



புதுச்சேரி அரசு



Allianz

Caringly yours

PRADHAN MANTRI FASAL BIMA YOJANA
(PMFBY)

PUDUCHERRY

RABI 2023-24

*Fasal Bima Karao,
Suraksha Kavach Pao*



FARMITRA
CARINGLY YOURS

IMPLEMENTATION DISTRICT

PUDUCHERRY



IMPLEMENTATION STATUS



PUDUCHERRY

ACTIVITY STATISTICS

3

Banker's
Workshop

50

CSC Visits

6,000

Leaflets

58

Villages covered
Via
Campaigns

50

CSC
Workshops

120

Fasal Bima
Pathshalas

35

Banners

50

Merchandise
Distribution

3

Bank Branch
Visits

1,000

No of
Farmer's Meet

50

Posters

5

MPMH
Distribution

5

PMFBY Bench
Installation

ACTIVITY DESCRIPTION

- ◆ **Bankers Workshop:** Conducted Mandatory Bankers workshop to communicate the role & responsibility of bankers
- ◆ **Leaflets:** Distributed leaflets to farmers for PMFBY awareness
- ◆ **CSC Workshop:** Conducted CSC workshop to boost non-loanee enrolment
- ◆ **Banner:** Display banners at all stakeholder's offices and farmers' gathering points
- ◆ **Hoardings:** Installation of hoardings at all prime locations for proper visibility and awareness
- ◆ **Bank Branch Visit:** Regular visits to the Bank branch for training to cover the maximum number of farmers and timely completion of activity as per guidelines
- ◆ **Posters:** Pasting of posters at all stakeholder's offices and farmer's gathering points
- ◆ **CSC Visits:** Maximum visit of CSC to ensure increment in coverage non-loanee enrolment
- ◆ **Fasal Bima Pathashala:** Conducted FBP at the village level with farmers to present key highlights of the scheme to create farmer awareness
- ◆ **Farmers Meeting:** Farmers meetings are conducted at the village level with the help of government officers and progressive farmers to reach the maximum number of farmers for extensive coverage
- ◆ **Meri Policy Mere Haath:** Policy acknowledgment and PMFBY Info leaflet distributed under the campaign – Total no of policy- 5

Glimpses of IEC activities



Villiyanoor, Thondamanatham Village, Mr. Sankaradoss – FBP Campaigning and Pamphlet issued to the farmers





Dr. Tamilisai Soundararajan, Honorable Governor of Puducherry awarded the best farmers of the UT of Puducherry and inaugurated the crop insurance week

FASALBIMA PATHSHALA





WOMEN FARMERS' PARTICIPATION





DISTRICT & BLOCK LEVEL FARMERS MEETINGS



CROP INSURANCE WEEK



MERI POLICY MERE HAATH





PMFBY BENCHES





PMFBY STALL FLOWER FEST



NEWSPAPER COVERAGE

புதுச்சேரி www.dinamalar.com
புதுச்சேரி
செவ்வாய் 14.08.2014

விவசாயிகளுக்கான பயிர் காப்பீடு முகாம்



■ சுத்துக்கேணி உழவர் உதவியகம் சார்பில் கொடாத்தூரில் சம்பா நெல் பருவத்திற்கான பயிர் காப்பீடு முகாம் நேற்று நடந்தது.

திருக்கனூர், டி.ச. 5- திருக்கனூர் அடுத்த சுத்துக்கேணி உழவர் உதவியகம் சார்பில் கொடாத்தூரில் சம்பா நெல் பருவத்திற்கான பயிர் காப்பீடு முகாம் நேற்று நடந்தது.

முகாமில், வேளாண் அலுவலர் வெங்கடாசலம் வரவேற்று, பயிர் காப்பீட்டின் பயன் மற்றும் முக்கியத்துவம் குறித்து பேசினார். பஜாஜ் அலைன்ஸ் நிறுவனத்தின் அதிகாரி பிரேம், பயிர் காப்பீட்டின் நோக்கம் மற்றும் அதனை பதிவு செய்யும் முறைகள் குறித்து விளக்கம் அளித்தார்.

முகாமில், உதவி வேளாண் அலுவலர் கண்ணாயிரம், கிராம விரிவாக்க பணியாளர்கள் ஆதி நாராயணன், ஏழுமலை உள்ளிட்ட 30க்கும் மேற்பட்ட விவசாயிகள் கலந்து கொண்டனர்.

ஆலோசனை கூட்டம்

நெட்டப்பாக்கம், டி.ச. 5- மக்திய அரசின் குடிநீர் தலைமை தாங்கினார். கூட்டத்தில், வட்டார...

ஏரி பகுதி... அதிகாரி... ஆய்... நெட்டப்பாக்கம்... தெட்ட... கம் பகுதி... குளங்கள்... பிய... அதிகாரிகள்... செய்தனர்... புது... கடந்த... ணக... பெய்து... இதன... டப்பா... பண்ட... மொ... மன... புத்து... உள்... நிர... க... செ... ர... எ... ட...

SOCIAL MEDIA CAMPAIGN



TOTAL POST - 65

Reach	2,87,956
Impressions	2,93,688
Likes	1,480
Engagements	6,762

TOTAL POST - 82

Impressions	56,555
Retweets	1,783
Likes	1,934
Engagements	6,349



SOCIAL MEDIA CAMPAIGN



Bajaj Allianz General Insurance
 @bajajallianz

இந்த பொங்கல் தங்கள் வாழ்க்கையை பிரகாசமாக்கவும் மற்றும் இந்த கருவணம் திருநாள் தங்கள் வாழ்க்கையை செல்வத்தால் நிரப்பவும் வாழ்த்துகிறோம்.

