



Tender Ref. No.: BPPI/23/01/24/2018-PM

Dated: 28/11/2019

BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA

(Set up under the Department of Pharmaceuticals, Govt. of India)

8th Floor, Videocon Tower, Block E1

Jhandewalan Extension, New Delhi-110055

Telephone: 011- 49431800/822

Website: janaushadhi.gov.in

**Limited Tender Enquiry (LTE) for designing, printing and supplying Diary 2020
for Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)**

TO



**BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA
(BPPI)**

LAST DATE FOR SUBMISSION OF TENDER: 06.12.2019 upto 2.00 PM

Limited Tender Enquiry (LTE) for designing, printing and supplying Diary 2020 on Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

Bureau of Pharma PSUs of India (BPPI), the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP); a noble scheme that provides quality generic medicines at affordable prices to all. BPPI works under the administrative control of Department of Pharmaceutical, Ministry of Chemicals and Fertilizers, Government of India and willing to engage an agency for designing, printing and supplying promotional material for making the promotion of Pradhan Mantri Bhartiya Janaushadhi Pariyojana amongst the public.

There are more than 5800 PMBJP Kendra functional at present in 37 State/UTs, across the country. These Kendra needs to be promoted in an organized 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.

The Task

The main tasks of the agency/firm are as follows: -

1. Developing the content and creative's for making the design of Diary 2020 for PMBJP
2. Printing and supplying the same to BPPI

Name of the material

Diary, 2020

Language

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

Terms & Conditions

1. The contract will be awarded to the agency, 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.
2. LTE is invited under two bid system super scribing on the top of envelop as "Technical Bid/Financial Bid for Designing, Printing and Supplying Diary 2020 for PMBJP" and should reach BPPI head office latest by 06.12.2019 up to 2.00 PM.

3. Technical bids will be opened in BPPI Head office on 06.12.2019 at 4.00 PM and financial bids of the successful bidder(s) will be opened on 09.12.2019 at 11.00 AM by the committee.
4. The technical bid will be opened on the same date by the internal committee constituted by the competent authority to select the best design and content of PMBJP Diary 2020.
5. The prospective bidder(s) may like to visit our office and see the size, colour combination, design, finishing, specimen, etc. before submitting the bid, during all working days from 9.30 am to 6.00 pm.
6. The method of evaluation of technical bid, financial bid and award the work is mentioned in **Annexure-I**.
7. The firm must submit dummy sample of the material in the Technical Bid. The committee will evaluate the same based on creativity, content relatability with Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) and overall theme and composition of the designs.
8. Quotations received after closing date and time will not be considered.
9. An EMD of Rs. 20,000/- should be submitted along with the financial bid. In case of the firm/agency comes under MSME, shall be exempted from the submission of EMD for this LTE.
10. The rates once approved and accepted, will be valid for a period of one year from the date of issuance of 1st work order including supply of additional quantity, on the same rate, terms & conditions.
11. The quantity of the material may be increased/decreased as may be decided by BPPI.
12. If the delivered printed material(s) is found to be defective or not as per specifications, the same shall be returned and replaced at the firm cost & no payment will be made by BPPI for such replacement.
13. The firm must deliver the material to BPPI within 05 days from the date of the approval of the final proof.
14. Panel interest @ 2% per day shall be deducted for any delay.
15. The EMD of the successful bidder shall be kept as a performance security during the currency period to safeguard the interest of the Govt. to ensure that the supplier supply the good quality material ordered by BPPI.
16. The bidder must submit self-attested copies of PAN, firm registration certificate, GST registration certificate and pollution under control certificate.
17. The bidder must have the turnover of Rs. 25.00 lakhs for each of the last three years.
18. The agency should be preferably based in Delhi.
19. Self-attested undertaking must be submitted by the bidder that the firm has not been blacklisted by any Government organization.
20. All pages of tender documents should be signed and stamped.
21. All dispute shall be settled under Delhi jurisdiction.
22. The payment will be made as per Govt. rules & procedures.
23. The competent authority reserves the right to accept or reject any tender/bid without assigning any reason and is not bound to accept the lowest or any tender.

