

No. PMBI/23/01/41/2020-RFE/02

Date: 7th December, 2021



Request for Empanelment (RFE)

of multi-media advertising agencies

for



PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)

(DEPARTMENT OF PHARMACEUTICALS, GOVERNMENT OF INDIA)

8th Floor, Videocon Tower, Jhandewalan, New Delhi – 55

Tel. 011-49431800 & 49431822, Website: janaushadhi.gov.in

Introduction:

Multi-media campaign proposed to be launched by Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), launched by the Department of Pharmaceuticals, Government of India for providing quality generic medicines at affordable prices for all through its dedicated outlets called Pradhan Mantri Bhartiya Janaushadhi Kendra. The purpose of this campaign is to disseminate the information about the functioning of PMBJP and PMBI and also to educate the general masses about the salient features of the pariyojana.

About PMBI:

Pharmaceuticals & Medical Devices Bureau of India (PMBI) was set up on 1st December, 2008 by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India, with major objective to have focused and empowered structure to implement the Pradhan Mantri Bhartiya Janaushadhi Pariyojana initiated by Department of Pharmaceuticals.

Objectives of the Pariyojana:

- Ensure access to quality medicines for all the section of the population especially for the poor and the deprived ones.
- Create awareness about generic medicines through education and publicity to counter the perception that quality is synonymous with high price only.
- Generate employment by engaging individual entrepreneurs in opening of PMBJP kendra.

About Pradhan Mantri Bhartiya Janaushadhi Pariyojana:

Despite being one of the leading exporters of generic medicines to the world, majority of Indians have no access to affordable medicines. As per a report of NSSO, 55 million Indians were pushed into poverty in a single year because of having to fund their own healthcare, and out of this, 38 million fell below poverty line due to spending on medicines alone. Further, as per the report, purchase of medicine accounted for around 72% in rural sector, and 68% in urban sector, of the total expenditure on non-hospitalized treatment of ailments.

With an objective of making quality generic medicines available at affordable prices to all, Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) was launched by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Govt. of India. Under this scheme, dedicated outlets known as Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK) are opened to provide generic medicines. The Jan Aushadhi scheme was launched in November, 2008 with an objective of having at least one Jan Aushadhi Store in each District of the country.

As on date, more than 8500 Pradhan Mantri Bhartiya Janaushadhi Kendras are functional across the country. Product basket of PMBJP comprises 1451 drugs and 240 surgical for sale through these outlets.

Request for Empanelment (RFE)

Subject: Request for empanelment of multi-media advertising agencies which are already empanelled with Bureau of Outreach & Communication (BOC).

RFE Date Sheet

Sl. No.	Event	Date	Time
1.	Publication of RFE	7 th December, 2021	
2.	Last date for submission of RFE	28 th December, 2021	17:00 hrs
3.	Last date for submission of EMD	28 th December, 2021	17:00 hrs
4.	Opening of Bids	31 st December, 2021	11:00 hrs
5.	Presentation by eligible agencies		To be communicated later to eligible bidders

1. PMBI's single point of contact for this tender and the delivery point for delivery of EMDs and correspondence is:

Shri Bharat Lal
Deputy Manager (Media)
8th Floor, Videocon Tower,
Jhandewalan Ext., New Delhi – 110055
Tel. No. 011-49431822
E-mail: media@janaushadhi.gov.in

2. Invitation for bids: PMBI requests for bids from eligible bidders for preparation of a panel of multi-media advertising agencies, empanelled with BOC for a period of 2 years, further extendable by one year subject to satisfactory performance and mutual agreement. The scope of work is mentioned at **Annexure-I**, which will be taken into account.

3. Tender document can be downloaded from the website of PMBI i.e. janaushadhi.gov.in (for reference only) and Central Public Procurement Portal (CPPP) site, as per the schedule given in e-tender date sheet given above.

4. Corrigendum and extension of bid submission time:

(i) At any time prior to the last date for submission of bids, PMBI may, for any reason, modify the tender document by a corrigendum. The corrigendum, if any, shall be deemed to be incorporated into this tender document.

