



PRADHAN MANTRI FASAL BIMA YOJANA



MARKETING AWARENESS
ACTIVITY FOR KARNATAKA, ASSAM,
ODISHA, TAMILNADU AND
HIMACHAL PRADESH

RABI 2023-24



**FUTURE
GENERALI**
TOTAL INSURANCE SOLUTIONS

MARKETING AWARENESS ACTIVITY RABI 2023-24

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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.



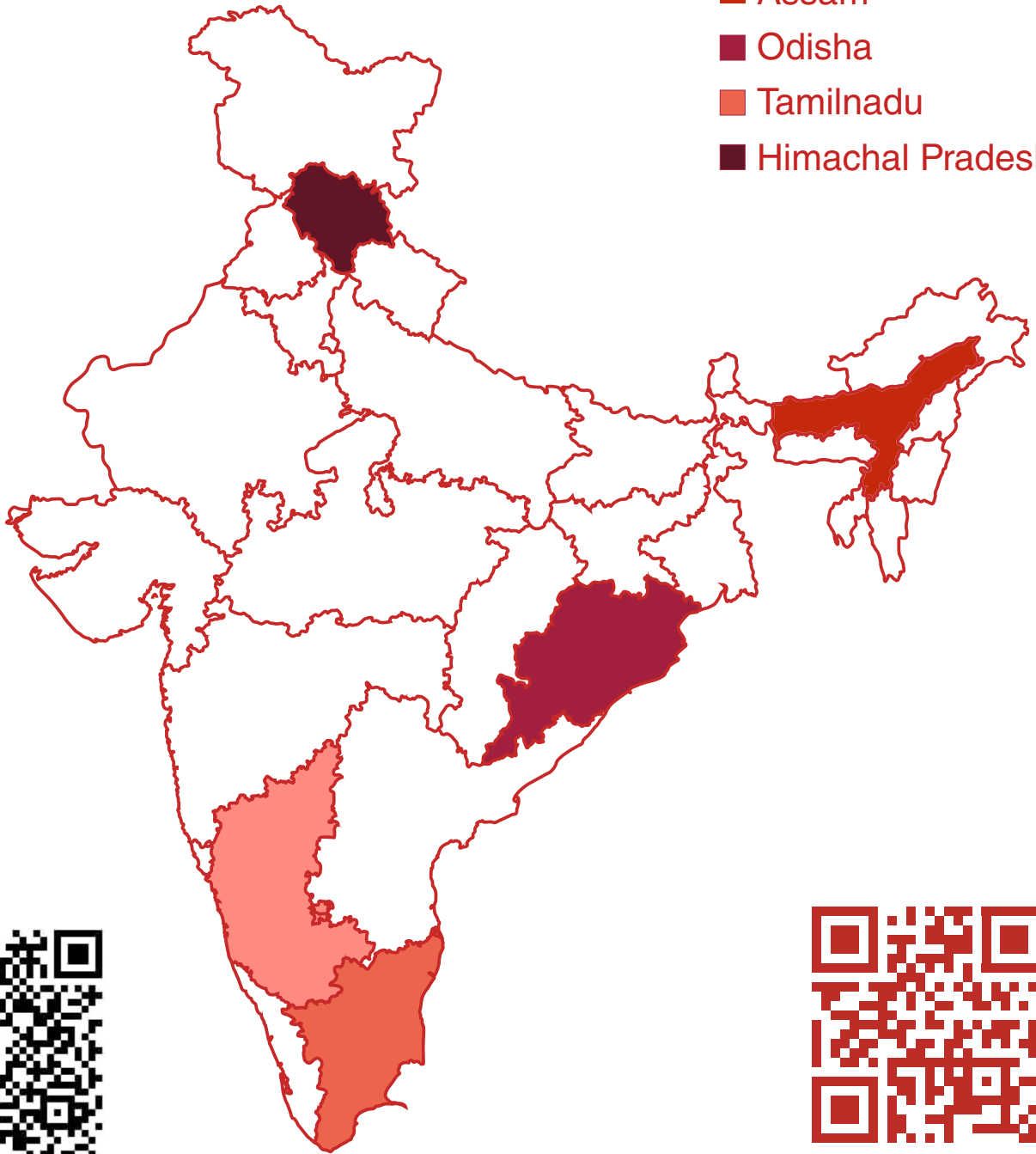
BE OPEN

Always ready to learn and look things from different perspective.

