

**INSURANCE REGULATORY DEVELOPMENT AUTHORITY OF INDIA  
HYDERABAD**

22<sup>nd</sup> January 2016

Sub: Minutes of the 37<sup>th</sup> Procurement Committee meeting held on 22<sup>nd</sup> January 2016

Present:

- |   |                   |
|---|-------------------|
| (i) Shri D.D.Singh, Member (Distribtuion)               | - Chairman        |
| (ii) Shri Randip Singh Jagpal, (Sr. JD- Intermediaries) | -Member           |
| (iii) Smt J.Meena Kumari, (Sr.JD- Inspection)           | - Member          |
| (iv) Shri M.S.Jayakumar,(CAO)                           | - Member Convener |

User Department present:

- (v) Shri A.R.Nithyanantham, (Sr.JD - IT)
- (vi) Smt K.G.P.L.Ramadevi, (DD-CAD)

Leave of absence granted to Shri M.Pulla Rao, Sr.JD (Gen)

**1. Pan India Awareness campaign against spurious callers through electronic media**

The above item was cleared by the Procurement Committee in its 35<sup>th</sup> meeting held on 13<sup>th</sup> October, 2015 with a budget estimate of Rs. 31,29,32,130/-.

The Consumers Affairs Department apprised that it was decided to do insurance awareness campaign through transmission of 3 TVCs as per the media plan given by Prasar Bharati which includes both DD and Private TV channels with a budget estimate of Rs. 6,60,48750/- and Rs. 24,688,33,80/- respectively.

For private TV channels, the campaign has to be carried out through DAVP. As per the approval, the department approached the DAVP along with the approved media plan requesting them to take up the campaign.

In response, DAVP had replied vide their email dated 28.12.2015 attaching therewith a revised TV media plan for IRDAI seeking approval and fund placement. As there was a deviation in the DAVP submitted media plan from the proposed media plan which was earlier approved by IRDAI, the same was placed before the Publicity Committee in its meeting held on 8<sup>th</sup> January, 2016 .

After going through the details, the Publicity Committee felt that the media plan as given by DAVP may be accepted by IRDAI in place of the media plan given by

Prasar Bharati, and recommended that the proposal be placed before the procurement committee for approval with regard to the revised plan.

The Committee approved the proposal of DAVP for telecasting 3 TVCs in Private Channels and also requested the department to consider the proposals made by the publicity committee with regard to identifying alternative methods.

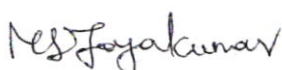
**2. Finalization of proposal submitted by NSE-IT for the implementation of changes in Agency Portal as per Corporate Agency Licensing Regulations 2015**

It was observed by the Committee that since the value of contract is Rs 9,9 lakhs, it is falling under the purview of Higher Purchase Committee and the item should not have been placed before the Procurement Committee.

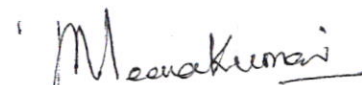
It was explained by the IT Department that NSE-IT submitted its proposal on 30<sup>th</sup> November 2015 with the estimated effort of 9.6 man months for implementing the new corporate agency licensing function and quoted Rs.12, 00,000/- for the same (with man month rate as Rs.1.25 lacs). NSE-IT was requested reduce the cost by taking into account of last man month rate of Rs. 1 lac approved by the department. Accordingly, NSE-IT has submitted its revised proposal on 18 Dec 2015 for Rs.9.90 lacs.

The Committee requested the IT Department to furnish the decision of the competent authority wherein the approval is granted to place the matter before Procurement Committee instead of HPC, as none of the orders constituting the LPC, HPC or procurements committee provides for any such flexibility/power to any officer to place the matters to any other committee other than what is notified.

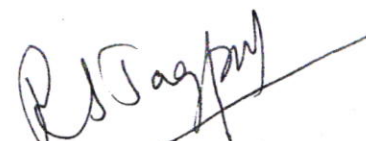
The meeting ended with vote of thanks to the Chair.



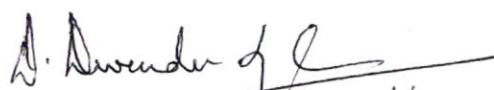
CAO  
Member-Convener



Sr. JD (Inspection)  
Member



Sr. JD (Intermediaries)  
Member



Member (Distribution)  
Chairman