(ii) In order to provide prospective bidders reasonable time for taking into account the corrigendum or otherwise, PMBI may, at its discretion, extend the last date for submission of bids.

5. The eligibility criteria and details to be submitted with the technical bid are given in **Annexure - II to VII**.

6. Submission of bids: The interested bidders may submit the bids online only as prescribed. All the documents in support of eligibility criteria etc. are to be scanned and uploaded along with the bid documents. Bid documents may be scanned with minimum 100 dpi with black and white option which helps in reducing size of the scanned document. Bids sent by any other mode or incomplete bids will not be accepted. Bids received after the expiry of stipulated date and time for the purpose will not be opened. PMBI will not be responsible for late receipt of bids.

7. Pagination and authentication of bid documents: Each page of the documents being submitted by the bidders should be sequentially numbered. Further, the undertakings / certificates as mentioned in **Annexure – III to V and Annexure – VII** should be signed by the authorized signatory and rubber stamped in token of having been submitted as per the terms and conditions laid down in the tender document. The certificate mentioned in **Annexure - VI** should be signed by the Chartered Accountant and rubber stamped by the company/firm of Chartered Accountant (if any).

8. Earnest Money Deposit (EMD):

(i) The original Earnest Money Deposit by means of a Demand Draft/Banker's Cheque for Rs. 25,000/- (Rupees Twenty Five Thousand only) drawn in favour of Pharmaceuticals & Medical Devices Bureau of India, payable at New Delhi must be submitted in the office of PMBI single point of contact before the time prescribed in e-tender date sheet given above. In case original EMD is not submitted before the above date and time, the bids will be rejected summarily. However scanned copy of Bank Draft must be uploaded electronically with the bid on Central Public Procurement Portal. In case of late receipt of EMD i.e. after closure of online bidding, the bidder shall be disqualified and such bid will not be considered.

(ii) Bidders registered with MSME will be exempted from submitting EMD on submission of copy of currently valid certificate of registration with MSME.

(iii) If the bid is received without EMD or copy of currently valid certificate of registration with MSME, it would not be considered and would be rejected summarily.

(iv) EMD of unsuccessful bidders will be returned to them after empanelment. EMD of successful bidder will be returned to them after completion of due formalities.

(v) No interest is payable on EMD.

9. Validity of bids and EMD: The bids and EMD should be valid for a period of six months from the date of submission of bid.

10. Tampering with / modification tender document:

(i) Bidders shall not tamper with / modify the tender document in any manner.

(ii) In case the tender document is found to be tampered with / modified in any manner, the bid will be rejected and EMD would be forfeited and such a bidder would be banned from doing business for a period of 3 years from doing business with PMBI.

11. Providing incorrect information:

(i) If any information provided or statement made in the bid documents is found to be incorrect, the bid will be summarily rejected and EMD will be forfeited. Further, such agency would be banned from doing business for a period of 3 years from doing business with PMBI.

(ii) If any information provided or statement made in the bid documents is found to be incorrect after empanelment, the empanelment of such agency will be terminated and performance security will be forfeited. Further, such agency would be banned from doing business for a period of 3 years from doing business with PMBI.

12. Submission of more than one bids: If a bidder submits more than one bids, all the bids of such bidder will be summarily rejected and EMD will be forfeited.

13. Withdrawal of bids:

(i) No bidder is allowed to withdraw after submission of bid.

(ii) If a bidder withdraws bid, its EMD will be forfeited.

14. Consortium and sub-contracting:

(i) Consortium is not allowed.

(ii) Sub-contracting is not allowed.

15. Evaluation of bids:

(i) The bids will be opened online as per e-tender date sheet given above.

(ii) Subsequently, the bids will be scrutinized to determine eligibility as per criteria mentioned in **Annexure-II**.

(iii) The eligible bids will be evaluated in two stages – Stage 1 and Stage 2 by a committee constituted by PMBI as per criteria laid down in **Annexure-VIII**.

(iv) Only those bidders who score equal to or more than the minimum score in Stage 1 as mentioned in **Annexure-VIII** will qualify for evaluation in Stage 2.

