

F. No. 16(15)/2018/Div.III/NPPA
Government of India
Ministry of Chemicals & Fertilizers
Department of Pharmaceuticals
National Pharmaceutical Pricing Authority

3rd & 5th Floor,
YMCA Cultural Centre Building,
1, Jai Singh Road, New Delhi-110001

Date: 30/11/2018

Subject: Limited Tender Enquiry from DAVP empanelled agencies for preparing and dissemination of information through media.

National Pharmaceutical Pricing Authority (NPPA), an attached office of Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, intends to invite sealed tenders from DAVP Empanelled Agencies for preparing and dissemination of information through different media (including electronic media, social media and print media). The work shall be awarded to the successful bidder initially for a period of one year which may be extended, depending on the requirements and performance of the agency.

2. The tenders should be submitted in two sealed covers, viz.,:
 - (A) The first sealed cover should be superscribed as "Technical Bid" and should contain:-
 - i. The proforma at Annexure- I duly filled in along with all supporting documents.
 - ii. Agency profile, including previous experience of providing services of advertisements through various platforms to Government Departments etc.
 - iii. Acceptance of terms and conditions of the tender given in Annexure- II.
 - iv. All other required documents as stipulated in the terms and conditions.
 - (B) The second sealed envelope superscribed as "Financial Bid" should contain only rates in the format given at Annexure- III.
 - (C) Both the sealed covers should be placed in the main sealed envelope superscribed as "Quotation preparing and dissemination of information through different media" addressed to the Director (Admn.), National Pharmaceutical Pricing Authority (NPPA), 5th Floor, YMCA Cultural Centre Building, 1, Jai Singh Road, New Delhi- 110001.
3. Interested agencies who are empaneled with DAVP may send their sealed quotations as explained above to the Director (Admn.), National Pharmaceutical Pricing Authority, 5th Floor, YMCA Cultural Centre Building, 1, Jai Singh Road, New Delhi- 110001, latest by 4:00 PM on 10th December 2018.
4. The Technical Bid will be opened on Monday, 10th December 2018 at 4:30 PM on the 5th Floor, YMCA Cultural Centre Building, 1, Jai Singh Road, New Delhi- 110001 where representative of agencies may be present.

5. A pre-tender consultative meet will be organized on Wednesday, 5th December 2018 at 11:00 AM at Conference Hall at 3rd Floor, YMCA Cultural Centre Building, 1, Jai Singh Road, New Delhi- 110001. Interested bidders are requested to attend the same for better understanding of the scope of work.

6. Financial Bids of only those bidders who qualify the technical bid stage will be opened subsequently at a pre-fixed date, which will be intimated to successful bidders at technical stage.

Yours faithfully,


(Rajesh K. Agrawal)
Director (Admn.)
Tel: 23345177

Copy to:

- (i) US (SRM), Department of Pharmaceuticals, Shastri Bhawan, New Delhi : ith the request to upload the same on the e-procurement portal.
- (ii) Consultant (VKT), Department of Pharmaceuticals: with the request to upload the same on the website of the Department of Pharmaceuticals.
- (iii) Technical Director - with the request to upload the same on the website of NPPA.

Request for Proposal

Multi-media campaign is proposed to be launched through DAVP empanelled agency to disseminate information about the functioning of National Pharmaceutical Pricing Authority (NPPA). This campaign is also aimed to educate/ make aware the general people about the formulations (medicines) which are under price control.

About NPPA:

NPPA is an organization of the Government of India which was established, inter alia, to fix/ revise the prices of controlled bulk drugs and formulations and to enforce prices and availability of the medicines in the country, under the Drugs (Prices Control) Orders. The organization is also entrusted with the task of recovering amounts overcharged by manufacturers for the controlled drugs from the consumers. It also monitors the prices of decontrolled drugs in order to keep them at reasonable levels.

SECTION I: TARGET & DELIVARABLE

Target Groups:

NPPA has to reach out to a multiple target groups which are diverse in nature. The main target groups in are:-

- i. General public/Consumers / Patients
- ii. Pharmacists
- iii. Superintendents of Hospitals (Government and Private)
- iv. Education Institutions viz., Medical Colleges/ Pharmacy Institutions
- v. Health Workers
- vi. Consumer Associations
- vii. NGO's/Charitable Institutions/Co-operative Societies/Trust

Goal:

To launch massive publicity to ensure creating awareness amongst stakeholders, general public in particular, regarding functioning of NPPA, including fixation of price of formulations under price control, monitoring of availability of drugs under and outside price control and monitoring of price movements and availability of medical devices which have been declared as drugs.

Methodology proposed:

To achieve the aforesaid goal, intensive and concentrated publicity and awareness campaign through Electronic Media and Print Media is proposed. Means to be adopted are creating a short tele-film and disseminating the same on various electronic media platforms like Cinema halls, YouTube and Televisions etc. Another form of use of electronic media could be using Banners wherein functions and achievements of the NPPA would be described and the same may be disseminated over social networking platforms like Facebook, Twitter etc. for a considerable period of time. Further, Banners would be utilized through news papers/magazine on pan India basis over considerable number of prints in Hindi, English and other prominent regional languages.