24. For any query, please contact to
Bharat Lal
Deputy Manager (Media)
8th Floor, Videocon Tower, E - 1,
Jhandewalan Extension, New Delhi - 110055
Tel. 011-49431822

Specifications for technical quotation and sample of Diary 2020

Size inner page - 7" x 9.5"
Size cover page - 7.25" x 9.75"
Paper inner page - 70 gsm Star natural - 176 Pages single color Printing
Paper inner page - 130 gsm Art paper - 24 Pages 4 Color printing
Cover - 32 Ounce Board
Paper - 170 gsm Art paper
Printing of Cover - 4 Color
Lamination of Cover & Back - Gloss Thermal
Binding - Perfect Binding with hot glue

Annexure-I

METHOD OF EVALUATION AND AWARDS OF CONTRACT

Bidder(s) are requested to submit all requisite documents as per the terms and conditions, mentioned above.

A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of the firm.

Only Agencies obtaining a total score of 60 (on a maximum of 100) or more on the basis of criteria for evaluation given below would be declared technically qualified. Every technical bid shall be awarded an absolute technical score of '**T**' marks out of a total of 100 marks.

Criteria for Evaluation of Financial bid: The Financial Bids of the technically qualified bidders will be evaluated as per the evaluation criteria explained below.

The lowest evaluated Financial bid (**Fm**) will be given the maximum financial score of 100 points. The financial scores(**F**) of the other Financial bids will be computed as per the formula for determining the financial scores given below:

F = 100 x (Fm / Fb) Where,

Fb =Evaluated amount of financial quote by the particular bidder.

Fm = Lowest evaluated amount of financial quote by the bidder.

Financial bids of only those firms which are declared technically qualified shall be opened on the specified date and time, in the presence of representatives of bidders who choose

to attend. The name of the Agencies, their technical score (if required), and their Financial bid shall be read aloud.

Method of Selection:

In deciding the final selection of the Agency, the technically qualified bid will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those Agencies who qualify technically will be opened. The bid with the lowest cost will be given a financial score of 100 and the other bid given financial scores that are inversely proportional to their prices. The financial bid shall be allocated a weightage of 30%. For working out the combined score, the DoCA will use the following formula:

Total points: $(0.7 \times T(s)) + (0.3 \times 100 \times Fm/Fb)$

The bids will be ranked in terms of total points scored. The bid with the highest total points (H-1) will be considered for award of contract.

Example: If in response to this Tender, three bids, A, B & C were received and the Evaluation Committee awarded them 75, 80 and 90 marks on technical bid respectively, all the three bids would be technically suitable. Further, if the quoted price of bids A, B & C were Rs. 120, 100 & 110 respectively, then the following points for financial bids may be given:

- A. $100/120 \times 100 = 83$ points
- B. $100/100 \times 100 = 100$ points
- C. $100/110 \times 100 = 91$ points

For combined evaluated points, the process would be as follows:

Bid A: $75 \times 0.7 + 83 \times 0.3 = 77.4$

Bid B: $80 \times 0.7 + 100 \times 0.3 = 86$

Bid C: $90 \times 0.7 + 91 \times 0.3 = 90.3$

Bid C, in this case would be considered as H1 (Highest total points).

The Evaluation Committee will correct any computation errors, in case of discrepancy.

Format for Financial Bid

Sl. No.	Specifications of the material	Rate per pcs. for 5000 to 10,000 pcs. (in words)	Rate per pcs. for 10,001 to 15,000 pcs. (in words)	Rate per pcs. for 15,001 to 20,000 pcs. (in words)
1.	Size inner page - 7" x 9.5" Size cover page - 7.25" x 9.75" Paper inner page - 70 gsm Star natural - 176 Pages single color Printing Paper inner page - 130 gsm Art paper - 24 Pages 4 Color printing Cover - 32 Ounce Board Paper - 170 gsm Art paper Printing of Cover - 4 Color Lamination of Cover & Back - Gloss Thermal Binding - Perfect Binding with hot glue			
GST Extra, if any				

Signature with seal