



**Tender Ref. No.: BPPI/23/01/40/2022-JAD**

**Dated: 17/02/2022**

**PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)**

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

8<sup>th</sup> Floor, Videocon Tower, Block E1  
Jhandewalan Extension, New Delhi-110055  
Telephone: 011- 49431800/822  
Website: [janaushadhi.gov.in](http://janaushadhi.gov.in)

**LIMITED TENDER ENQUIRY FOR DEVELOPING AND INSTALLING  
ATTRACTIVE MODELS OF CUT-OUTS AND BACKDROPS**

**TO**



**PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)**

**LAST DATE FOR SUBMISSION OF TENDER: 21.02.2022 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 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.

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

**Tender No:- BPPI/23/01/40/2022-JAD**

**Date: 17<sup>th</sup> February, 2022**

**NOTICE/TENDER INVITING QUOTATIONS**

Sealed quotations are invited for carrying out the work of developing and installing attractive models of cut-outs and backdrops etc. measuring about 30' x 10' (Thirty feet by ten feet) depending upon the locations with illumination from intending Agencies who are engaged in the trade of Event Management and having sufficient experience in the relevant field. Preference will be given to DAVP empaneled Agencies.

<b>S. No.</b>	<b>Name of work</b>	<b>Technical Specifications</b>	<b>Estimated cost (Rs.)</b>	<b>Time allowed for completion of work</b>
1	<p>NOW: Developing and installing attractive models of</p> <ol style="list-style-type: none"><li>1. 3-D cut-outs measuring about 30' x 10' (Thirty feet by ten feet size). Measurement is variable depending upon the location in different cities along with illumination.</li><li>2. Backdrop based designs installation with 2-D effect measuring about 30' x 10' (Thirty feet by ten feet size). Measurement is variable depending upon the location in different cities along with illumination.</li></ol>			

## **TERMS & CONDITIONS**

1. The designs should be creative and should act as objectives of publicity in 3D/2D formats respectively.
2. Duly carpeted 3 feet height wooden platform of 8 feet x 16 feet.
3. Digitally printed background board mounted on MS frame to be fixed on the platform as per drawing to bear the whether condition.
4. 4 inches wide framing of the background board.
5. Circular backlit boards with alternate switcher showcasing highlights.
6. Sufficient lights to lit-up background board.
7. The quotations should reach to the Office of the Chief Executive Officer, PMBI addressed above latest by 21.02.2022 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. The intending quotationers may collect the schedule of quantity and other information from the office of the undersigned by 17.02.2022 PM till 5.30 PM.
8. Tentative list of cities where installation 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

Sl. No.	Name of the City	3D/2D
1.	Delhi	3D
2.	Jaipur	
3.	Bhopal	
4.	Shimla	
5.	Chandigarh	2D
6.	Ahmedabad	
7.	Gandhinagar	
8.	Surat	
9.	Patna	
10.	Ranchi	
11.	Mumbai	
12.	Pune	
13.	Bhubaneswar	
14.	Guwahati	
15.	Shillong	
16.	Gwalior	
17.	Indore	