



PRADHAN MANTRI FASAL BIMA YOJANA



MARKETING AWARENESS
ACTIVITY FOR KARNATAKA,
ASSAM AND ODISHA
KHARIF 2023



FUTURE
GENERALI
TOTAL INSURANCE SOLUTIONS

MARKETING AWARENESS ACTIVITY KHARIF 2023

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Krishi Rakshak Portal Helpline – 14447

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OUR CORE VALUES



DELIVER ON PROMISE

Build trust and long-term relationships by working towards improving customers' lives.



VALUE OUR PEOPLE

Promote continuous learning and growth culture to develop people and ensure company's long-term future.



LIVE THE COMMUNITY

Build strong, sustainable and long-lasting relations in markets where we operate.



BE OPEN

Always ready to learn and look things from different perspective.

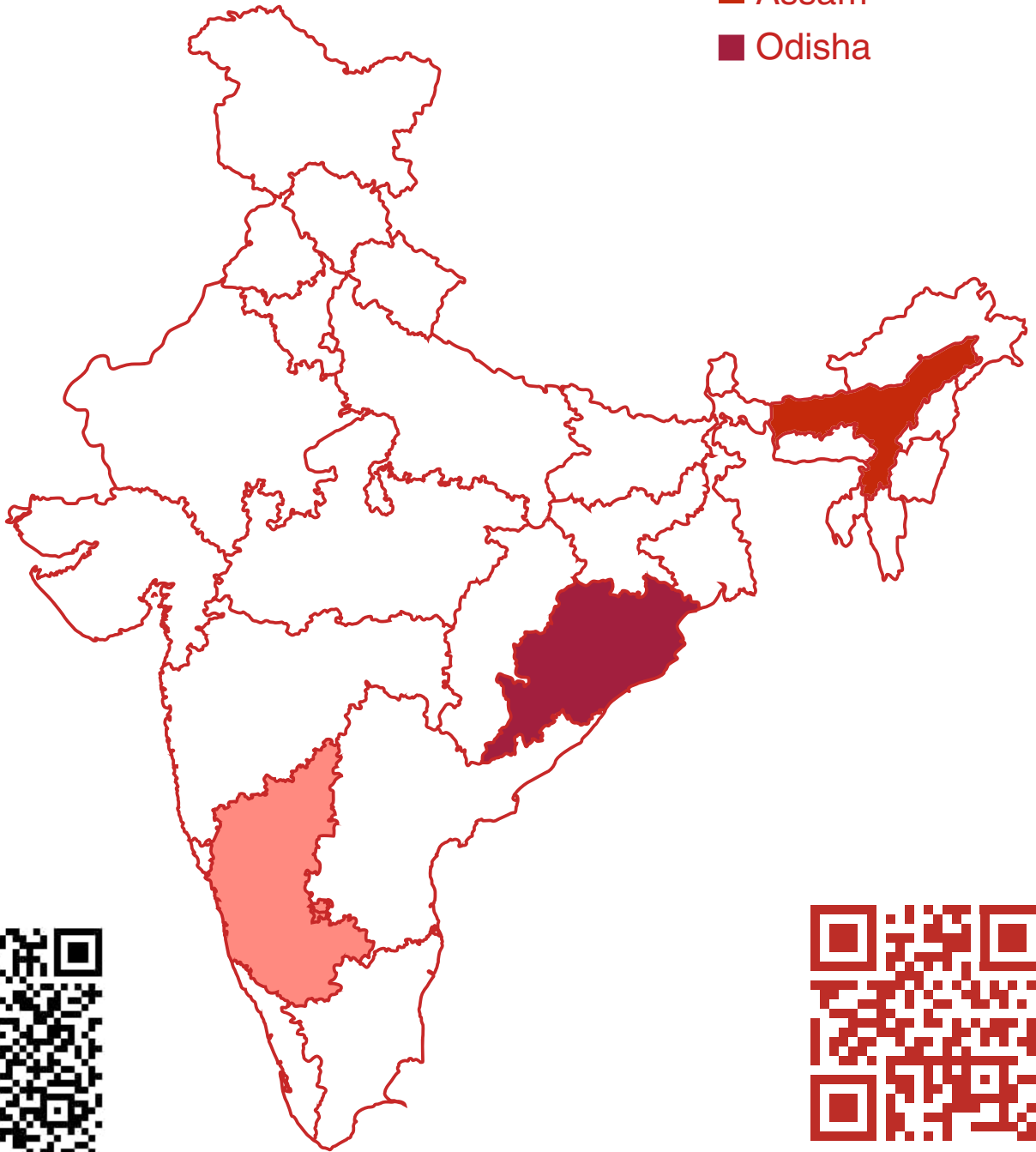
KHARIF 2023

States

■ Karnataka

■ Assam

■ Odisha



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SOCIAL MEDIA OUTREACH KHARIF 2023