RABI 2023-24

States

- Karnataka
- Assam
- Odisha
- Tamilnadu
- Himachal Pradesh



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SOCIAL MEDIA OUTREACH RABI 2023-24



SOCIAL MEDIA OUTREACH

Total No of tweets/posts (Facebook & Twitter)

56

Total No of retweets done of PMFBY

6

TOTAL NO OF IMPRESSIONS/REACH RECEIVED

Facebook Total Reach

6,950

Twitter Total Impressions

1,270

@Future_Generali @Future_Generali · Jan 13 ...
Pradhan Mantri Fasal Bima Yojana along with Future Generali is celebrating unity in diversity! One nation, many festivals – each bringing joy, colors, and togetherness.

#FutureGenerali
#HappyHavevest
#Krishirakshak
#PMFBY
...
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@Future_Generali @Future_Generali · Feb 9 ...
सुरक्षित किसान, समृद्धिशील भारत। आपके भविष्य को मजबूत बनाने के लिए फ्यूचर जेनरली लाया है मेरी पॉलिसी, मेरे हाथ अभियान

#FutureGenerali
#MeriPolicyMereHaath
#PMFBY
#PMFBY4Farmers
#AtmanirbharKrishi
...
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@Future_General @Future_Genera · Nov 29, 2023 ...
आपका सुरक्षित भविष्य है हमारी प्राथमिकता! फसल बीमा सप्ताह, सिर्फ 2 दिन में

#FutureGenerali
#CropInsuranceWeek
#Krishirakshak
#PMFBY

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TOTAL INSURANCE SOLUTIONS

MARKETING MATERIAL DISTRIBUTION RABI 2023-24

STATE	BANNER	LEAFLET	POSTER/ VINYL STICKER	IEC VAN's
Karnataka	690	1,05,000	2,400	5
Tamil nadu	600	85,000	2,250	
Himachal Pradesh	200	15,000	0	
Assam	450	50,000	800	
Odisha	670	1,40,000	4200	
Total	2,610	3,95,000	9,650	5



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ENROLLMENT STATISTICS FOR PMFBY RABI 2023-24

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	13,663	16,799	30,462	3,036.16	20,78,17,002.87	85,452.30	9,53,483.99
Tamilnadu	40,327	2,07,441	2,47,768	65,472.63	5,11,77,67,065.75	7,86,78,494.38	36,01,18,802
Himachal Pradesh	14,304	7	14,311	6,85,285.00	1,01,69,22,440.00	5,08,46,122.00	7,09,71,464
Assam	9,054	19,643	28,697	22,686.24	1,40,81,18,895	33,26,075	4,11,86,312
Karnataka	568	44,440	45,008	60,945.96	2,41,86,29,448.45	3,63,17,827.07	32,28,98,219
Total	77,916	2,88,330	3,66,246	8,37,426	10,16,92,54,852	16,92,53,971	79,61,28,281

