

INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA
HYDERABAD

8th January 2020

Minutes of the 58th meeting of the Procurement Committee held on 8th January 2020

Present:

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|---------------------------------------|-------------------|
| (i) Ms Pournima Gupte, Member-Actuary | - Chairperson |
| (ii) Shri M. Pulla Rao, ED-General | - Member |
| (iii) Shri P.K. Maiti, GM-Enforcement | - Member |
| (iv) Shri M.S.Jayakumar, CAO | - Member Convener |

User Department present:

- (v) Smt. K. G. P. L. Ramadevi, GM
(vi) Smt Mathangi Saritha, AGM

Item No. 1

Insurance awareness campaign through Electronic media

Communication Wing submitted the agenda and appraised the Committee as follows:

Insurance awareness campaign was proposed to be carried out through Electronic Media viz. Radio and Television. The media plans were placed before the Publicity Committee for its recommendations in its meetings held on 22nd July 2019 and 27th November 2019. Based on the recommendations of Publicity Committee, the final plans were prepared by the Communications Wing for airing through various channels of All India Radio and FM Radio Channels as well as to telecast through television i.e. Doordarshan and select Private FM Channels.

The quotes for the media plans were obtained by Communication Wing from Prasar Bharati for campaign through All India Radio and Doordarshan. The quotes for Campaign through private channels were obtained from NFDC, which also confirmed that the rates quoted are DAVP rates.

Accordingly, it was proposed by Communication Wing that for insurance awareness campaign through various channels of radio for a duration of 6 months and through

various channels of television for a duration of 3 months covering various parts of the country in 11 languages including Hindi at an estimated cost of Rs. 17.71 crore and Rs 13.75 crore respectively. The total estimated cost of this electronic campaign through Prasar Bharati and NFDC is approx. Rs. 31.46 Crore. excluding 18% GST and the payments will be made on actual basis.

The Committee agreed with the recommendations of the Communication Wing and recommended as follows:

S.No	Campaign	Estimated Cost (Rs. in Crore)
1. Radio Campaign for a period of 6 months		
1.1	All India Radio	9.36
1.2	Pvt FM Channels through NFDC	8.35
	Total	17.71
2. Television campaign for a period of 3 months		
2.1	Doordarshan	5.95
2.2	Pvt channels through NFDC	7.80
	Total	13.75
	Grand total (excluding taxes)	31.46
Note: The payments will be made based on actual basis with applicable taxes.		

The meeting concluded with vote of thanks to the Chair.

M.S. Jayakumar
Member-Convener

P.K. Maiti
Member

M. Pulla Rao
Member

Ms Pournima Gupte
Chairperson