

INSURANCE REGULATORY DEVELOPMENT AUTHORITY

AC/24/Procurement Committee

10th February 2015

Subject: Minutes of the 30th Procurement Committee meeting held on 10-2-2015.

Present:

- | | |
|-----------------------------------|-------------------|
| (i) Shri R.K. Nair, Member (F&I) | - Chairman |
| (ii) Shri M. Pulla Rao, Sr. JD(G) | - Member |
| (iii) Shri Lalit Kumar, FA | - Member |
| (iv) Shri M.S.Jayakumar, CAO | - Member Convener |

User Department invited:

- (v) Shri A.R.Nithyanandam (Sr. JD-IT)
(vi) Smt KGPL Ramadevi (DD-CE)

Leave of absence granted to HOD(Inspections) Shri A.Ramana Rao, Member. Chairman and Members of the committee were apprised about the agenda items. The details were presented before the Committee.

1. Selection of vendor for supply of HP Printer cartridges:

The committee has gone through quotations received from the vendors. Department explained that out of the 6 quotations received, only 3 quotations were from the authorized HP suppliers. The same was confirmed by HP vide their mail of 22nd January 2015. A typographical error of Rs 20/- in the estimate statement was pointed by one of the member and the same was rectified while considering the quotes.

Sl.No.	Name of the Vendor	Amount in Rs.
1	M/s Commercial Controls	15,11,406
2	M/s Sanaaree Computers	15,30,550
3	M/s Youdan Marketing	15,99,943

The Committee approved the L1 i.e. M/s Commercial Controls for Rs 15,11,406/- inclusive of taxes.

2. Pan India Awareness Campaign on Spurious Calls through electronic media – TVC1 on “Policeman”:

In order to curb the menace of the spurious callers, it was decided to launch an exclusive campaign through electronic media including production of TVC advertisement, which was placed before the Publicity Committee in its meeting held on 9th July 2014, wherein the Committee recommended the production of TVC cautioning general public against spurious calls. Approval was also sought from the Competent Authority to ear-mark an amount of Rs.

10 crore for advertisements through electronic media out of the budget approved for the year 2014-15, which includes both production and transmission of the TVCs.

Accordingly, LIC of India was contacted to provide necessary support in bringing out the TVCs through their empanelled agencies. After having meeting with the 7 empanelled agencies of LIC of India, three agencies were shortlisted with three TVCs. The Procurement Committee in its 29th meeting held on 22-12-2014 already accorded approval to the production cost of the three TVCs. One of the agencies so selected namely M/s Prachar Communications has produced the TV Commercial on the concept of "Policeman". It is proposed to transmit the same TVC through a detailed media plan as placed before the Committee.

The department proposes the following two media plans obtained directly from Prasar Bharati for Doordarshan and for private news channels from LIC of India, to transmit the TVC on the Concept of "Policeman", as per the details furnished below:

Media Plan	Channels	No. Days	No of spots per day	Total Amount
Plan – A	DD – National	44	1	1,32,00,000
	DD – News	60	2*	7,50,000
	DD – 10 Regional Languages	60	1	2,51,10,000
Plan – B	Other than DD (56 News Channels including English, Hindi & Regional Languages.	30	13**	3,99,12,353
TOTAL*** :				7,89,72,353

* One spot during prime time and one spot during non-prime time (on average).

** 13 spots per channel per day from 6.00 a.m. to 11.00 p.m. Total spots will be 22,482 for all the 56 Channels.

*** Excluding Service Tax.

The Committee approved the above media plan for telecasting of TVC on the concept of 'Policeman' as proposed at the estimated cost of Rs 7,89,72,353/- plus applicable taxes.

3. Insurance Awareness campaign by advertising inside Delhi Metro Trains stations and outside stations:

It was informed that the Publicity Strategy for 2014-15 includes usage of alternative channels such as Metro Stations, Bus Stations, Hospitals and Airport etc for dissemination of insurance awareness. Accordingly, the Competent Authority approved the campaign through Delhi Metro Rail Corporation (DMRC). As informed by DMRC they are not directly involved in advertisement business but have licensed the space to advertising agencies for a fixed period at stations, trains and civil structures. Accordingly proposals were invited from the advertising agencies, licensed by DMRC, for the purpose. The licensed agencies were contacted to submit their proposal for advertising inside Metro Trains, Stations and outside. The proposals as received from the agencies were earlier placed before the committee in its 29th meeting held on 22-12-2014 but for want of some additional details the consideration of the proposal was deferred. Now the department has placed the proposal afresh for the consideration of the Committee.

The summary of the proposals as received is as under:-

S. No.	Name of Advertising Agencies	Media	DAVP Cost for 1 Month	DAVP Cost for 3 Months	Spread of plans
1	TDI International	Inside Metro Stations (Line-1)	Rs 10,69,200	Rs 32,07,600	Offered 18 stations with two locations at each station
2	Pioneer Publicity Corporation Private Limited	Outside metro stations	Rs 70,39,120	Rs 2,11,17,360	114 panels on line-1, 2, 3, 5 & 6)
3	e.g. Communications Private Limited	Inside Metro Trains at Line-1/2/3/4	Rs 46,09,000	Rs 1,38,27,000	Offered 43 trains
Total*			Rs 1,27,17,320	Rs 3,81,51,960	
*Plus Service Tax as applicable					

The Committee has gone through the details of the campaign and discussed the media plans given by the advertising agencies. It was informed to the Committee that the concepts on right buying and to tackle the menace of the spurious callers would be projected through this media plan.

It was also informed to the Committee that the actual cost depends on the availability of the space. The payments will be based on actuals but the costs will be within the given budget. After going through the details, the Committee has approved the above media plan for rolling out the campaign by advertising inside Delhi Metro Trains, Stations and outside the stations for Rs. 3,81,51,960/- plus applicable Service Tax. ✓

4. Other issues discussed:

The Committee has also suggested exploring other alternative social media channels such as usage of facebook, google+ and others. It was also suggested that mass SMS campaigns to curb the menace of spurious calls will also have an effective impact.

The meeting ended with vote of thanks to the Chair.



CAO
(Member-Convener)



Sr. Joint Director (G)
(Member)



FA
(Member)



Member (F & I)
(Chairman)