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**MARKETING AWARENESS
ACTIVITY FOR KARNATAKA
RABI 2023-24**

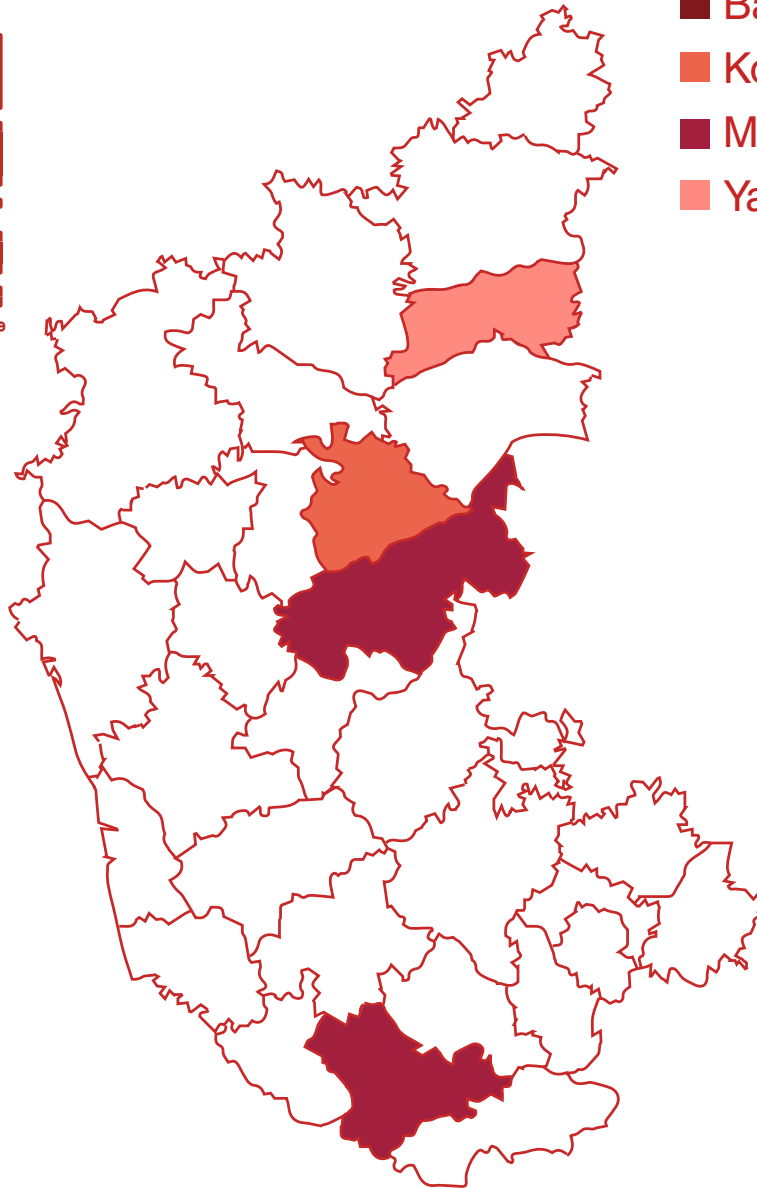


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KARNATAKA RABI 2023-24



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DISTRICTS

- Ballari
- Koppal
- Mysuru
- Yadgiri

 BANNERS	 POSTERS	 BANKS
 TRAINING AND WORKSHOP	 LEAFLET DISTRIBUTION	 CSC VISITS

