



AGRICULTURE INSURANCE COMPANY OF INDIA LIMITED

Awareness Activities Report - Rabi 2018-19

State	District	Schedule and location of event
Andhra Pradesh	Krishna	1. Posters, Brouchers, Pamphlets & Circulars distributed 2. Advertisement in Local News Papers 3. TV Scroll
Andhra Pradesh	Vizianagaram	
Andhra Pradesh	Vishakhapatnam	
Andhra Pradesh	Ananthapur	
Gujarat	Junagadh	1. Advertisement in Local News Paper on 22.06.2018 2. Advertisement in Local News Paper on 25.06.2018 3. Advertisement in Local News Paper on 29.06.2018 4. Advertisement in Local News Paper on 06.07.2018 5. Advertisement in Local News Paper on 11.07.2018 6. Advertisement in Local News Paper on 13.07.2018 7. Advertisement in Local News Paper on 14.07.2018
Gujarat	Ahmedabad	
Gujarat	Botad	
Gujarat	Sabarkantha	
Gujarat	Kutch	
Himachal Pradesh	Bilaspur	1. Banners - 25 nos. 2. Pamphlets - 10000 nos. 3. Advertisement in local newspapers on 09.07.2018 4. Advertisement in local newspapers on 25.07.2018
Himachal Pradesh	Kullu	
Himachal Pradesh	Mandi	
Himachal Pradesh	Shimla	
Himachal Pradesh	Sirmour	
Himachal Pradesh	Solan	
Jharkhand	East Singhbhum	1. Distribution of Handbills, Posters, Proposal Forms and Banners 2. Newspaper advertisement in local dailies on 15.07.2018 3. Newspaper advertisement in local dailies on 22.07.2018 4. Newspaper advertisement in local dailies on 29.07.2018
Jharkhand	Deoghar	
Jharkhand	Simdega	
Jharkhand	Lohardaga	
Jharkhand	Garhwa	
Jharkhand	Sahebganj	
Karnataka	Mysore	1. Newspaper advertisement – in Local Dailies on 26.06.2018 2. Radio Advertisement – in AIR (State Hookup) from 01.07.2018 to 31.07.2018 3. Audio Advertisement Broadcasting on KSRTC bus stand in districts from 01.07.2018 to 31.07.2018 4. Flex Banners in 9 dist agri offices (51 for each Taluka)
Karnataka	Kodagu	
Karnataka	Dharwad	
Karnataka	Davangere	
Karnataka	Dakshina Kannada	
Karnataka	Bidar	
Karnataka	Bangalore Urban	
Karnataka	Tumkur	
Karnataka	Raichur	
Kerala	Thiruvananthapuram	1. Dispatch of Non-Loanee Proposals, Posters, Pamphlets, Notification Booklet has been completed to Banks, Department of Agriculture, Padasekhara Samitis, MI Agents, CSC's 2. Newspaper advertisement in local newspaper on 12.07.2018 3. Press Release note in all Districts and All Dailies and AIR broadcast in Farm News initiated. 4. Newspaper advt. for Bankers in The Hindu and Business Line
Kerala	Kollam	
Kerala	Pathanamthitta	
Kerala	Alappuzha	
Kerala	Kottayam	
Kerala	Idukki	
Kerala	Ernakulam	
Kerala	Thrissur	
Kerala	Palakkad	
Kerala	Malappuram	
Kerala	Kozhikkode	
Kerala	Kannur	
Kerala	Wayanad	
Kerala	Kasargode	
Madhya Pradesh	Indore	
Madhya Pradesh	Dhar	
Madhya Pradesh	Jhabua	
Madhya Pradesh	Alirajpur	
Madhya Pradesh	Khandwa	