(v) Those bidders who qualify for Stage 2 will have to make a presentation of 10 - 15 minutes covering the points mentioned in the table in **Annexure-VIII**. The presentation may be followed by questions from the committee constituted by PMBI for the purpose. 2-3 members will be allowed in each bidder's team attending presentation. The presentations will be evaluated as per criteria mentioned in **Annexure-VIII**.

(vi) 5-10 agencies with highest scores (combined Stage 1 and Stage 2) will be considered for empanelment, based on the responses received. Those bidders who qualify for Stage 2 but

do not make any presentation before the committee constituted by PMBI for the purpose would not be considered for empanelment.

16. Bank Guarantee:

(i) The successful bidders will have to furnish Bank Guarantee for an amount of Rs 50,000/- (Rupees Fifty Thousand only) from any Commercial Bank.

(ii) The Bank Guarantee must be drawn in favour of Pharmaceuticals & Medical Devices Bureau of India, payable at New Delhi.

(iii) The Bank Guarantee should be valid for at least 60 days beyond the period of empanelment.

(iv) The Bank Guarantee would be returnable after termination of empanelment subject to fulfilment of terms & conditions of the contract and any deductions that may be decided by competent authority.

(v) No interest is payable on this deposit.

(vi) Any agency not providing the Bank Guarantee within stipulated time or not as per requirements stipulated above will not be empanelled.

17. Terms of payment:

(i) The payment will be made on production of proper invoice with necessary documents after completion of work by the agency.

(ii) For jobs / activities other than those for which BOC has not prescribed rates, the same will be got done through by resorting to limited tender enquiry which would be restricted to the empanelled agencies. The payment for such jobs / activities will be made on production of proper invoice with necessary documents after completion of work by the agency.

18. Review of performance of empanelled agencies: Performance of the empanelled agencies may be reviewed periodically and those agencies

(i) whose performance is not satisfactory or

(ii) who do not regularly participate in the PMBI's job – tender process

may be removed from the list of empanelled agencies.

19. Disclaimer:

(i) PMBI reserves the right

(a) to cancel the tender at any time without assigning any reason thereof and without incurring any liability

(b) to amend / withdraw / relax / waive any of the terms and conditions contained in the tender document, without assigning any reason thereof

(c) to reject any / all bids without assigning any reason thereof and without incurring any liability

(d) to include any other item in the scope of work at any time after consultation with prospective agencies or otherwise.

(ii) Empanelment does not necessarily assure award of any work to empanelled agencies.

(iii) The information submitted in response to this tender may be subject to public release as per RTI Act. Therefore, bidders are advised not to include any proprietary or confidential information in their bids. Bidders responding to this tender assume the risk of public disclosure if confidential information is provided in their bids.

(iv) This RFE document is not to be construed as a commitment by PMBI to contract for services. PMBI will not pay for any information or service provided as a result of this RFE document. Further, PMBI will not recognize or reimburse any cost associated with submission of bids in response to this RFE document.

20. All the costs associated with bidding in response to this tender document will have to be borne by the bidders.

Scope of Work

Target Groups:

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) has to reach out to a target groups which are diverse in nature. The target groups include:

- i. General Public/Consumers/Patients
- ii. Individual Entrepreneurs/Pharmacists/Doctors
- iii. Government and Private Hospitals
- iv. NGO's/Charitable Institutions/Co-operative Societies/Trust/Self Help Groups
- v. Educational Institutions/Pharmacy Institutions
- vi. Consumer Associations

Goal:

To launch massive publicity to create awareness amongst the general public and other stakeholders for making awareness about quality generic medicines available at affordable prices for all through more than 8500 Pradhan Mantri Bhartiya Janaushadhi kendras, functioning in 36 States/UTs, across the country.

Methodology:

To achieve the aforesaid goal, intensive and concentrated publicity and awareness campaign through electronic media, print media, social media, digital media, etc. Means to be adopted include creating Audio Visuals, Jingles, News Paper creative, Hoardings creative and also infographics for social media platforms.