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KARNATAKA RABI 2023-24



KARNATAKA RABI 2023-24





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**MARKETING AWARENESS
ACTIVITY FOR ASSAM
RABI 2023-24**



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ASSAM RABI 2023-24



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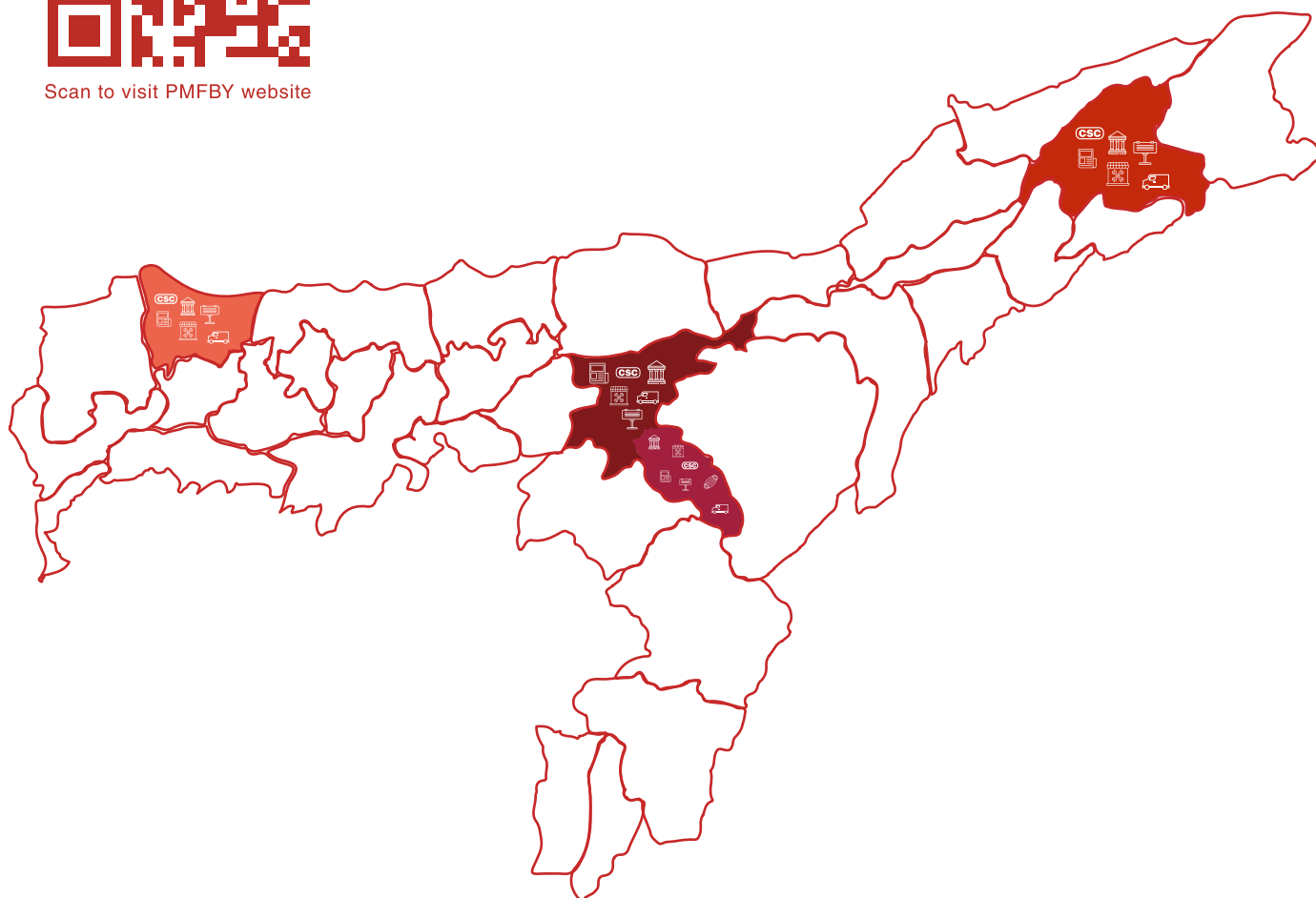
DISTRICTS