Madhya Pradesh	Khargone	
Madhya Pradesh	Barwani	
Madhya Pradesh	Burhanpur	
Madhya Pradesh	Harda	
Madhya Pradesh	Hoshangabad	
Madhya Pradesh	Betul	
Madhya Pradesh	Jabalpur	
Madhya Pradesh	Katni	
Madhya Pradesh	Mandla	1. Leaflets = 30000
Madhya Pradesh	Balaghat	2. SMS intimating kh-17 claims payment on 04.07.2018
Madhya Pradesh	Chindwara	3. SMS intimating kh-17 claims payment on 11.07.2018
Madhya Pradesh	Narshingpur	4. SMS intimating kh-17 claims payment on 18.07.2018
Madhya Pradesh	Dindori	5. Advertisement in local daily on 22.07.2018
Madhya Pradesh	Seoni	
Madhya Pradesh	Rewa	
Madhya Pradesh	Sidhi	
Madhya Pradesh	Satna	
Madhya Pradesh	Singhroli	
Madhya Pradesh	Bhopal	
Madhya Pradesh	Sehore	
Madhya Pradesh	Raisen	
Madhya Pradesh	Vidhisa	
Madhya Pradesh	Rajgarh	
Madhya Pradesh	Morena	
Madhya Pradesh	Sheopur	
Madhya Pradesh	Bhind	
Maharashtra	Sindhudurg	
Maharashtra	Ahmednagar	1. Posters = 5000
Maharashtra	Kolhapur	2. Mobile Van in all the districts
Maharashtra	Latur	3. Audio Publicity at bus stands
Maharashtra	Latur	4. Advt. in AIR
Maharashtra	Latur	5. Newspaper advertisement in local dailies on 12.07.2018
Maharashtra	Latur	6. Newspaper advertisement in local dailies on 17.07.2018
Maharashtra	Latur	7. Newspaper advertisement in local dailies on 27.07.2018
Meghalaya	West Garo Hills	
Meghalaya	Ri-Bhoi	
Meghalaya	South West Khasi Hills	
Meghalaya	South Garo Hills	
Meghalaya	North Garo Hills	
Meghalaya	East Khasi Hills	
Meghalaya	South West Garo Hills	
Meghalaya	West Khasi Hills	
Meghalaya	East Garo Hills	
Meghalaya	East Jaintia Hills	
Meghalaya	West Jaintia Hills	
Rajasthan	Bundi	
Rajasthan	Dungarpur	
Rajasthan	Jodhpur	1. Advertisement published in local newspapers on 30.07.2018
Rajasthan	Alwar	2. Advertisement published in local newspapers on 01.08.2018
Rajasthan	Ganganagar	
Rajasthan	Jhalawar	
Tamil Nadu	Thiruvavur	
Tamil Nadu	Namakkal	
Tamil Nadu	Trichy	
Tamil Nadu	Madurai	
Tamil Nadu	KanyaKumari	
Tamil Nadu	Dindigul	1. District specific leaflets printed and circulated to farmers through VLE's of CSCs,
Tamil Nadu	Karur	Agriculture Dept & field functionaries.
Tamil Nadu	Erode	
Tamil Nadu	Ariyalur	
Tamil Nadu	Perambalur	
Tamil Nadu	Ramanathapuram	

Telangana	Khammam	1. Posters, Brouchers, Pamphlets & Circulars distributed 2. Advertisement in Local News Papers on 06.07.2018 3. Advertisement in Local News Papers on 07.07.2018 4. Advertisement in Local News Papers on 08.07.2018 5. Advertisement in Local News Papers on 11.07.2018 6. Advertisement in Local News Papers on 12.07.2018 7. Advertisement in Local News Papers on 13.07.2018 8. TV Scroll 11.07.2018 to 15.07.2018
Telangana	Medak	
Telangana	Nalgonda	
Telangana	Sangareddy	
Telangana	Suryapet	
Telangana	Badradri	
Telangana	Warangal (Rural)	
Telangana	Nagarkurnool	
Telangana	Wanaparthy	
Telangana	Warangal (Urban)	
Uttarakhand	Almora	1) Distributed, 1300 Notifications, 35000 proposals, 18000 Hand bills, 3500 posters & 36 banners 2) Advertisement in Local News Paper on 10.05.2018 3) Advertisement in Local News Paper on 11.05.2018 4) Advertisement in Local News Paper on 12.05.2018 5) Advertisement in Local News Paper on 13.05.2018 6) Advertisement in Local News Paper on 27.05.2018 7) Advertisement in Local News Paper on 20.07.2018
Uttarakhand	Bageshwar	
Uttarakhand	Nainital Plain	
Uttarakhand	Nainital Hill	
Uttarakhand	Pithoragarh	
Uttarakhand	Champawat	
Uttarakhand	Dehradun Plain	
Uttarakhand	Dehradun Hill	
Uttarakhand	Pauri Garhwal	
Uttarakhand	Uttarkashi	
Uttarakhand	Rudraprayag	
Uttarakhand	Chamoli	
Uttarakhand	Tehri Garhwal	
Uttarakhand	Udham Singh	
West Bengal	Darjeeling	1) Leaflet = 120000; Flex = 680; Poster = 2500; Hoarding 12 2) Advertisement in Local News Paper on 12.07.2018 3) Advertisement in Local News Paper on 25.07.2018
West Bengal	Kalimpong	
West Bengal	Malda	
West Bengal	South 24 Parganas	
West Bengal	Purba Bardhman	
West Bengal	Paschim Bardhman	