SOCIAL MEDIA OUTREACH

Total No of tweets/posts (Facebook & Twitter)	60
Total No of retweets done of PMFBY	6

TOTAL NO OF IMPRESSIONS/REACH RECEIVED

Facebook Total Reach	7,177
Twitter Total Impressions	1,268



@Future_Generali @Future_Generali · Aug 2
 ଏହା ଆପଣ ସମସ୍ତ ଚାଷୀଙ୍କୁ ଜଣାଇ ଦିଆ ଯାଇଛି ଯେ ଆପଣଙ୍କର ଫସଲ ବିମା ପଞ୍ଜୀକରଣ 5 ଅଗଷ୍ଟ 2023 ପର୍ଯ୍ୟନ୍ତ ବୁକି କରାଯାଇଛି । ଆଜି ଆପଣ ରେଜିଷ୍ଟ୍ରେସନ କରାନ୍ତୁ ଏବଂ ଆଗାମୀ ଶ୍ରଦ୍ଧି ସହିତ ଆପଣଙ୍କର ଫସଲକୁ ସୁରକ୍ଷିତ କରାନ୍ତୁ ।

#FutureGenerali #PMFBY4Farmers
 #Atmanirbarkrishi #pmfby
 #Krishirakshak
 @pmfby

@Future_Generali @Future_Generali · Jul 4
 A Few Glimpses of farmer workshops being organised during Crop Insurance Week - Kharif 2023. @pmfby

#FutureGenerali #CropInsuranceWeek
 #फसलबीमासप्ताह #PMFBY4Farmers
 #Atmanirbarkrishi #Krishirakshak
 #pmfby



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MARKETING MATERIAL DISTRIBUTION KHARIF 2023

STATE	BANNER	LEAFLET	POSTER/ VINYL STICKER	STANDEE	IEC VAN's
Karnataka	862	1,50,000	2,600	84	3
Assam	175	22,500	1,000	39	3
Odisha	965	1,45,000	3920	37	5
Total	2,002	3,17,500	7,520	160	11



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ENROLLMENT STATISTICS FOR PMFBY KHARIF 2023

DISTRICT	LOANEE FARMER APPLICATIONS IN KHARIF 2022	NON LOANEE FARMER APPLICATIONS IN KHARIF 2022	TOTAL FARMER APPLICATIONS IN KHARIF 2022	AREA INSURED (IN HA.)	SUM INSURED (IN RS.)	FARMER SHARE (IN RS.)	GOVERNMENT SHARE (IN RS.)
Odisha	13,85,635	7,75,740	21,61,375	1,78,563.82	13,35,04,31,596	1,25,81,448	1,70,08,80,237
Assam	1,998	37,225	39,223	22,686.24	1,40,81,18,895	33,26,075	4,11,86,312
Karnataka	3,980	78,929	82,909	92,069.50	5,05,90,72,167	13,10,54,330	87,00,15,847
Total	13,91,613	8,91,894	22,83,507	2,93,320	19,81,76,22,658	14,69,61,854	2,61,20,82,396

