



# PRADHAN MANTRI FASAL BIMA YOJANA



MARKETING AWARENESS ACTIVITY  
FOR RAJASTHAN, KARNATAKA,  
ASSAM AND GOA RABI 2021-22



**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS

# OUR CORE VALUES



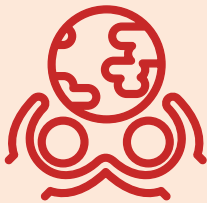
## **DELIVER ON PROMISE**

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.



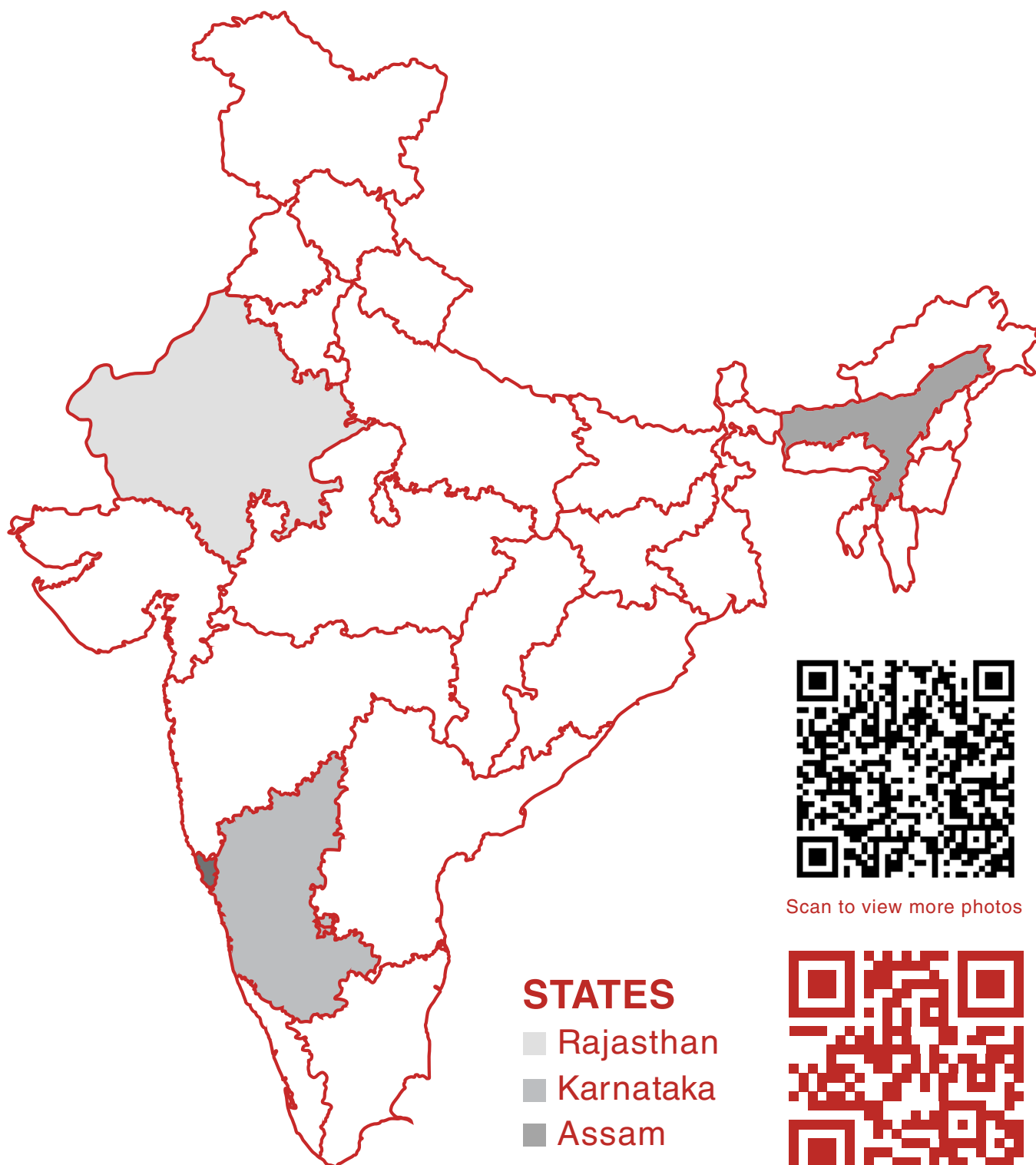
## **LIVE THE COMMUNITY**

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



## **BE OPEN**

Always ready to learn and look things from different perspective.