SECTION II: SCOPE OF WORK

The main tasks of the agency would be as follows:

- a) Compose a Tele-film (60 seconds or less) on the workings of NPPA
- b) Preparing and designing Poster with or without Audio which will be displayed in specified Cinema halls.
- c) Preparing and designing Banners containing workings and achievements of NPPA to be floated over Social Networking Sites e.g. Facebook, Twitter etc.
- d) Preparing and designing half-page advertisements for Print Media to be published in the News papers.

Indicative list of deliverables is given in Annexure-IV.

Language:

Hindi, English and other prominent regional languages as per requirement of NPPA.

Disclaimer: The scope of work may increase or decrease as per present future requirements of NPPA.

SECTION III: SELECTION PROCEDURE

The Proposal submitted by the agency would be evaluated for a detailed scrutiny. During evaluation of proposals, NPPA may, at its discretion, ask the agency for clarification of their Proposals. The process for selection would be as follows:

- **Preliminary Scrutiny:** Preliminary scrutiny of the technical proposals would be made to ensure the fulfilling the requirements of this proposal. Proposals not conforming to such preliminary requirements will be rejected outrightly. If technical parameters submitted by the agencies are not *prima facie* appears to be feasible for the task proposed, the committee evaluating technical proposals may reject the same and decision so taken shall be final and binding on the agency concerned. Details for the Technical Bid to be provided by the agencies as per the Annexure-I.
- **Technical Evaluation:** Technical Proposals would be opened only for those agencies that qualify preliminary scrutiny. The parameters to be used for evaluating technical competency would be as under:

Sl. No.	Technical Parameters		Maximum Weightage
1	Understanding of Project		30
2	Approach and Methodology		30
3	Presentation on Thematic contents of advertisements (at the time and date to be intimated to the individual agency in due course)		20
4	Previous project experience in advertising in Electronic Media of Government Institutions-Methodology to be adopted as under:		20
	No. of Projects handled	Maximum marks out of 20	
	7-10	20	
	5-7	14	
	3-5	10	
	1-2	4	
Total Marks			100

Submission of Proposal by agencies

Agencies shall submit Proposals in hard copy and soft copy (in CD). The following should be part of the Proposal:

- I. Basic profile of the Agency.
- II. Methodology/ details of execution of project as per requirements of NPPA.
- III. Financial Bid (in INR) in a separate sealed cover as per the format prescribed in Annexure-III.

Selection Procedure:

- Agencies getting minimum 80 marks and above in technical qualification shall be declared technically qualified. In case, any agency does not give the technical

presentation, its bid will be treated as unresponsive and will not be considered. The financial bids would be opened for only those agencies who qualify at technical bid stage.

- The contract will be awarded based on the highest score for the technical and financial proposals put together, taking 80% weightage to technical criteria and 20% to financial.
- The decision of the NPPA will be final and binding.
- NPPA reserves the right to accept or reject a proposal without assigning any reason thereof.

SECTION IV: TERMS OF REFERENCE

During pre-qualification and technical evaluation of the Proposals, the NPPA may, at its discretion, ask Agency concerned for clarifications on their proposal. The Agency is required to respond within the stipulated time frame.

Disqualifications:

NPPA may, at its sole discretion and at any time during the evaluation of Proposal, disqualify any agency, if the agency has:

- a. Submitted the Proposal/ documents after the response deadlines;
- b. Made misleading or false representation in the forms, statements and attachments submitted in proof of the eligibility requirements;
- c. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three year;
- d. Submitted a proposal that is not accompanied by required documentation or is non-responsive;
- e. Failed to provide clarifications related thereto, when sought;
- f. Submitted more than one Proposal;
- g. Declared ineligible by the Government of India for corrupt and fraudulent practices or blacklisted for any reasons;
- h. Submitted a proposal with price adjustment/variation provision.
- i. Submitting a conditional proposal deviant from the requirement of the NPPA.

The agencies are expected to examine all the instructions, guidelines, terms and conditions as notified on DAVP website at the time of Empanelment of Multimedia Creative Agencies.

Annexure-I

Terms and Conditions regarding tender for professional services for advertisements of NPPA

1. The agency should have valid empanelment with the Directorate of Advertising & Visual Publicity (DAVP), Ministry of Information & Broadcasting for the financial year 2018-19. A copy of order of DAVP empanelment should be enclosed with the Technical Bid.
2. The agency should have a minimum experience of five years of providing advertising services to the offices of Central / State Govt. offices or Central/ State PSUs.
3. The agency should enclose copies of similar work order and satisfactory performance certificates from minimum two offices of Central / State Govt. offices or Central/ State PSUs.
4. The agency should neither be blacklisted by any Government Department nor should any criminal case be registered/pending against the agency or its partners/owners. An undertaking in this regard should be submitted by the agency.
5. The contract shall remain in force for one year unless until terminated early by either party by giving the other party three months' notice in writing.
6. NPPA reserves the right to terminate the contract at any time without assigning any reason and giving any notice. The decision of the NPPA in this regard shall be final and binding on the agency.
7. All matters/ disputers pertaining to the tender and the resultant contract shall be settled by the Chairman, NPPA whose decision shall be final and binding on all parties. Any legal dispute should be within the jurisdiction of Hon'ble High Court of Delhi.
8. The firm shall abide by all terms and conditions of the contract. In case of breach of any of the terms and conditions, the NPPA shall be at liberty to terminate the contract without giving any notice and the firm shall have not claim for compensation of any loss it may suffer in this regard.
9. NPPA reserve the rights to increase/decrease the scope of task to be performed as per the requirements at any stage without assigning any reason and decision taken in this regard shall be final and binding on the agency.

