

Proposal

“Project – Samarth”

FY 2015-16


a consumer awareness initiative



Submitted by:

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Dated:

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Objective:

Increasing range and complexity of financial products has made it very difficult for an ordinary person to take an informed decision. Consumer awareness on financial products and services will help an individual to have more control of their present and future circumstances. A financially educated person would be able to plan and make investments in appropriate financial schemes.

At Canara HSBC Oriental Bank of Commerce Life insurance we would like to create awareness on financial products amongst the consumers at large in order to help them take informed investment decisions. This will help them assess his/her own requirements and will also safe guard protect them against possible financial frauds.

Area of Focus:

- Make the public at large, aware of the financial products and services with simple yet effective communication.
- Help create awareness on wrong practices/possible frauds prevalent to safeguard consumer interest with case studies/Q&A material.

Methodology:

Newspaper advertisements on consumer awareness (as mentioned above) will be taken out across Indian geographies to create awareness on the subject. The focus will be to target consumers at large and help them understand the nuances of financial services, educate them on informed buying behaviour and alert them on prevalent financial frauds.

Geographies to be targeted:

- Delhi & NCR
- Haryana
- Punjab
- Uttar Pradesh
- Maharashtra
- Tamil Nadu
- Kerala
- Andhra Pradesh

2. Impact Report (Based on IRS data and any other parameter by March 2016)

Date	Publication	Region	IRS Numbers

Samples (to be designs/finalised at the time of the campaign)



జీవిత బీమా పాలసీ పునరుద్ధరణ
అంటే ఏంటి?

మేనేజర్ సార్ విలువైన మాటలు

పాలసీ వ్యవస్థి పనులలో పాలసీదారు ప్రీమియాన్ని చెల్లించటం మానివేసినప్పుడు, పాలసీ మరియు దాని ప్రయోజనాలు కొనసాగవు. బకాయిపడిన ప్రీమియాలను నిర్దేశించిన పనులలోగా చెల్లించే ప్రక్రియ ద్వారా కస్టమర్ కొనసాగని జీవిత బీమా పాలసీ ప్రయోజనాల్ని పునరుద్ధరించటమే పాలసీ పునరుద్ధరణ అంటారు. అయితే ఇది పాలసీ నియమ, నిబంధనలపై ఆధారపడి ఉంది.