## STATES

- Rajasthan
- Karnataka
- Assam
- Goa



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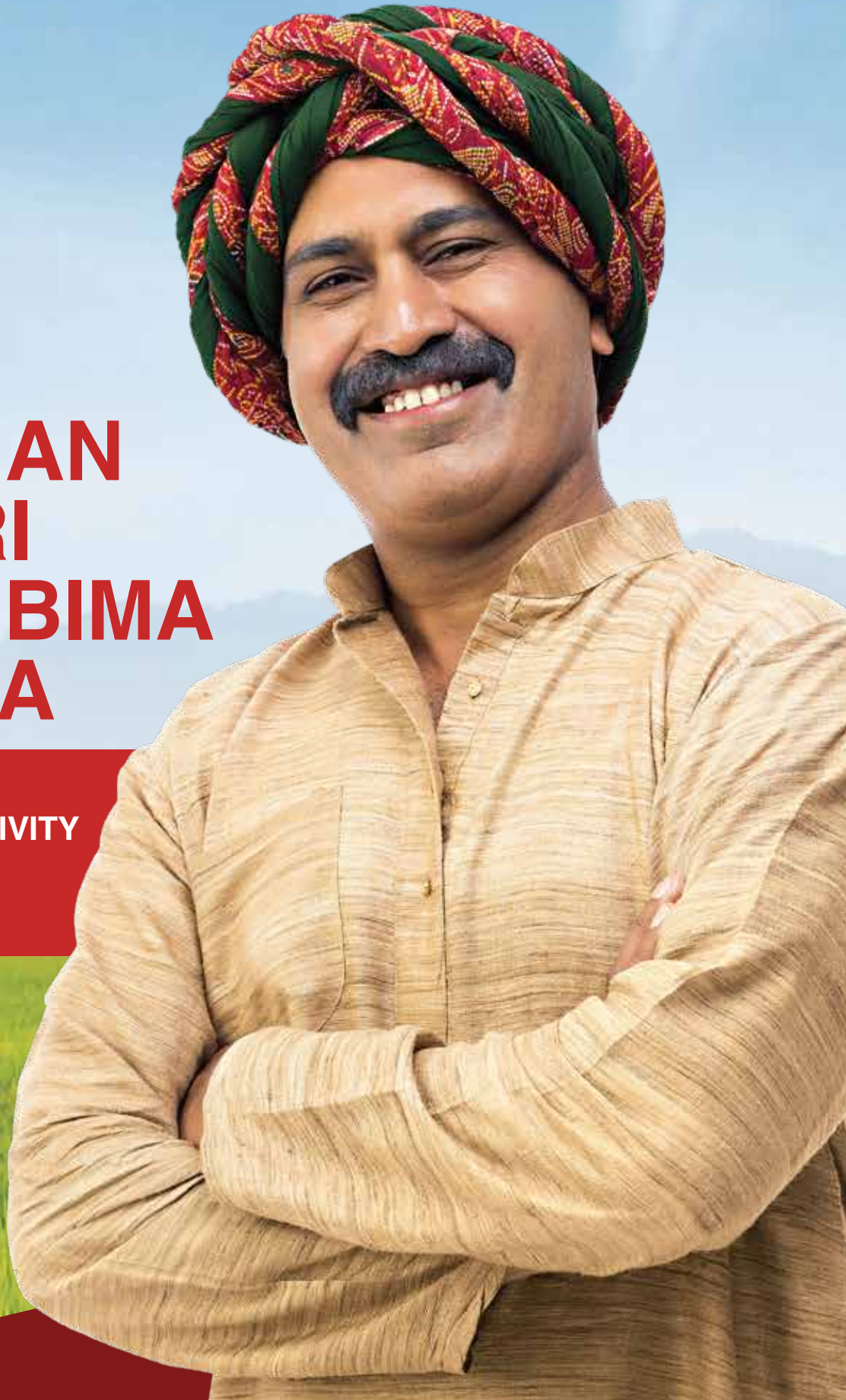