The main task of the agencies may include:

1. The Agency would focus on implementing a national level communication strategy so that the benefits of PMBJP medicines are taken to the common masses specially disadvantaged masses. To fulfil this objective, the agencies will provide services related to PMBJP's strategic marketing communication needs in the areas of brand management, multi-media creative, media planning, etc.
2. Conceptualization and creation of multi-media campaign across all media platforms:
 - i. Television commercials on various features and benefits of PMBJP which shall create awareness among the respective target group and motivate them to buy generic medicines from the Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs).
 - ii. Short films/corporate film/documentary on Journey so far of PMBJP involving a celebrity

- iii. Radio jingles and spots to be developed to create awareness and motivate them to buy generic medicines from the PMBJKs. One of the spots to use a voice over of our Prime Minister (as done in Swach Bharat Abhiyan or LPG subsidy)
- iv. Any other innovative interactive programs on television or radio

3. Print/Display advertisements:

The Agencies are to design print/display creatives in various languages as per the Eighth Schedule of the Constitution of India, for various media as per the requirement of the PMBI. The list of activities would include but not be limited to the following:

- Advertisements in print media, internet portals, etc.
 - Information material like pamphlets, leaflets, brochures, banners, product brochure, catalog, etc.
 - Transit medium, BQS, LED/LCD screens, posters, handouts, banners, hoarding, display panels, etc.
 - IEC material for other needs such as training, etc.
 - Translation and adaptation of creatives in regional languages as per the requirement of PMBI
4. Development of other IEC Material: Development of other IEC print materials for outdoor publicity like, booklets, folders, leaflets, posters, calendars, diaries, advertisements in railway reservation tickets, electricity and gas bills, postal stationeries, etc. Creation of complete Jan Aushadhi brand identity templates, kits and manuals, etc. for use across situations and by Jan Aushadhi stores and other stakeholders.
 5. Media planning and buying: A media list comprising suitable newspapers, magazines, television channels, radio stations, etc., will be prepared keeping in view the need and relevance of advertisement message and the target audience.
 6. Social media/Web marketing: Expand and strengthen presence on social media, create awareness on important internet sites/portals:
 - Engage with target audience through popular social networking platforms
 - Monitor content related to Jan Aushadhi and assess impact on brand
 - Mitigation of adverse comments / events / trends
 7. Activations and Events: End-to-end planning for execution for publicity activities, including Market Research.
 8. Digital Cinema Screens: We can keep a market watch of the big releases and advertise in theatres PAN India. The same could be restricted to only PMBJKs cities.
 9. SMS Blast: SMS blast to be used to target doctors, physicians, chemists and make them aware of the PMBJKs. The same media could be used to invite the general public at large to become franchisee for the JAS.

Tentative budget for all the above activities, including creation and execution of above task is around Rs. 15 to 20 Cr.

All creatives are needed in Hindi, English and other prominent regional languages as per requirement placed by the PMBI. The scope of work may increase or decrease as per the requirements of PMBI.

Eligibility criteria and details to be submitted with RFE

Sl. No.	Particulars	Proof required	Page number (to be filled by bidder)
1.	The bidder must furnish an EMD / currently valid certificate of registration with MSME as indicated in the tender document	As indicated in the tender document	
2.	The bidder should accept and comply with the terms and conditions of the tender	Undertaking as per Annexure –III Note: This is also the covering letter for submission of bid	
3.	The bidder should submit its profile	Information to be provided as per Annexure - IV	
4.	The bidder should have a registered office or branch office in Delhi / NCR for at least 1 year preceding the date of opening of bids	Undertaking as per Annexure - V Address of the Delhi / NCR office of bidder on letter head and document(s) evidencing existence of this office / branch office in Delhi / NCR continuously for the last 1 year	
5.	Bidder should have an average annual turnover of at least Rs. 5 crore during the financial years 2018-19, 2019-20 and 2020-21	Certificate from practicing Chartered Accountant as per Annexure – VI Note: Average turnover will be scored as per the evaluation criteria given in Annexure - VIII	
6.	Bidder should have an experience of producing and releasing print ads /radio spots/video spots in Hindi or English for Government organizations during each financial years 2018-19, 2019-20 and 2020-21	Copy of work order in respect of each assignment Note: Experience of producing print ads / radio spots / video spots and in terms of number of years will be scored separately as per the evaluation criteria given in Annexure – VIII . Work orders before and after these three financial years will not be considered.	
7.	Bidder should not have been blacklisted till date by any Central Government or State	Affidavit on Rs 100/- Non-Judicial stamp paper, attested by Notary Public, as per Annexure - VII	

