

No

AKSHAYA
Dated:03-02-2023**Expression of Interest invited from Insurance Agencies for providing non-life insurance products through Akshaya Centres.**

Akshaya is a project of KSITM under the aegis of Dept. of Electronics & Information Technology. Akshaya is the Government approved grass root level Common Service Centres (CSCs) to deliver e-Governance services and to do the digitisation of records / documents of Govt. Departments / agencies. The Akshaya project is being monitored in dual mode by District Collector at District level as Chairman District E-Governance Society and Director, KSITM at State level.

We have proven track record of demonstrated implementation experiences in delivering G2C, G2G, B2C and all e-governance projects to citizen with the leverage of respective stakeholders. The major projects are E-District, Aadhaar and its allied services, e-Ration card, Mustering of SSP pensioners, Kiosk banking, Election webcasting, Life Mission registration of homeless, Non-life insurance etc. Now, the citizens are very much familiar with the landmark of Akshaya Centres situated in every nook and corner of the state, as they would have visited Akshaya Centres at least once for availing services.

We have a good network of more than 2,700 Akshaya Centres in the state. The branded infrastructure setup of Akshaya Centres and the skilled Akshaya Entrepreneurs and staff are very remarkable for facilitating citizen for various services.

Responsibilities of Insurance Agency (Requirements)

Akshaya would like to make available non-life insurance products to the insuring public through the 2700+ Akshaya Centres and require processing support at the grass root levels in all districts in Kerala.

- a. The Agency shall cooperate with Akshaya for implementation of any non-life insurance agency arrangement.
- b. The Agency shall support Akshaya Entrepreneurs for undergoing the agency training as stipulated by IRDA to become qualified licensed agents.
- c. The trained agents shall accept insurance proposal and premium of designated products namely Motor policies, health policies, Personal Accident policies and such other products.
- d. The Agency shall provide facilities for online issuance of policies to Akshaya Entrepreneurs.
- e. The agents (Trained Akshaya Entrepreneurs) shall be entitled for maximum commission, based on the class of business.

- f. The Agency shall specify the commission structure.
- g. The Agency shall pay the agency commission directly to the agents and shall make available MIS to track the income generated. The assured commission has to be accounted to the Entrepreneurs on time bound manner in pay out.
- h. The Agency shall undertake proper publicity and propaganda through print & electronic media.
- i. The Agency shall provide adequate product literature and shall support in sales campaign.
- j. The Agency shall provide best in class service to the insurance customers of Akshaya Entrepreneurs.
- k. The Agency shall nominate nodal officers at state, district and local clusters for proper coordination and flawless delivery of service.
- l. The Agency shall provide product training to the ACEs periodically to make them conversant with the service delivered.
- m. The agency shall execute an agreement with Akshaya and the period of agreement will be 3 years.
- n. The Agency shall enter into a service Level Agreement (SLA) with Akshaya forming part of the Agreement.

The envelope should be superscribed as “EoI for providing non-life insurance products through Akshaya Centres”.

EoI should be addressed to ‘Director, Akshaya State Project Office, Sankethika, Vrindavan Gardens, Pattom.P.O, Trivandrum-695004.’,

Last date for receipt of EoI is ..24/02/23

Further details may be obtained from Akshaya State Project Office, Ph : 0471-2525444

Yours faithfully,

SNEHIL KUMAR SINGH IAS
DIRECTOR
(For Director)