**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS



# PRADHAN MANTRI FASAL BIMA YOJANA

MARKETING  
AWARENESS ACTIVITY  
FOR RAJASTHAN  
RABI 2021-22

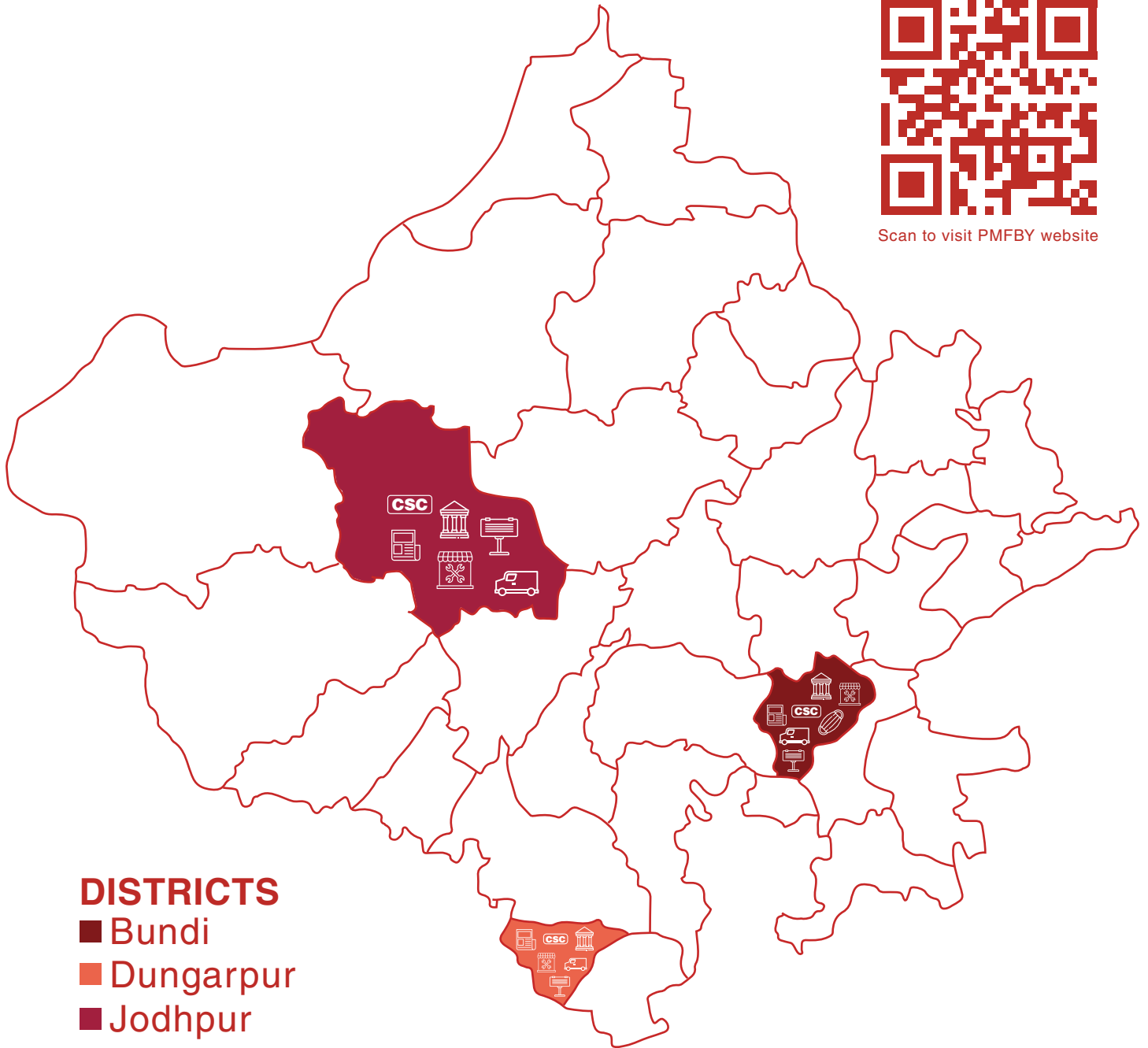


**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS





Scan to visit PMFBY website



## DISTRICTS

- Bundi
- Dungarpur
- Jodhpur



**HOARDINGS AND BANNERS**



**TRAINING AND WORKSHOP**



**VAN CAMPAIGNING**



**MASK & SANITIZER DISTRIBUTION**



**BANKS**



**CSC VISITS**

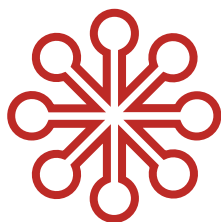
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**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS

## ENROLLMENT STATISTICS FOR PMFBY RABI 2021-22

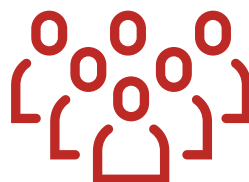
DISTRICT	LOANEE FARMER APPLICATIONS IN RABI 2021-22	NON LOANEE FARMER APPLICATIONS IN RABI 2021-22	TOTAL FARMER APPLICATIONS IN RABI 2021-22	AREA INSURED (IN HA.)	SUM INSURED (IN RS. LAKHS)	FARMER SHARE (IN RS. LAKHS)	GOVERNMENT SHARE (IN RS. LAKHS)
BUNDI	4,16,654	5,161	4,21,815	1,07,337	8,07,18,93,271	12,15,22,894	55,46,37,116
DUNGARPUR	3,05,276	488	3,05,764	23,204	97,29,13,484	1,45,92,212	4,19,85,221
JODHPUR	1,76,682	1,301	1,77,983	1,16,539	7,76,30,35,289	27,53,06,240	71,68,39,348



**CLUSTER  
NUMBER**  
02



**TOTAL NUMBER  
OF TALUKAS**  
32



**TOTAL NUMBER OF  
GRAM PANCHAYATS**  
1127



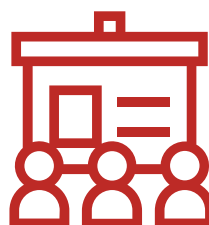
**TOTAL NUMBER  
OF VILLAGES**  
3848



**TOTAL  
BANK VISITS**  
487



**TOTAL  
CSC  
VISITS**  
236



**TOTAL BANK  
TRAININGS**  
14



**TOTAL  
CSC  
TRAININGS**  
8



**TOTAL FARMER  
MEETINGS**  
297



**TOTAL  
GOVERNMENT  
TRAININGS**  
28



**HOARDINGS  
INSTALLED**  
185



**NO. OF VANS  
DEPLOYED FOR  
VAN CAMPAIGNING**  
20

## Rabi IEC Campaign Inauguration





## BUNDI



**TOTAL NUMBER  
OF VANS  
DEPLOYED - 3**

**TOTAL NUMBER  
OF TALUKAS  
COVERED - 6**

**TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 236**

**TOTAL NUMBER OF  
FASAL BIMA  
PATHSALA  
CONDUCTED - 171**













## DUNGARPUR



**TOTAL NUMBER  
OF VANS  
DEPLOYED - 4**

**TOTAL NUMBER  
OF TALUKAS  
COVERED - 6**

**TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 236**

**TOTAL NUMBER OF  
FASAL BIMA  
PATHSALA  
CONDUCTED - 175**

**Flag off event**



**Van Campaigning**





## DUNGARPUR









## JODHPUR



**TOTAL NUMBER  
OF VANS  
DEPLOYED - 13**

**TOTAL NUMBER  
OF TALUKAS  
COVERED - 17**

**TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 630**

**TOTAL NUMBER OF  
FASAL BIMA  
PATHSALA  
CONDUCTED - 327**

**Flag off event**



**Farmers Meeting**



**Farmers Training**



## JODHPUR



Bankers meeting



DLMC Meeting



Farmers Workshop









बूंदी 15-12-2021

## प्रधानमंत्री फसल बीमा योजना की जिलास्तरीय कार्यशाला का समापन बीमा योजना का अधिकाधिक किसानों को दें लाभ-कलेक्टर



बूंदी. कलेक्ट्रेट परिसर के सभागार में मंगलवार को जिला अधिकारियों की बैठक लेती कलेक्टर रेणु जयपाल।

**भास्कर न्यूज़ बूंदी**

जिले में रबी की फसल प्रधानमंत्री फसल बीमा योजना के तहत जिला स्तरीय कार्यशाला मंगलवार को कलेक्टर रेणु जयपाल की अध्यक्षता में हुई। कलेक्टर ने कहा कि बीमा योजना किसानों को उनकी फसल के नुकसान के समय बड़ा सबल देती है, इससे ज्यादा से ज्यादा किसानों को जोड़ा जाए। कार्यशाला में कृषि विभाग के