8.	The bidder must furnish INS accreditation	Certificate in respect of full and continuous INS accreditation from last 5 years.	
9.	Bidder should have the experience of working with Prasar Bharati (AIR and DD).	The bidder must furnish the certificate/documents for provisionally registered/registered with Prasar Bharati. Copies of the work orders in respect of work experience with AIR and DD for at least one activity of Rs. 50 lakhs and above with each (AIR and DD).	

(signature of Authorized Signatory with company/firm seal)

Place:

Date:

Undertaking to be furnished by bidder on letter head for acceptance of and compliance with the terms and conditions of the RFE document

To,

Deputy Manager (Media)
8th Floor, Videocon Tower,
Jhandewalan Ext., New Delhi – 110055

Subject: RFE for empanelment of multi-media advertising agencies, empanelled with BOC for Pharmaceuticals & Medical Devices Bureau of India (PMBI).

Sir,

We are hereby submitting our bid in response to your RFE document regarding empanelment of multi-media advertising agencies for Pharmaceuticals & Medical Devices Bureau of India. We hereby declare that we have understood the terms and conditions of the RFE document mentioned above. We further declare that we accept the terms and conditions of the RFE document mentioned above. In addition, we declare that we are in compliance with the terms and conditions of the RFE document mentioned above.

2. We undertake that if we are selected to provide the services mentioned in the RFE document mentioned above then we will start providing the services with immediate effect or as stipulated in the work order. We understand that Pharmaceuticals & Medical Devices Bureau of India is not bound to accept any bid received in response to the above RFE document.

3. We hereby declare that all the information provided and statements made in our bid documents are true. Further, we hereby declare that we have not tampered with or modified the RFE document. We understand that the information submitted by us may be subject to public release as per RTI Act.

4. We also accept that decision of Pharmaceuticals & Medical Devices Bureau of India shall be final and binding in all cases pertaining to bids, empanelment and subsequent work.

Yours sincerely,

(Signature of Authorized Signatory with company/firm seal)

Place:

Date:

Annexure-IV

Information to be furnished by bidder on letter head

Subject: tender for empanelment of multi-media advertising agencies, empanelled with BOC.

Sl. No.	Description	Information in respect of bidder (company/firm)	Information in respect of nodal person of bidder (for correspondence for all matters related to the empanelment process)
1.	Name		
2.	Full Address		
3.	Telephone number (if any)		
4.	Mobile no. (if any)		
5.	Email address (if any)		
6.	Fax no. (if any)		

Yours sincerely,

(Signature of Authorized Signatory with company/firm seal)

Place:

Date:

Annexure-V

Undertaking to be furnished by bidder on letter head for having office/branch office in Delhi/NCR continuously for the last 1 year

To,

Deputy Manager (Media)
8th Floor, Videocon Tower,
Jhandewalan Ext., New Delhi – 110055

Subject: RFE for empanelment of multi-media advertising agencies, empanelled with BOC.

Sir,

We hereby undertake that we have an office/branch office (strike out whichever is not applicable) in Delhi/NCR (strike out whichever is not applicable) at the following address since_____ (date since this office / branch office exists at this address):
(Address of office/branch office)

2. We are attaching _____ (state the name of document) evidencing the existence of this office/branch office (strike out whichever is not applicable) at this address continuously for the last 1 year.

Yours sincerely,

(Signature of Authorized Signatory with company / firm seal)

Place:

Date:

Annexure-VI

Average Annual Turnover Certificate to be issued by practicing Chartered Accountant on letter head

Subject: RFE for empanelment of multi-media advertising agencies, empanelled with BOC.

