krisarthak will be implemented from January to March this year, where the ICT tools will be tested among 5000 Farmers in five districts of Assam. The final rollout is slated for May, 2023.

State project director of Assam Rural Infrastructure and Agricultural Services (ARIAS) Society Akash Deep, Ajai Nair, Senior Financial Sector, Specialist of World Bank and other dignitaries were present in the launch event.

In his speech, Ajai Nair highlighted that Krisarthak will be a unique digital-based financial literacy programme in India as it will strive to provide financial education and counselling using digital tools and platforms.

Speaking on the occasion, Akash Deep said that Krisarthak will engage over 2.5 lakh farmers in a period of just two years.