उपनिदेशक, जिला अग्रणी बैंक प्रबंधक, नाबार्ड के सहायक महाप्रबंधक, विभिन्न बैंकों के जिलास्तरीय समन्वयक, सहकारिता विभाग के उपपंजीयक, सहायक निदेशक कृषि व बीमा कंपनी के प्रतिनिधियों ने भाग लिया। कृषि विस्तार विभाग के उपनिदेशक रमेशचंद्र जैन ने बताया कि योजना के तहत गेहूं, चना, सरसों व मसूर को शामिल किया गया है। योजना के तहत 31 दिसंबर तक ऋणी, गैर

ऋणी एवं बंटाई पर खेती करने वाले किसानों का बीमा बैंकों/ कॉमन सर्विस सेंटर के माध्यम से कराया जा सकता है। उन्होंने बताया कि बीमा पूर्णतः स्वैच्छिक है, अगर ऋणी कृषक बीमा योजना से बाहर होना चाहता है तो 24 दिसंबर तक बैंक शाखा को लिखित में सूचना (ओप्ट आउट) देकर अलग हो सकता है। फसल परिवर्तन की सूचना 29 दिसंबर तक बैंक शाखा को अवश्य दें।

## SOCIAL MEDIA POSTS

**@Future\_Generali** @Futur... · Dec 6, 2021 ···

Here's the key to a stress-free harvest. Insure your crops with @pmfby and keep all worries related to crop damage at bay.

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
#FutureGenerali



0:17 19 views

**@Future\_Generali** @Futur... · Dec 7, 2021 ···

Download the @pmfby mobile app and report your crop claims for localised and post-harvest losses within 72hrs.

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
#FutureGenerali



For more information, please contact:  
Toll Free 1800 266 4141

**@Future\_Generali** @Futur... · Dec 9, 2021 ···

Here are some glimpses from the Crop Insurance Week where we spread awareness about @pmfby to help farmers protect their crops.

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
#FutureGenerali



1:05 48 views

**@Future\_Generali** @Futur... · Dec 5, 2021 ···

अपनी मिट्टी का पोषण करें और आपको लाभ मिलेगा। चिंता मुक्त फसल के लिए अपनी फसल की रक्षा करें।

विश्व मृदा दिवस की शुभकामनाएं।

@pmfby

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
#FutureGenerali #HappyWorldSoilDay



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**@Future\_Generali** @Futur... · Dec 2, 2021 ···

अपनी फसल की सुरक्षा: करने का यह आसान अवसर ना छोड़े! 31 दिसंबर 2021 से पहले प्रधानमंत्री फसल बीमा योजना में नामांकन कराएं।

@pmfby

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
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0:07 22 views

**Future Generali - General Insurance** ···

3 Dec 2021 ···

जब हमारे पास आपकी फसलों की सुरक्षा करने के लिए प्रधानमंत्री फसल बीमा योजना है तो चिंता करने की कोई आवश्यकता नहीं है।

PMFBY

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
#FutureGenerali



रवी

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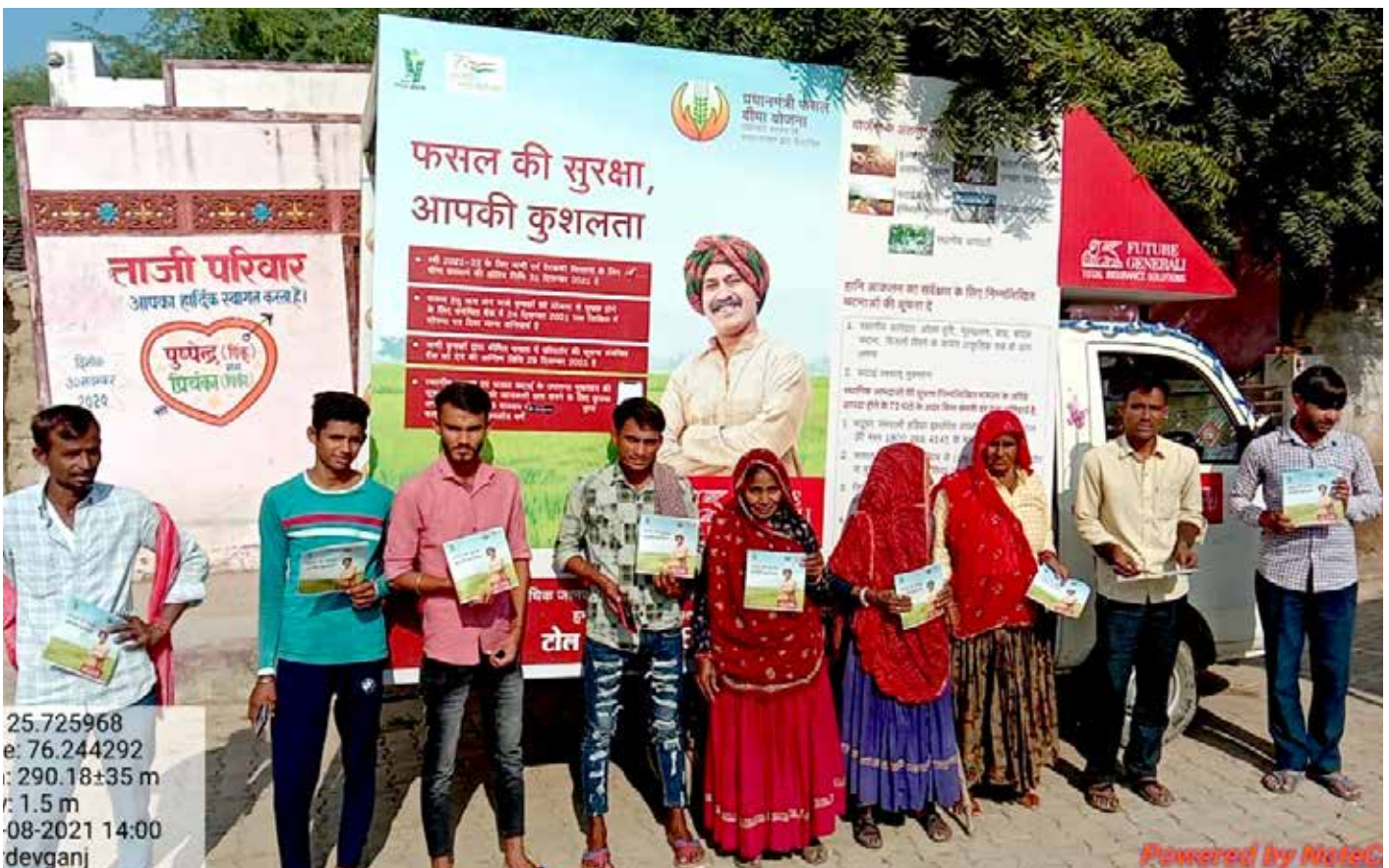