This is to certify that the annual turnover of M/s _____
(company/firm name and address) during financial years 2018-19, 2019-20 and 2020-21 is as given below:

Sl. No.	Financial Year	Annual turnover of _____ (company/firm name) (Amount in Rs.)
1.	2018-19	
2.	2019-20	
3.	2020-21	
Average annual turnover during the above 3 years		

(Signature of the Chartered Accountant with seal of the company/firm)

Membership No.

Place:

Date:

Affidavit for non-blacklisting

Subject: RFE for empanelment of multi-media advertising agencies, empanelled with BOC.

I, _____ (name of authorized signatory of bidding company / firm), _____ (designation of authorized signatory), of _____ (name of bidding company/firm) and having its office at _____ (full address of bidding company/firm) certify that _____ (name of bidding company/firm) has not been blacklisted till date by any Central Government or State/UT Government entity.

(Signature of Authorized Signatory with company/firm seal)

Place:

Date:

Scoring of Bids in Stage - 1

Sl. No.	Evaluation Criteria	Maximum Score	Bidders Score
1.	<p>Average annual turnover during the financial years 2018-19, 2019-20 and 2020-21</p> <p>A. Up to Rs. 5 crore: 3 marks B. Rs. 5 crore to Rs. 7 crore: 6 marks C. Rs. 7 crore and above: 10 marks</p>	10	
2.	<p>Experience of producing print ads / radio spots / video spots in Hindi or English for Government organizations during the financial years 2018-19, 2019-20 and 2020-21 (Experience in terms of number of assignments)</p> <p><u>A. Print ads</u></p> <p>i. 1 to 5 assignments: 2 marks ii. 6 to 9 assignments: 3 marks iii. More than 9 assignments: 5 marks</p> <p><u>B. Radio spots</u></p> <p>i. 1 to 5 assignments: 2 marks ii. 6 to 9 assignments: 3 marks iii. More than 9 assignments: 5 marks</p> <p><u>C. Video spots</u></p> <p>i. 1 to 5 assignments: 2 marks ii. 6 to 9 assignments: 3 marks iii. More than 9 assignments: 5 marks</p>	15	
3.	<p>Experience of producing print ads/radio jingle/TVC in Hindi or English or any other regional language for Government organizations during any of the financial years 2018-19, 2019-20 and 2020-21 (Experience in terms of number of years; experience for any of the years 2018-19, 2019-20 and 2020-21 would be counted based on the date of work order)</p>	15	

	<p>A. Print ads</p> <p>i. 1 year: 2 marks</p> <p>ii. 2 years: 3 marks</p> <p>iii. 3 years: 5 marks</p> <p>B. Radio spots</p> <p>i. 1 year: 2 marks</p> <p>ii. 2 years: 3 marks</p> <p>iii. 3 years: 5 marks</p> <p>C. Video spots</p> <p>i. 1 year: 2 marks</p> <p>ii. 2 years: 3 marks</p> <p>iii. 3 years: 5 marks</p>		
4.	<p>Award won by the agency in the field of creative designing at national level</p> <p>A. 1 Award : 3 marks</p> <p>B. 2 work order: 5 marks</p> <p>C. 3 work order: 10 marks</p>	10	
5.	<p>Single work order for Rs. 1.00 Cr. and above without taxes in last three financial years i.e. 2018-19, 2019-20 and 2020-21</p> <p>A. 1 work order: 2 marks</p> <p>B. 2 work order: 4 marks</p> <p>C. 3 work order: 6 marks</p> <p>D. 4 work order: 8 marks</p> <p>E. 5 work order: 10 marks</p>	10	
Total Score		60	

Minimum score required for bidder to qualify for Stage 2:

45 marks

Scoring of Bids in Stage - 2

Sl. No.	Evaluation Criteria	Maximum Score	Bidders Score
1.	Understanding of PMBJP brief	10	
2.	Multimedia presentation on PMBJP	30	
Total Score		40	