



Bureau of Pharma PSUs of India (BPPI)

(Society Set UP Under the Agency of

Department of Pharmaceuticals, Govt. of India)

8th Floor, Videocon Tower, Block E-1, Jhandewalan Extension,

New Delhi-110055 Tel :1800 180 8080 Website: janaushadhi.gov.in

**Tender Notice for developing creative,
printing and supplying pamphlets**

Sealed tenders are invited from media agencies for developing the creative, printing and supplying Pamphlets for "Pradhan Mantri Bhartiya Janaushadhi Pariyojana" (PMBJP). Preference will be given to Delhi based media agencies for reduction in cost and time involved in logistics. Detailed terms & conditions of the tender notification may be seen in the tender document.

CEO, BPPI

**Request for Proposal (RFP) for Promotional Material on
Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)**

BPPI invites the content/creative/sample for promotional material from media agencies for the promotion of Pradhan Mantri Bhartiya Janaushadhi Pariyojana run by the Bureau of Pharma PSUs of India working under the administrative control of Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Govt. Of India.

There are more than 4500 PMBJP Kendra functional at present in 35 State/UTs. These Kendra needs to be promoted in an organised way to extend the benefits of the pariyojana to the masses. The main objective is to make relation between our Kendra, Doctors and general public. It is most important to create awareness among all stakeholders about the pariyojana, the business potential opportunities, the kendra location and the medicines available with Pradhan Mantri Bhartiya Janaushadhi Kendra.

BPPI intends to create awareness about PMBJP and its Kendra's in the towns where kendra are already established by using print material and promotional material.

THE TASK

The main tasks of the media agency are as follows: -

1. Development of content and creative over print material and promotional material.
2. Printing and supplying all material to BPPI.

Print Material Promotional Material

- Pamphlets

Language

The intent is to host the creative content in **Hindi and English**. However, the Agency could be asked to produce the creatives in other Indian languages based on specific requirement.

Item wise Specifications for technical and financial quotation

Pamphlets/handout

Task	-	Designing & printing of pamphlets
Language	-	Hindi and English (Back to back)
Paper	-	100 gsm (imported paper)
Printing	-	4+4 colour
Size	-	7.25" x 9.85"
Quantity	-	36,00,000

Selection of agency

The contract will be **awarded to the one agency for complete segment**, based on the highest score for the technical and financial proposals. The decision of the committee will be final and binding. BPPI reserves the right to accept or reject a proposal without assigning any reason thereof.

Schedule:

The last date of submission of the technical and financial quotations to BPPI is 21.12.2018 by 4.00 PM positively in hard copy to

Deputy Manager (Media)
Bureau of Pharma PSUs of India
(Department of Pharmaceuticals, Govt. of India)
8th Floor, Videocon Tower, E - 1,
Jhandewalan Extension, New Delhi - 110055
Tel. 011-49431822

Technical and financial proposals will be opened in the presence of internal committee. Shortlisted agencies will be communicated through email/telephone for further discussion/presentation. Financial and technical proposal to be submitted together in separate envelope clearly superscribed "Technical Bid", "Financial Bid".