## WALL WRAPS & HOARDINGS





## CROP INSURANCE WEEK







# KARNATAKA RAITHA SURAKSHA PRADHAN MANTRI FASAL BIMA YOJANA

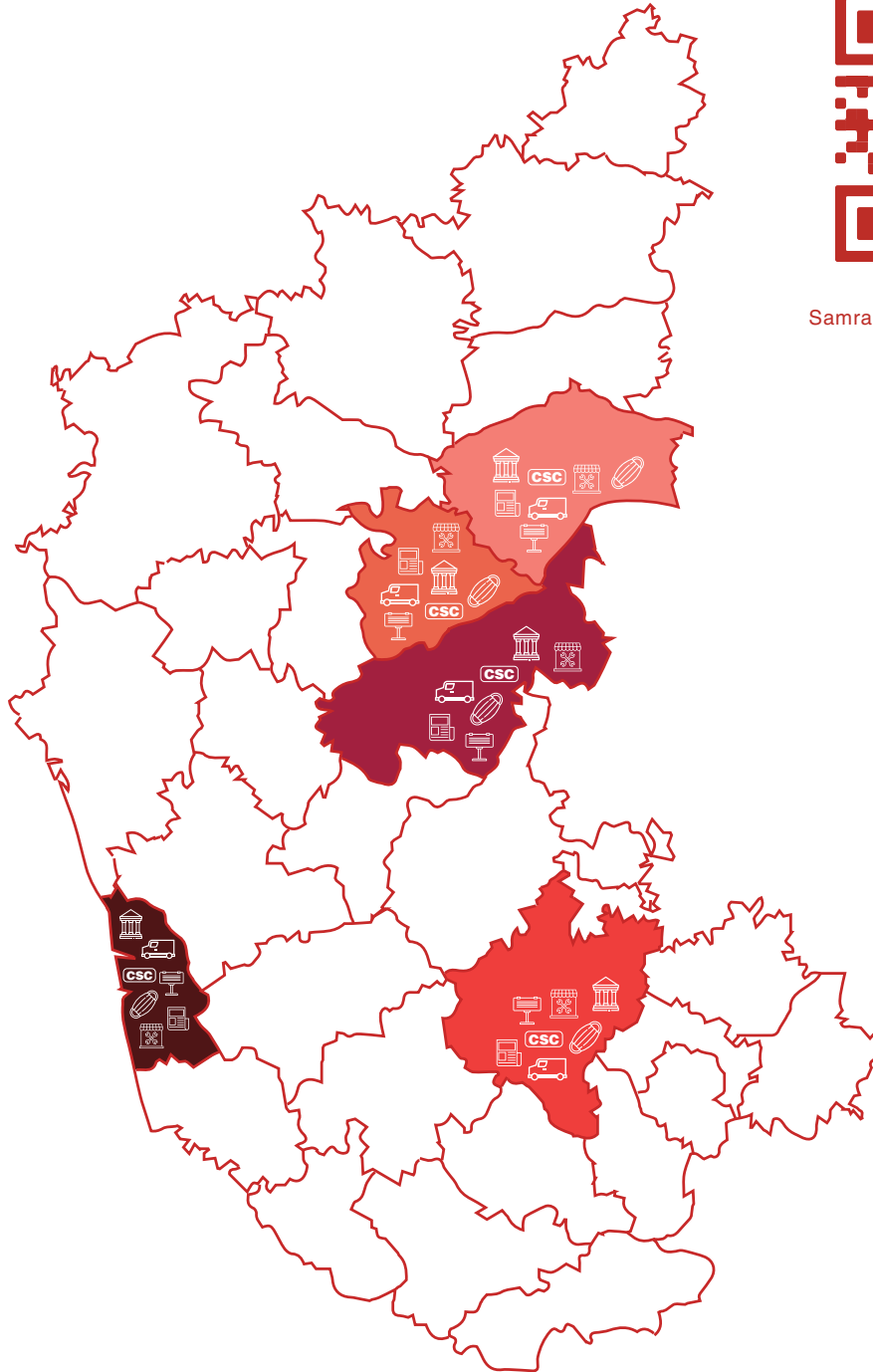
MARKETING  
AWARENESS ACTIVITY  
FOR KARNATAKA  
RABI 2021-22



**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS



Scan here to visit  
Samarakshane Karnataka website



## DISTRICTS

- Ballari
- Koppal
- Raichur
- Tumkur
- Udupi

- HOARDINGS AND BANNERS**
- TRAINING AND WORKSHOP**

- VAN CAMPAIGNING**
- MASK & SANITIZER DISTRIBUTION**

- BANKS**
- CSC CSC VISITS**

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 **FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS

