



Agriculture Insurance Company of India Limited

Date	State	District/Block/Village	Activities (number)													Social Media Activities (with links)					Impact		Remarks				
			Banners/ Hoardings / Posters	Workshop	Van Campaign	Newspaper Ad	Radio Jingle	Leaflets	Bus Stand announcement (spots)	House Visits	Kiosks	Motorcycle/ school children rallies	Village Camps	Community video shows	Nukkad Natak	Activities focussing on women farmers	Any other activity	Posts sharing daily updates of the field activities	Photos/videos shared from field	Live coverage of field activities	News articles on crop insurance week	Any other activity		Daily voluntary enrolment	Calls received at IC call centre	Queries received by field workers/visits to taluka offices	Number of farmers impacted
20.07.19	HP	Chamba	4	1				100		5																100	
20.07.19	HP	Hamirpur	2	1			200		2			1			1											50	
20.07.19	HP	Chamba														Newspaper article on PMFBY Publicity										1000	
15.07.19	Haryana	Panchkula	2	1			150		0			1														70	
15.07.19	Haryana	Rewari	4	2			350		0			2														350	
16.07.19	Haryana	Faridabad	5	2			250					2														250	
16.07.19	Haryana	Biwani	10	3			600					3														600	
17.07.19	Haryana	Kaithal	6	3			450					3														500	
17.07.19	Haryana	Sirsa	1													Wall painting										100	
18.07.19	Haryana	Sirsa	1	1			100																				
18.07.19	Haryana	Sirsa	1	1			150																				
19.07.2019	Haryana	Sirsa, Panchkula, Rewari, Faridabad, Bhiwani, Kaithal, Kurukshetra																			Whatsapp message shared					4000	
19.07.2019	Haryana	Kurukshetra	1	1			200					1														75	
20.07.2019	Haryana	Kurukshetra	1	1			200					1														60	
15/07/2019 to 20/07/2019	Karnataka	Haveri	50	1		zeutons (Vijayavani and Vijayakarnat aka local	20 Seconds spot played 04 Times per day (From 15th July to 20th July)	250	20 Seconds spot played 04 Times per day (From 15th July to 20th July)							Bus panel display	Have whats app group		On day to day basis our field level executives are updating the videos and photos on whats app groups				40	Queries related to premium, proposal form filling, documentation and claims details.	500		
15/07/2019 to 20/07/2019	Karnataka	Kolar	50	1		zeutons (Vijayavani and Vijayakarnat	20 Seconds spot played 04 Times per day (From 15th July to 20th July)	200	20 Seconds spot played 04 Times per day (From 15th July to 20th July)														70		400		
15/07/2019 to 20/07/2019	Karnataka	Koppal	50	0		zeutons (Vijayavani and Vijayakarnat	20 Seconds spot played 04 Times per day (From 15th July to 20th July)	250	20 Seconds spot played 04 Times per day (From 15th July to 20th July)														30		250		
15/07/2019 to 20/07/2019	Karnataka	Mandya	50	2		zeutons (Vijayavani and Vijayakarnat	20 Seconds spot played 04 Times per day (From 15th July to 20th July)	300	20 Seconds spot played 04 Times per day (From 15th July to 20th July)			1											60		450		
15/07/2019 to 20/07/2019	Karnataka	Shivamogga	50	1		zeutons (Vijayavani and Vijayakarnat	20 Seconds spot played 04 Times per day (From 15th July to 20th July)	350	20 Seconds spot played 04 Times per day (From 15th July to 20th July)														20		300		
15/07/2019 to 20/07/2019	Karnataka	Vijayapura	50	1		zeutons (Vijayavani and Vijayakarnat aka local	20 Seconds spot played 04 Times per day (From 15th July to 20th July)	300	20 Seconds spot played 32 Times per day for 47 days (From 15th June to 31st July)			1											30		400		
15/07/2019 to 20/07/2019	Rajasthan		1	1				250				1				RO Whats app Group	https://www.facebook.com/573533402701484/posts/2255200954534712/?a=pp=fbl						yes	25			
15/07/2019 to 20/07/2019	Rajasthan	Udaipur/Village	1	1				250				1				RO Whats app Group	https://www.facebook.com/573533402701484/posts/2260172810704193/?a=pp=fbl						yes	25			
15/07/2019 to 20/07/2019	Rajasthan	Karul/Village	2	3				250				3				RO Whats app Group	https://www.facebook.com/573533402701484/posts/2255200954534712/?a=pp=fbl						yes	45			
15/07/2019 to 20/07/2019	Rajasthan							250								RO Whats app Group	https://www.facebook.com/573533402701484/posts/2260172810704193/?a=pp=fbl						yes				
15/07/2019 to 20/07/2019	Rajasthan	Dholpur/Village	2	3				250				3				RO Whats app Group	https://www.facebook.com/573533402701484/posts/2255200954534712/?a=pp=fbl						yes	30			
15/07/2019 to 20/07/2019	Rajasthan	Dholpur/Village						250								RO Whats app Group	https://www.facebook.com/573533402701484/posts/2260172810704193/?a=pp=fbl						yes				
15/07/2019 to 20/07/2019	Rajasthan	Bikaner/Village	2	3				250				3				RO Whats app Group	https://www.facebook.com/573533402701484/posts/2255200954534712/?a=pp=fbl						yes	35			
15/07/2019 to 20/07/2019	Rajasthan	Alwar/Village	1	3				250				3				RO Whats app Group	https://www.facebook.com/573533402701484/posts/2260172810704193/?a=pp=fbl						yes	50			