புது ஆண்டில் நெடும் இன்தூண்டு மற்றும் PMSBY-இன் இனிய பொங்கல் நல்வாழ்த்துக்கள்

#PMSBY #PMSBYforFarmers #CaringsByYou

4:27 PM - Jan 15, 2024 - 492 Views

View post engagements

Bajaj Allianz General Insurance
 @bajajallianz

புதிர் லாபத்தினை துரிதமாக விசாரிப்பதற்கும் நிதி பராமரிப்பு தளத்தில் மீண்டும் தயார்செய்து உதவியளிப்பதற்கும்

*புதிர் லாபத்தினை நிதி பராமரிப்பு தளத்தில் *CropInsurance #PMSBYforFarmers #bajajallianz #bajajallianz #bajajallianz #bajajallianz

14

6 Comments

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ஐய நீயவளி கா வது வாக விறகு, தமரை நினைவிக் கிறை வீ ஐயிரி லர் அரை; கரை அரையக் குட அர் @PMSBY கி அர் வீ அர் சபி கி லாஃக் சூபகாசாடி

#PMSBY #PMSBYforFarmers #NewPolicyMeevaathi #KorchiDakshin #CaringsByYou #Farmers #BajajAllianzGIC #HappyDiwali #Diwali #Diwali2023

Translated

10:20 AM - Nov 12, 2023 - 448 Views

11 Retweets 13 Likes

SOCIAL MEDIA CAMPAIGN



<https://www.facebook.com/BajajAllianz/posts/pfbid02NgR689MK94zUcQJsvDCUcUsUs9XRxEcj6GYu7Ca8gKumbkpG7aK9wniaeTLMmpZd>

<https://www.facebook.com/BajajAllianz/posts/pfbid0t2Zmz9Yp94aU1JZLPEep5X1Gg6Lv0XhRxpEv8a5HpEYDp8AqfITVTPwnNBVz8SI>

<https://www.facebook.com/BajajAllianz/posts/pfbid033H5aPEvIa62Y4dbydCE3sAeqhunPkhZEPwmgLr1r1wAXBNkDiD79dQgyEz2r9I>

<https://www.facebook.com/BajajAllianz/posts/pfbid0LCUfid1sR9B1UjJ6RfclJfjnuhTAAbtNL9p3JrU5jxComN95QanUfuVfDM3Qp8okyl>

<https://www.facebook.com/BajajAllianz/posts/pfbid097EJuUls3Q32CbHKHjBdDu1e5w5UECxi8hk5ZY1oduMvCnIscqAcqVonCF3UCVwwrl>

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SOCIAL MEDIA CAMPAIGN



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<https://www.facebook.com/BajajAllianz/posts/pfbid02LwEe124pt4YK3LkQCy9vTn5PDzfdk6y4rKZaxRXP32ZLN4dMdmhQ9QsijQHMSNw>

<https://www.facebook.com/BajajAllianz/posts/pfbid0w5yrqGEVzXfNUNcz3fSudsnw6cDuPXQX3ycxChyV3ZNdUZeqlHnmZ24g5V6DLnti>

<https://www.facebook.com/BajajAllianz/posts/pfbid0S3xd9WMIYYALe9vRThz2T5JWLXyeM9dxQ4vfrQ2GFLqdnLUueyJf8FAa9FrzHvml>

<https://www.facebook.com/BajajAllianz/posts/pfbid05j3LXW2nrQ4QBwLgWjBivzePPHyc2okVF1bfAPm5k3FIUFWZ8ng3XvGqJqoZ2Bpl>

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<https://www.facebook.com/BajajAllianz/posts/pfbid02RjUveSgU76PikYlHzNA7dW9uSv1uAcd5CVKcTrPP91Q8XFwPt6dTL6ug99iA4hl>

<https://www.facebook.com/BajajAllianz/posts/pfbid06TvNKL8WJM9q2pLvZz9EPTM9AtBdm1CPCYSSV99ncgRDKUK1GLqf2b5gnpK00nPI>

<https://www.facebook.com/BajajAllianz/posts/pfbid0236ta49PJEgibkSwX3LJ1ReuwnAxthhHZRRmU8QiuR3QrMdPni4PV51yEbcrtzd>

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<https://www.facebook.com/BajajAllianz/posts/pfbid034occe8mQXUomCYNzab1M8PEGfquABoqLTssZTCzrFYQurdwkgzGLBA5uUjg8HAI>

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<https://www.facebook.com/BajajAllianz/posts/pfbid02PDN1nqj6dMxvW8pVCPWWveWPq8JzVr23thm172JUVqyiu81GQqEoVDiEX21T9f>

<https://www.facebook.com/BajajAllianz/posts/pfbid02wscUY7b1CHnN7eEklvXLDtmjs68LfeJnBcSk7uyfoHJJKSPY9wQs0RKPnHgLkl>

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<https://www.facebook.com/BajajAllianz/posts/pfbid0aUthrqGUAGB4kGRVQAEznxu7HmeBeGBbYW4FJH6h2erTkc6f9n6AEH5qsNHUCBw4l>

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