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**MARKETING AWARENESS
ACTIVITY FOR KARNATAKA
KHARIF 2023**

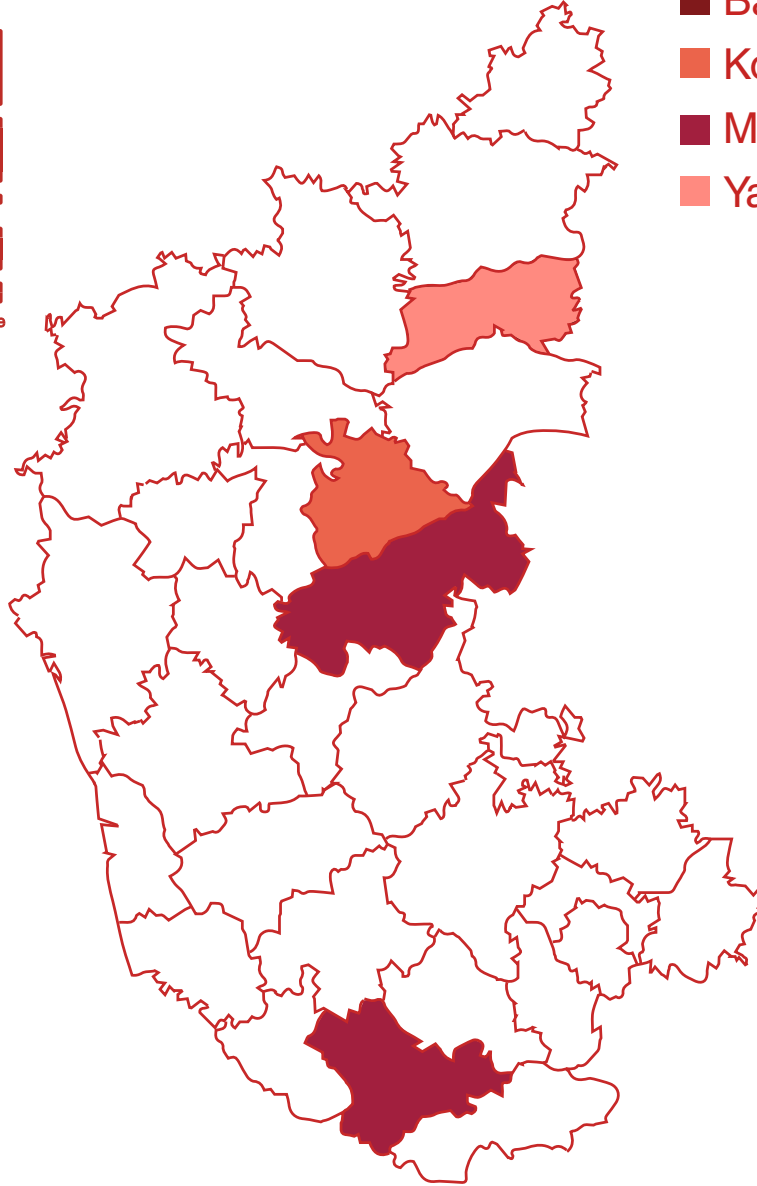


**FUTURE
GENERALI**
TOTAL INSURANCE SOLUTIONS

KARNATAKA KHARIF 2023



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DISTRICTS

- Ballari
- Koppal
- Mysuru
- Yadgiri

 BANNERS	 POSTERS	 BANKS
 TRAINING AND WORKSHOP	 LEAFLET DISTRIBUTION	 CSC CSC VISITS

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District Ballari