Signature of the authorized person of the firm/agency with date and stamp

Technical Bid

Sl. No.	Particulars	To be filled by the tenderer
1.	Name of the Firm/Agency	
2.	Date of establishment of the agency/firm	
3.	Detailed office address of the Agency with Office Telephone Number, Fax Number and Mobile Number and name of the contact person.	
4.	Whether the agency is empanelled with DAVP. If yes, a copy of proof for the same should be enclosed.	
5.	PAN, TIN and VAT Number (copy to be enclosed)	
6.	Service Tax Registration Number (copy to be enclosed)	
7.	Whether the firm is blacklisted by any Government Department or any criminal case is registered/pending against the firm or its owner/ partner anywhere in India. If no, please enclose an undertaking in this regard.	
8.	Length of experience of providing advertising services to the offices of Central / State Govt. offices or Central/ State PSUs. (please enclose documentary proof)	
9.	Whether copies of similar work order and satisfactory performance certificates from minimum two offices of Central / State Govt. offices or Central/ State PSUs have been enclosed.	
10.	Whether a copy of the terms and conditions (Annexure-I), duly signed, in token of acceptance of the same, is attached.	
11.	Whether agency profile is attached	
12.	List of other clients (Government/PSUs)	

Signature of the authorized person of the firm/agency with date and stamp

FINANCIAL PROFORMA

Signature of the authorized person of the firm/agency with date and stamp

S. No	Media	Deliverables	Cost per unit in INR
(a)	Tele-film (Digi Beta Format)	60 sec	
		30 sec	
		Editing/adding super	
		Cost dubbing/ language	
		Total cost for Tele-film	
(b)	Internet	Internet creative banners	Cost per Banner
(c)	Poster to be displayed at Cinema Halls	<ul style="list-style-type: none"> • With audio (reading out) • Without audio (display) 	Cost of preparation of Poster
Disseminating of Poster in Cinema Halls as per following requirements:			
i)	In the Cinema Halls of Capital cities of all States/UTs		
ii)	In the Cinema Halls having following sitting capacity in the cities having Population as per Census 2011:		
	Population:	Sitting Capacity per cinema hall:	Cost of dissemination of Poster in Cinema halls (Per cinema hall one slot on first day of screening of the movie in the evening show)
	More than 50 Lakh	500	
	25 to 50 Lakh	400	
	10 to 25 Lakh	300	
	Less than 10 Lakh	200	
		Total cost for Poster	
(d)	Designing Print Media Advertisements		
	(Coloured)	Cost of designing of Half Page	
	(Coloured)	Cost of designing of Quarter Page	
		Total cost for Print advertisements	
		TOTAL COST	

Signature of the authorized person of the firm/agency with date and stamp

LIST OF DELIVERABLES

Ser No	Media	Deliverables	Remarks
Electronic & Print Media			
(a)	Tele-film (Digi Beta Format)	Ten separate Beta cam video tapes for each item	
		<ul style="list-style-type: none"> • 3 TVC of 60 Sec/ 30 sec. • Scroll & Ticker. 	Shoot in HD film format. Delivered in Digi Beta for distribution to channels.
		<ul style="list-style-type: none"> • 4 x creative's for Push Campaign. 	
(b)	Internet/Social Media Platforms	Each on five CDs converted into suitable format supporting webcast.	
		<ul style="list-style-type: none"> • 4 x creative's. • 4 x banners 	Should be adaption from the film/ media creative. Animations may also be given. Should be able for WAP enabled website.
		<ul style="list-style-type: none"> • 4 x specific creative's. • Design 4x Posters. 	Should be on 170 gsm, Magnastar gloss paper with 4 colour offset printing.
		<ul style="list-style-type: none"> • Design 4 x Handouts. 	Should be on 210 gsm, Magnastar gloss paper with 4 colour offset printing
		<ul style="list-style-type: none"> • Design 4 x Brochure. 	Should be on 210 gsm, Magnastar gloss paper with 4 colour offset printing & two folds.
(c)	Poster	<ul style="list-style-type: none"> • With audio (reading out) • Without audio (display) 	To be displayed in the cinema halls screening movies
(D)	Print Media	<ul style="list-style-type: none"> • Designing of Print Advertisements 	2 print advertisements

Signature of the authorized person of the firm/agency with date and stamp