## ENROLLMENT STATISTICS FOR PMFBY RABI 2021-22

DISTRICT	LOANEE FARMER APPLICATIONS IN RABI 2021-22	NON LOANEE FARMER APPLICATIONS IN RABI 2021-22	TOTAL FARMER APPLICATIONS IN RABI 2021-22	AREA INSURED (IN HA.)	SUM INSURED (IN RS. LAKHS)	FARMER SHARE (IN RS. LAKHS)	GOVERNMENT SHARE (IN RS. LAKHS)
BALLARI	579	2,309	2,888	4,512.47	1,456.36	23.88	292.90
KOPPAL	819	34,179	34,998	47,936.80	15,180.56	227.71	4,185.63
RAICHUR	954	11,651	12,605	18,986.42	5,788.84	86.83	1,594.17
TUMKUR	4	247	251	407.13	132.49	1.99	20.25
UDUPI	-	4	4	0.60	0.21	0.00	0.04



**CLUSTER  
NUMBER  
04 AND 06**



**TOTAL NUMBER  
OF TALUKAS  
45**



**TOTAL NUMBER OF  
GRAM PANCHAYATS  
1094**



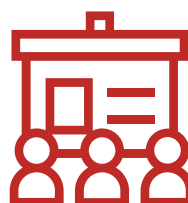
**TOTAL NUMBER  
OF VILLAGES  
3621**



**TOTAL  
BANK VISITS  
1010**



**TOTAL  
CSC  
VISITS  
786**



**TOTAL BANK  
TRAININGS  
75**



**TOTAL  
CSC  
TRAININGS  
117**



**TOTAL FARMER  
MEETINGS  
1222**



**TOTAL  
GOVERNMENT  
TRAININGS  
90**



**NO. OF VANS  
DEPLOYED FOR  
VAN CAMPAIGNING  
5**



## BALLARI



TOTAL NUMBER  
OF VANS  
DEPLOYED - 01

TOTAL NUMBER  
OF TALUKAS  
COVERED - 11

TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 64

TOTAL NUMBER OF  
VILLAGES  
COVERED - 119

TOTAL NUMBER OF  
LEAFLETS  
DISTRIBUTED - 4500

Van Campaigning



Van Campaigning



Latitude: 15.17364  
Longitude: 77.004505  
Elevation: 427.9±4 m  
Accuracy: 1.8 m  
Azimuth: 120° (SE)  
Pitch: -5.5° (1.3°)  
Time: 13-12-2021 11:53

Farmer's Workshop







## KOPPAL



TOTAL NUMBER  
OF VANS  
DEPLOYED - 02

TOTAL NUMBER  
OF TALUKAS  
COVERED - 7

TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 140

TOTAL NUMBER OF  
VILLAGES  
COVERED - 530

TOTAL NUMBER OF  
LEAFLETS  
DISTRIBUTED - 31900

Flag off event



Farmer's Workshop



Farmer's Workshop











## RAICHUR



Banker Workshop



CSC Workshop



Government Meeting









CSC Workshop



Government Meeting



Government Meeting



## UDUPI

TOTAL NUMBER  
OF TALUKAS  
COVERED - 8

TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 163

TOTAL NUMBER OF  
VILLAGES  
COVERED - 234

TOTAL NUMBER OF  
LEAFLETS  
DISTRIBUTED - 9600



**Farmers Workshop**



**Government Meeting**





CSC Workshop



Bankers Training



Bankers Training



## SOCIAL MEDIA POSTS

**@Future\_Generali** @Futur... · Dec 2, 2021 ···

Next stop, Karnataka.  
We're on the move with our new van campaign to spread awareness about PMFBY to farmers of the Bellari district. Stay tuned for more updates.

@pmfby

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
#FutureGenerali



**@Future\_Generali** @Futur... · Dec 2, 2021 ···

Don't miss this easy opportunity to protect your crops!  
Get enrolled in PMFBY before 31st December 2021.  
@pmfby

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
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#FutureGenerali



**@Future\_Generali** @Futur... · Dec 2, 2021 ···

ಪ್ರಧಾನ ಮಂತ್ರಿ ಫಸಲ್ ಬಿಮಾ ಯೋಜನೆಯಲ್ಲಿ ನೋಂದಣಿ ಮಾಡುವುದು ತುಂಬಾ ಸುಲಭ... ಅಂತಿಮ ದಿನಾಂಕದ ಮೊದಲು ನೋಂದಾಯಿಸಿ

@pmfby

#CropInsuranceWeek #AmritMahotsav #IndiaAt75  
#फसलबीमासप्ताह #अमृतमहोत्सव #PMFBY  
#FutureGenerali