District Koppal



District Koppal



District Mysuru



District Mysuru



District Yadgiri



Phone: 16.562307
Mobile: 76.956985



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**MARKETING AWARENESS
ACTIVITY FOR ASSAM
KHARIF 2023**



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TOTAL INSURANCE SOLUTIONS

ASSAM KHARIF 2023



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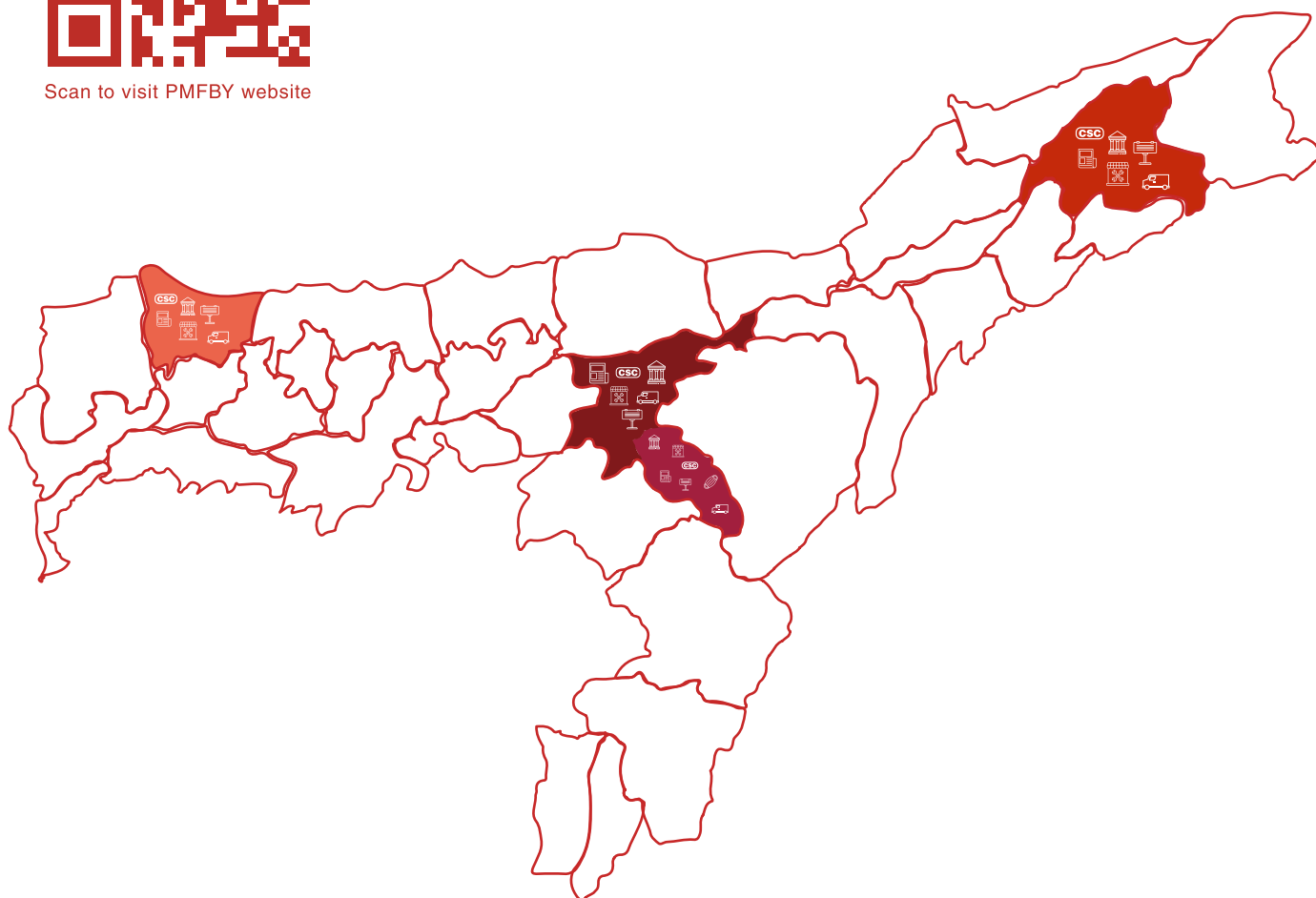
DISTRICTS

