



Tender Ref. No.: BPPI/23/01/40/2022-JAD (1)

Dated: 18/02/2022

PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)

(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 FOR PUBLICITY THROUGH E-
RIKSHAW**

TO



PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)

LAST DATE FOR SUBMISSION OF TENDER: 22.02.2022 up to 2.00 PM

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 8600 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.

PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)
(Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Govt. of India)
Office of the Chief Executive Officer
8th Floor Videocon Tower, E-1, Jhandewalan Extension, New Delhi – 110055

Tender No:- BPPI/23/01/40/2022-JAD (1)

Date: 18th February, 2022

NOTICE/TENDER INVITING QUOTATIONS

Sealed quotations are invited for carrying out the work of publicity about Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) and benefits of Jan Aushadhi generic medicines through branding of e-rikshaw on 3 sides along with e-rikshaw hood branding.

S. No.	Name of work	Technical Specifications	Estimated cost (Rs.)	Time allowed for completion of work
1	NOW: Branding of e-rikshaw at 3 side along with e-rikshaw hood branding	<p>Prefabricated E-Rickshaw for campaigning:</p> <p>a) Fabrication of E-Rikshaw Hood with 25mm MS Pipe and fitted with pre-printed content on blackout flex for clear vision</p> <p>b) Fabrication of Rear Side of E-Rikshaw from 3 sides with 25 mm MS Pipe and fitted with pre-printed content on blackout flex for clear vision</p> <p>c) Arrangement of Stable & Good Quality PA System Installed on E-Rikshaw</p> <p>d) Total area of Pre-Printed Blockout Flex digitally printed covering approx. 110</p>		

		sq. ft. around E-Rikshaw e) Campaigning by each E-Rikshaw covering 15 km of area in a single day		
--	--	---	--	--

TERMS & CONDITIONS

1. The designs should be creative and should act as objects of publicity. However, pre-approved creatives may be provided by PMBI.
2. The quotations should reach to the Office of the Chief Executive Officer, PMBI addressed above latest by 22.02.2022 till 2.00 PM which shall be opened on the same day at 3.00 PM in the presence of intending quotationers or their representatives.
3. Tentative list of cities where publicity through e-rikshaw will be done may be seen at **Annexure-I**.

OTHER TERMS & CONDITIONS

1. The work will be carried out by the contractor within a period of 5 days irrespective of any holidays being the work of emergent nature.
2. The contractor shall submit the bill in duplicate for payment.
3. The contractor shall be responsible for carrying out the awarded work up to entire satisfaction of the indenting officer.
4. In case of awarded job is not found to be satisfactory or not according to the desired requirements, the same can be rejected by indenter where upon the contractor will be asked to carry out the same again failing which PMBI shall have the right to cancel the contract and get the work done from the open market on his risk and cost.

C.E.O., PMBI

Annexure-I

S. No.	District	State
1	Srikakulam	Andhra Pradesh
2	West Godavari	Andhra Pradesh
3	Kamrup Metropolitan	Assam
4	Tinsukia	Assam
5	Patna	Bihar
6	Buxar	Bihar
7	Muzaffarpur	Bihar
8	Begusarai	Bihar
9	Sheohar	Bihar
10	Gaya	Bihar
11	Kaimur	Bihar
12	Chandigarh	Chandigarh
13	Raipur	Chhattisgarh
14	Rajnandgaon	Chhattisgarh
15	Durg	Chhattisgarh
19	South Delhi	Delhi
21	East	Delhi
20	South West Delhi	Delhi
17	West Delhi	Delhi
18	New Delhi	Delhi
22	North West Delhi	Delhi
23	Rajkot	Gujarat
24	Gir Somnath	Gujarat
25	Kutch	Gujarat
33	Junagadh	Gujarat
26	Ahmedabad	Gujarat
27	Anand	Gujarat
28	Vadodara	Gujarat
29	Surat	Gujarat
30	Valsad	Gujarat
31	Tapi	Gujarat
32	Bhavnagar	Gujarat
33	Silvassa	Gujarat(Daman&Diu)
34	Ambala	Haryana
35	Hisar	Haryana
36	Palwal	Haryana
37	Yamuna Nagar	Haryana
38	Faridabad	Haryana
39	Gurugram	Haryana
40	Shimla	Himachal Pradesh
41	Kangra	Himachal Pradesh
42	Srinagar	Jammu and Kashmir

43	Udhampur	Jammu and Kashmir
44	Bandipora	Jammu and Kashmir
45	Jammu	Jammu and Kashmir
46	Ranchi	Jharkhand
47	Saraikela Kharsawan	Jharkhand
48	Godda	Jharkhand
49	Deoghar	Jharkhand
50	Bengaluru Urban	Karnataka
51	Udupi	Karnataka
52	Bidar	Karnataka
53	Mangalore	Karnataka
54	Hubli	Karnataka
55	Shivamogga	Karnataka
56	Mysore	Karnataka
57	Mandya	Karnataka
58	Thiruvananthapuram	Kerala
59	Ernakulam	Kerala
60	Alappuzha	Kerala
61	Calicut (Kozhikode)	Kerala
62	Kollam	Kerala
63	Bhopal	Madhya Pradesh
64	Narsinghpur	Madhya Pradesh
65	Gwalior	Madhya Pradesh
66	Ujjain	Madhya Pradesh
67	Indore	Madhya Pradesh
68	Mandsaur	Madhya Pradesh
69	Pune	Maharashtra
70	Buldhana	Maharashtra
71	Thane	Maharashtra
72	Mumbai	Maharashtra
73	Navi Mumbai	Maharashtra
74	Nagpur	Maharashtra
75	East Khasi Hills	Meghalaya
76	Cuttack	Odisha
77	Dhenkanal	Odisha
78	Balasore	Odisha
79	Ganjam	Odisha
80	Boudh	Odisha
81	Subarnapur (Sonepur)	Odisha
82	Puducherry	Puducherry
83	Jaipur	Rajasthan
84	Sawai Madhopur	Rajasthan
85	Kota	Rajasthan
86	Udaipur	Rajasthan

87	Alwar	Rajasthan
88	Salem	Tamil Nadu
89	Madurai	Tamil Nadu
90	Tiruppur	Tamil Nadu
91	Coimbatore	Tamil Nadu
92	Chennai	Tamil Nadu
93	Tiruchirappalli	Tamil Nadu
94	Thanjavur	Tamil Nadu
95	Hyderabad	Telangana
96	Nirmal	Telangana
97	Nizamabad	Telangana
98	Kolkata	West Bengal
99	Cooch Behar	West Bengal
100	Siliguri	West Bengal