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MARKETING  
AWARENESS ACTIVITY  
FOR ASSAM RABI 2021-22

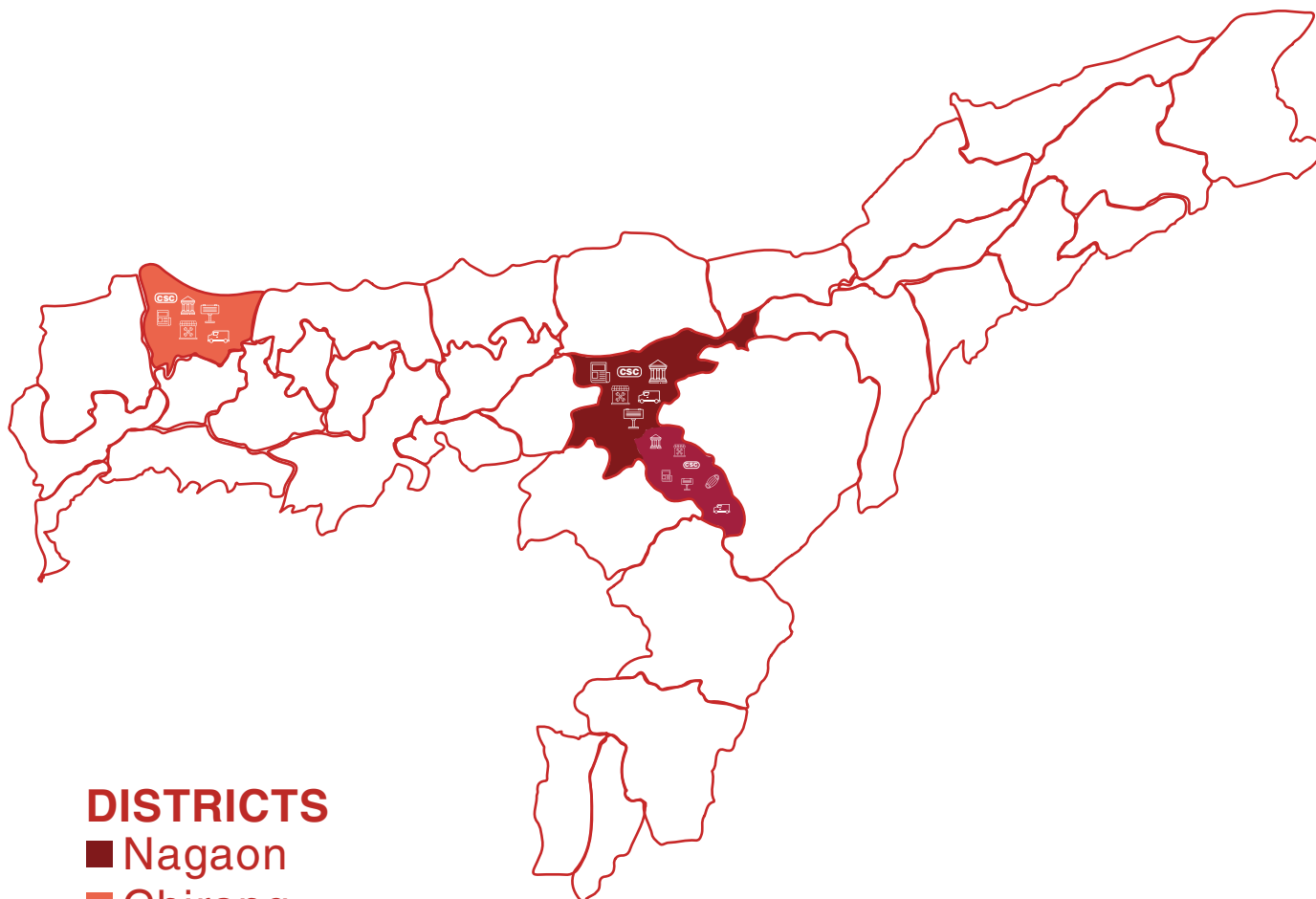


**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS





Scan to visit PMFBY website



## DISTRICTS

- Nagaon
- Chirang
- Hojai



**HOARDINGS AND BANNERS**



**TRAINING AND WORKSHOP**



**VAN CAMPAIGNING**



**MASK & SANITIZER DISTRIBUTION**



**BANKS**



**CSC VISITS**

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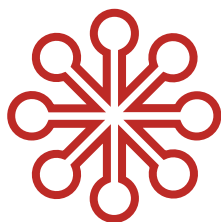


**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS



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NAGAON	959	65,611	66,570	38,611.59	2,68,65,95,758	82,635	6,72,03,434
CHIRANG	15	3,303	3,318	1,822.06	12,66,32,892	13,784	31,52,001
HOJAI	461	16,272	16,733	8,339.97	58,24,14,296	16,704	2,04,77,490



**CLUSTER  
NUMBER**  
07



**TOTAL NUMBER  
OF TALUKAS**  
13



**TOTAL NUMBER OF  
GRAM PANCHAYATS**  
22



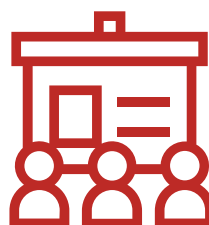
**TOTAL NUMBER  
OF VILLAGES**  
301



**TOTAL  
BANK VISITS**  
69



**TOTAL  
CSC  
VISITS**  
6



**TOTAL BANK  
TRAININGS**  
45



**TOTAL  
CSC  
TRAININGS**  
6



**TOTAL FARMER  
MEETINGS**  
98



**TOTAL  
GOVERNMENT  
TRAININGS**  
14



## NAGAON





## NAGAON



Government Meeting



GPS Map Camera



**Batadraba Barhisa, Assam, India**

Kadamoni Rampur Dumdumia Road, Batadraba Barhisa,  
Assam 782122, India

Lat 26.432492°

Government Meeting



## CHIRANG





## CHIRANG







**TOTAL NUMBER  
OF TALUKAS  
COVERED - 3**

**TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 17**

**TOTAL NUMBER OF  
VILLAGES  
COVERED - 49**

**TOTAL NUMBER OF  
LEAFLETS  
DISTRIBUTED - 5200**

**Farmers Workshop**



**Farmers Workshop**





Government Meeting



ipur Pub

Dakhin Nawabil, Assam, India  
4W37+PCF, Dakhin Nawabil, Assam 782439, India  
Lat 26.104455°  
Long 92.913266°