■ Nagaon

■ Chirang

■ Hojai

■ Dibrugarh



 BANNERS	 POSTERS	 BANKS
 TRAINING AND WORKSHOP	 LEAFLET DISTRIBUTION	 CSC VISITS

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ASSAM RABI 2023-24





PRADHAN MANTRI FASAL BIMA YOJANA



**MARKETING AWARENESS
ACTIVITY FOR ODISHA
RABI 2023-24**



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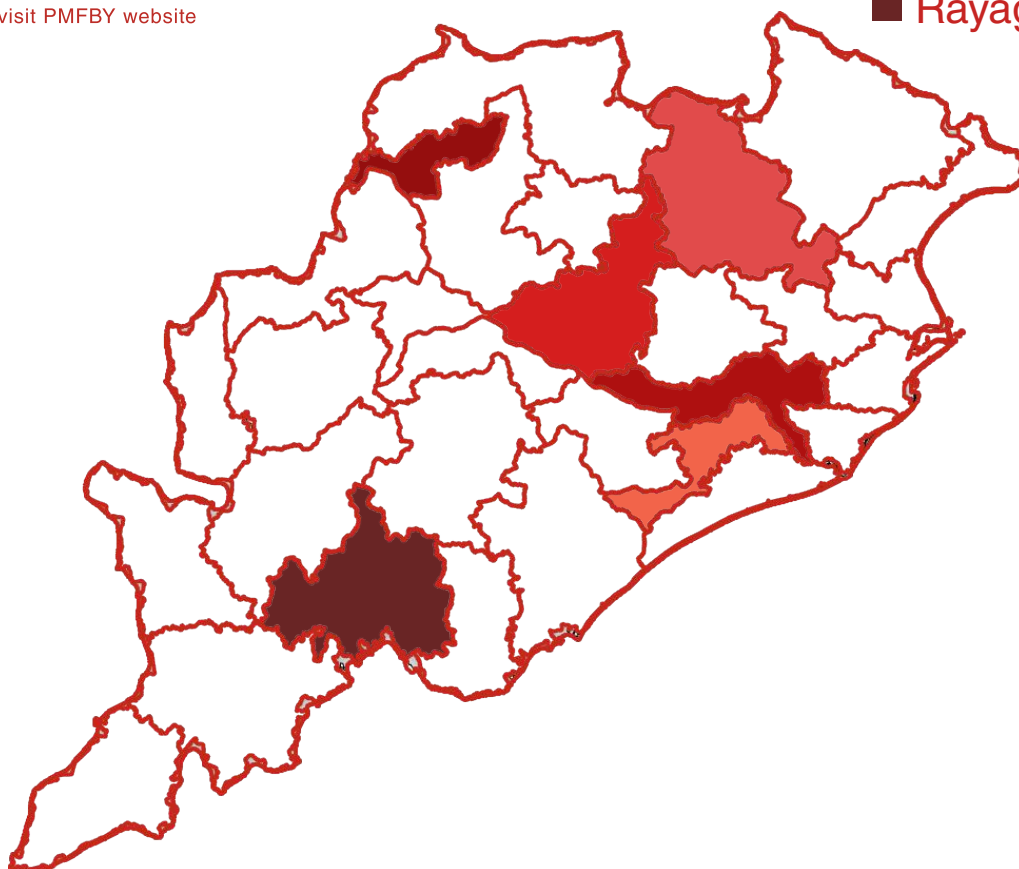
ODISHA RABI 2023-24



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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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ODISHA RABI 2023-24



