

**INSURANCE REGULATORY DEVELOPMENT AUTHORITY OF INDIA  
HYDERABAD**

4<sup>th</sup> August 2017

**Minutes of the 46<sup>th</sup> Procurement Committee meeting held on 4<sup>th</sup> August 2017**

Present:

- |  |                   |
|--|-------------------|
| (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 Matangi Saritha, (AGM – Communication)

1. Chairperson and Members of the committee were apprised by Communication Wing about the **Insurance Awareness campaign through Electronic media - AIR Radio Channels –‘Mann Ki Baat’ Programme** addressed by the Hon'ble PM.

The Communications Wing apprised the Committee that it is proposed to carry out Insurance Awareness Campaign in All India Radio (AIR) by playing radio jingles during various programmes.

It was informed that the 'Mann Ki Baat' programme has the following listeners:

Avg. % of listeners are 48% - at least once

Avg. % of listeners of latest episode (23<sup>rd</sup>) is 22%

Though the actual listening of 23<sup>rd</sup> episode of 'Mann Ki Baat' is 22%, the actual listening is about 20.71 crore population of 15+ years which is substantial. Hence considered broadcasting of 2 Jingles by rotation for one year.

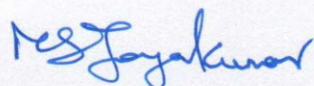
Initially it was proposed to incur an amount of Rs 1.44 crore for the campaign. But subsequently, based on a news item in Times of India wherein the revenue generation

of AIR for 'Mann Ki Baat' programme is around Rs. 10 crore during the last two fiscals. In view of the above, the department felt that the proposal of IRDAI of Rs 1.44 crore appears to be on the higher side and therefore decided to reduce it by 50% and incur Rs 72.00 lakh for broadcasting of 1 jingle per episode for 1 year.

The Committee recommended the proposal of Communication Wing to broadcast radio jingles during 'Mann Ki Baat' programme in All India Radio (AIR) by incurring Rs 72.00 lakh.

The Committee also suggested the Department to explore different channels of communication with wider reach and with programmes catering to various segments of population.

The meeting ended with vote of thanks to the Chair.



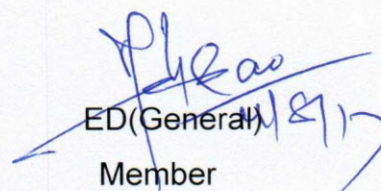
CAO

Member-Convener



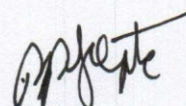
GM (Enforcement)

Member



ED (General)

Member



Member (Actuary)

Chairperson