Government Meeting 21 11:44 AM



## SOCIAL MEDIA POSTS



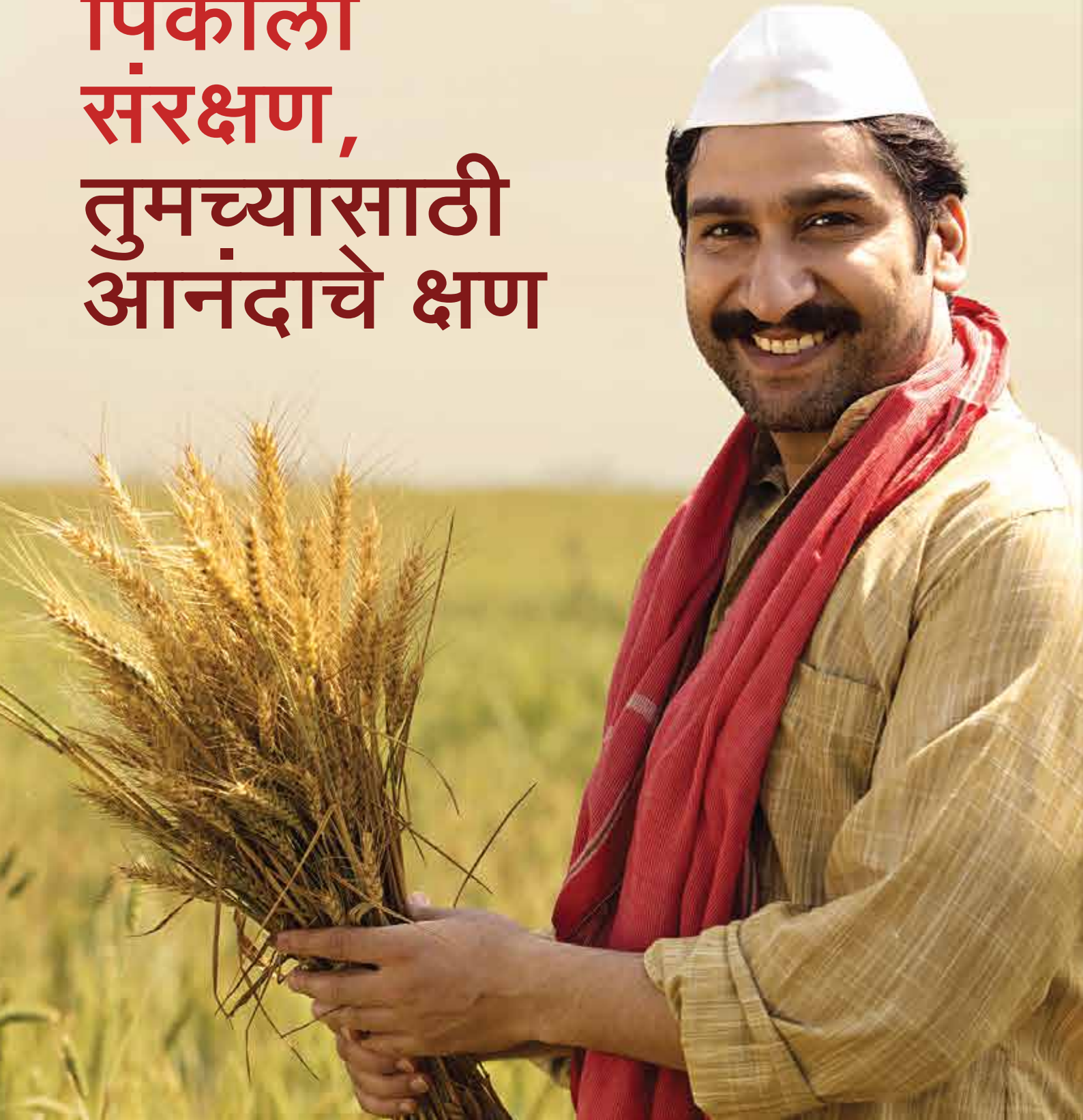
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# पिकाला संरक्षण, तुमच्यासाठी आनंदाचे क्षण







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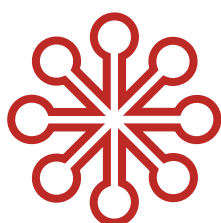


**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS



## ENROLLMENT STATISTICS FOR PMFBY RABI 2021-22

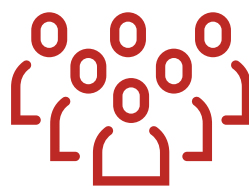
DISTRICT	LOANEE FARMER APPLICATIONS IN RABI 2021-22	NON LOANEE FARMER APPLICATIONS IN RABI 2021-22	TOTAL FARMER APPLICATIONS IN RABI 2021-22	AREA INSURED (IN HA.)	SUM INSURED (IN RS. LAKHS)	FARMER SHARE (IN RS. LAKHS)	GOVERNMENT SHARE (IN RS. LAKHS)
NORTH GOA	0	15	15	3	1,33,070	1,996	655



**CLUSTER  
NUMBER**  
02



**TOTAL NUMBER  
OF TALUKAS**  
12



**TOTAL NUMBER OF  
GRAM PANCHAYATS**  
79



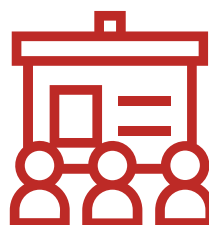
**TOTAL NUMBER  
OF VILLAGES**  
102



**TOTAL  
BANK VISITS**  
70



**TOTAL  
CSC  
VISITS**  
30



**TOTAL BANK  
TRAININGS**  
2



**TOTAL  
CSC  
TRAININGS**  
2



**TOTAL FARMER  
MEETINGS**  
38



**TOTAL  
GOVERNMENT  
TRAININGS**  
13



**NORTH GOA**

**TOTAL NUMBER  
OF TALUKAS  
COVERED - 5**

**TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 16**

**TOTAL NUMBER OF  
VILLAGES  
COVERED - 26**

**TOTAL NUMBER OF  
LEAFLETS  
DISTRIBUTED - 1000**

**Farmers Workshop****CSC visit**





Bankers Workshop



Bankers Workshop

**SOUTH GOA**

**TOTAL NUMBER  
OF TALUKAS  
COVERED - 7**

**TOTAL NUMBER OF  
GRAM PANCHAYATS  
COVERED - 26**

**TOTAL NUMBER OF  
VILLAGES  
COVERED - 34**

**TOTAL NUMBER OF  
LEAFLETS  
DISTRIBUTED - 1000**



Government Meeting



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**FUTURE  
GENERALI**  
TOTAL INSURANCE SOLUTIONS

## **PRADHAN MANTRI FASAL BIMA YOJANA MARKETING AWARENESS ACTIVITY RABI 2021 - 22**

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