ODISHA RABI 2023-24





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**MARKETING AWARENESS
ACTIVITY FOR
HIMACHAL PRADESH
RABI 2023-24**



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HIMACHAL PRADESH

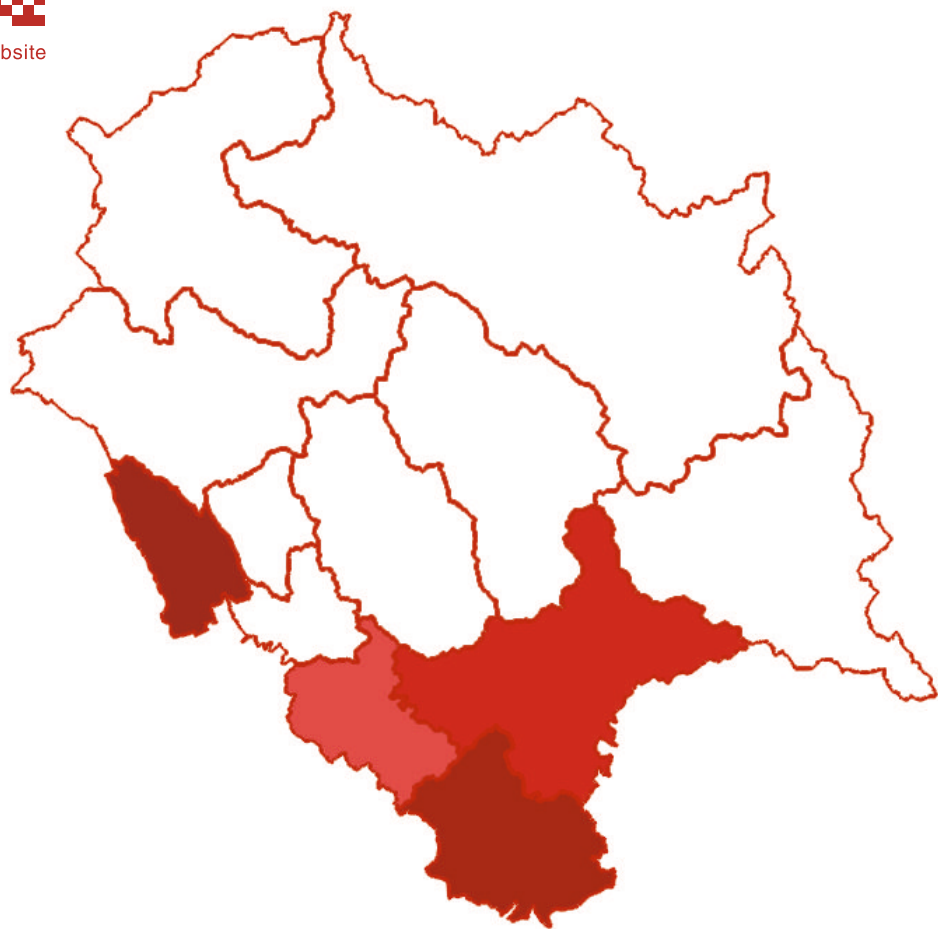
RABI 2023-24



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DISTRICTS

- SHIMLA
- SIRMAUR
- SOLAN
- UNA



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HIMACHAL PRADESH RABI 2023-24



HIMACHAL PRADESH RABI 2023-24





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**MARKETING AWARENESS
ACTIVITY FOR
TAMILNADU
RABI 2023-24**

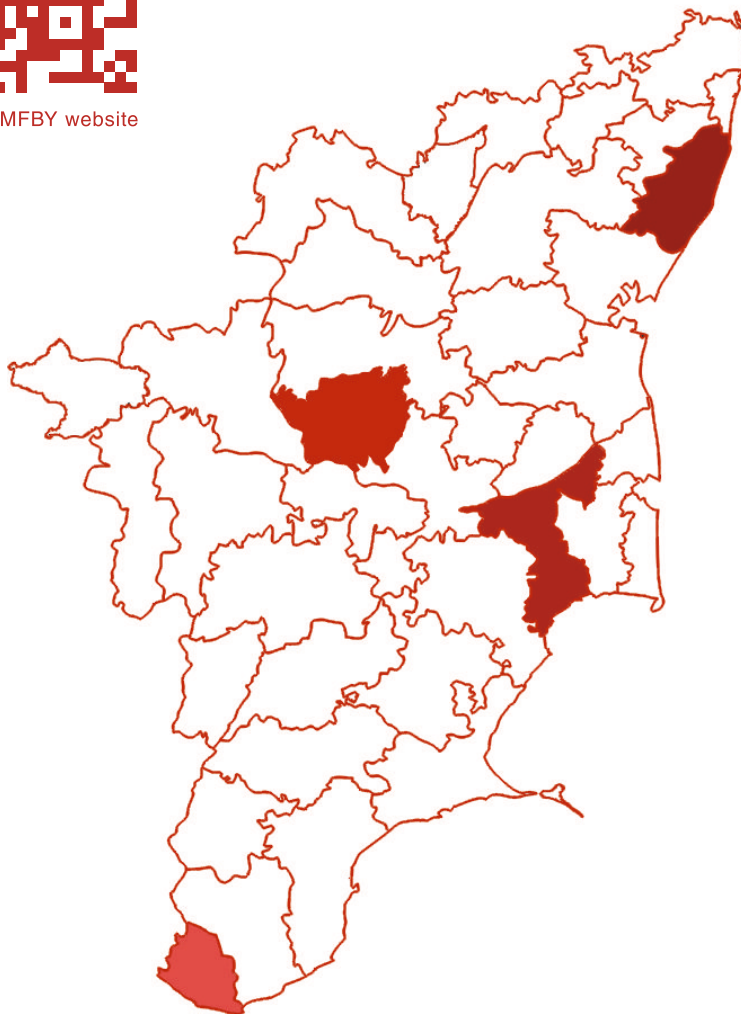


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TAMILNADU RABI 2023-24



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DISTRICTS

- Namakkal
- Thanjavur II
- Kanniyakumari
- Chengalpattu

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TAMILNADU RABI 2023-24



TAMILNADU RABI 2023-24



itude: 11.249285





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PRADHAN MANTRI FASAL BIMA YOJANA MARKETING AWARENESS ACTIVITY RABI 2023-24

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