■ Nagaon

■ Chirang

■ Hojai

■ Dibrugarh



 BANNERS	 POSTERS	 BANKS
 TRAINING AND WORKSHOP	 LEAFLET DISTRIBUTION	 CSC VISITS

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District Chirang



District Dibrugarh



District Hojai



 GPS Map Camera

Pub-Bagari, Assam, India

3RJ4+V46, Dabaka Jamunamukh Rd, Pub-Bagari, Assam

782428, India

Lat 26.081811°

Long 92.804809°



Google



District Nagaon



 GPS Map Camera

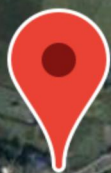
Jamuguri, Assam, India

8H3W+JF3, Jamuguri, Assam 782142, India

Lat 26.30403°


Long 92.596806°

24/06/23 11:28 AM GMT +05:30



Google



 GPS Map Camera

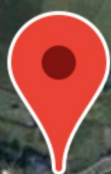
Jamuguri, Assam, India

8H3W+JF3, Jamuguri, Assam 782142, India

Lat 26.30403°

Long 92.596806°

24/06/23 11:46 AM GMT +05:30



Google



PRADHAN MANTRI FASAL BIMA YOJANA



**MARKETING AWARENESS
ACTIVITY FOR ODISHA
KHARIF 2023**



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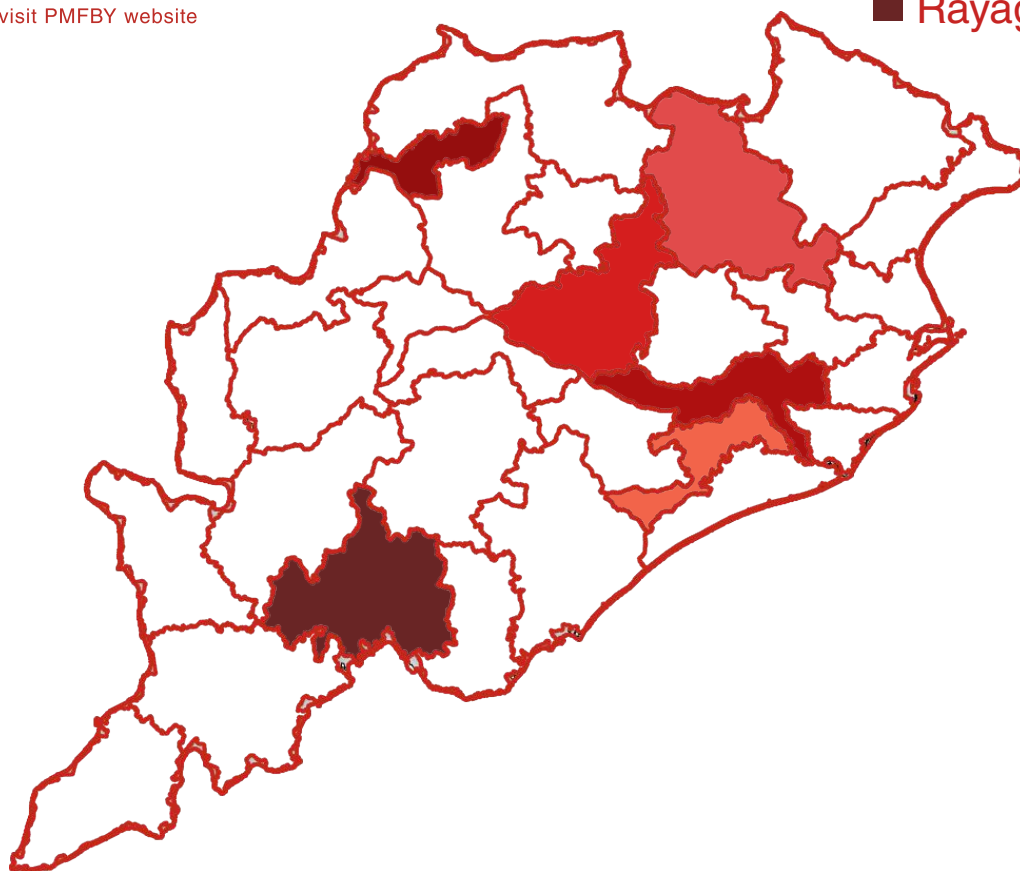
ODISHA KHARIF 2023



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DISTRICTS

- Anugul
- Cuttack
- Jharsuguda
- Kendujhar
- Khordha
- Rayagada



 BANNERS	 VAN CAMPAIGNING	 BANKS
 TRAINING AND WORKSHOP	 LEAFLET DISTRIBUTION	 CSC VISITS

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District Anugul



Time: 27-07-2023 11:37
Note: Dist -Angul



Latitude: 20.839389
Longitude: 85.100867
Elevation: 153.64±74 m
Accuracy: 572.1 m
Azimuth: 153° (SE)
Pitch: -9.1° (3.5°)
Time: 28-07-2023 15:27
Note: Block-Angul
KS Mitra Meeting

District Cuttack



District Cuttack



District Jharsuguda



District Jharsuguda



District Kendujhar



Latitude: 21.360338
Longitude: 85.727671
Elevation: 359.68±87 m
Accuracy: 8.8 m
Time: 07-27-2023 09:50



Latitude: 21.606922
Longitude: 85.416226
Elevation: 558.08±100 m
Accuracy: 10.2 m
Azimuth: 5° (N)
Pitch: 0.2° (1.5°)
Time: 07-27-2023 13:45
Note: District - Keojhar
Block - Banspal

District Kendujhar



Latitude: 21.261919
Longitude: 85.759069
Elevation: 363.9±100 m



Latitude: 21.636986
Longitude: 85.601222
Elevation: 442.7±94 m
Accuracy: 675.5 m
Azimuth: 58° (NE)
Pitch: -3.9° (0.9°)
Time: 07-28-2023 12:35
Note: District -Keonjhar agriculture office
Actual meeting

District Khordha



Latitude: 19.800072
Longitude: 85.248902
Elevation: 16.91±10 m
Accuracy: 43.9 m



District Rayagada





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GENERALI**
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PRADHAN MANTRI FASAL BIMA YOJANA MARKETING AWARENESS ACTIVITY KHARIF 2023

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