

**INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA  
HYDERABAD**

**Minutes of the 61<sup>st</sup> meeting of the Procurement Committee held on 9<sup>th</sup> April, 2020 through email circulation**

**Sub: Insurance awareness campaign through DD National – Extension for 13 days**

In view of the current lock-down due to Covid-19, the agenda submitted by Communication Wing was circulated to Members of the Procurement Committee through mail and views/observations were also received through mail.

2. The details submitted by Communications Wing are as follows:

2.1 With reference to the proposal earlier placed before the Procurement Committee for electronic insurance awareness campaign during telecast of "Ramayan" over DD National Network and "Mahabharata" in DD Bharati, it is informed that while the proposal was under consideration, there was an upward revision in the rates by Prasar Bharathi which was also communicated to the Committee. Thereafter, as recommended by the Committee, the proposal got approved and the TVCs are being telecast now for a period of 13 days starting from 5th April, 2020 evening till 18th April, 2020 morning (26 episodes for 13 days) instead of 26 days.

2.2 Further, there is a news coverage given informing about coverage of COVID-19 under health insurance in DD News and a scroll is also being played continuously informing the public about the same.

2.3 It was informed that due to increasing viewership of the epic serials, there is a huge demand for the commercial time and a waiting list of entities seeking the commercial

time especially during the lock-down period. (Detailed correspondence received from Prasar Bharati is attached)

2.4 Looking into the increase in the number of the affected persons due to COVID-19 pandemic and in the interest of the public, it is proposed to extend the Campaign for 13 more days, viz. 26 episodes (Health and Life Insurance will be focused during the lock-down period as advised earlier by the Publicity Committee). The budget remains the same that of the ongoing campaign as per details tabulated below:

Name of Channels	Name of the programme	Timings	Cost /10 secs	No. of secs per day	Cost /day (in Rs.)	For 13 days (in Rs.)
DD-National	Ramayan	9AM-10AM 9PM-10PM	65,000	90	5,85,000	76,05,000
DD-Bharati	Mahabharat	12Noon-1PM 7PM-8 PM	10,000	90	90,000	11,70,000
Total Cost						87,75,000
Discount 15%						13,16,250
Total amount						74,58,750
18% GST Extra						

3. The Committee noted the submissions and since the agency is a Government Department, the telecast rates are determined and 15% discount is also offered to IRDAI and recommends to extend the campaign at an estimated cost of Rs.74,58,750/- exclusive of GST for a further period of 13 days, i.e. up to 30<sup>th</sup> April, 2020.

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M.S.Jayakumar  
Member-Convener

sd  
P.K. Maiti  
Member

sd  
M. Pulla Rao  
Member

sd  
K. Ganesh  
Chairperson