

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: 27th August, 2019

To,
The Multimedia Agencies
Empanelled with DAVP (as per the list)

Subject: Inviting bids from DAVP empanelled agencies for empanelment.

Sir/ Madam,

National Pharmaceutical Pricing Authority (NPPA) an attached office of Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers. NPPA intends to invite bids from DAVP Empanelled multi-media agencies who are capable to carry out the tasks mentioned in the enclosed tender. NPPA shall empanel agencies to carry out its Media Plan which may be implemented thorough one or more agencies so empanelled. The empanelment shall initially be for a period of one year (12 months from the date of empanelment) which may be extended depending on the requirements and performance of the agencies.

2. The proposal should be submitted in a sealed cover containing the following in three separate sealed covers within it:

- (a) Pre-qualification Criterion, duly filled in along with all supporting documents (in sealed cover marked as Pre-qualification) (Annexure- I)
- (b) Technical Bid (in sealed cover marked as Technical Bid) (Annexure- II)
- (c) Acceptance to the Terms and Conditions (Annexure - III), duly signed and stamped

3. Proposals in sealed covers as explained in para 2 above, super-scribed as "Bid for empanelment of Multi-Media Agency", may be sent to Director (Admn), National Pharmaceutical Pricing Authority (NPPA), 5th Floor, YMCA Cultural Centre Building, 1, Jai Singh Road, New Delhi- 110001 so as to reach latest by 3.00 pm on 11th September, 2019.

Yours faithfully,


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

Tender

Multi-media campaign is proposed to be launched by NPPA for dissemination of 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:

The National Pharmaceutical Pricing Authority (NPPA), an independent body of experts in the Ministry of Chemicals and Fertilizers was constituted by the Govt. of India vide Resolution published in the Gazette of India No. 159 dated 29.08.97. The functions of NPPA, inter-alia, include fixation and revision of prices of scheduled formulations under the Drugs (Prices Control) Order (DPCO), as well as monitoring and enforcement of prices. NPPA also provides inputs to Government on pharmaceutical policy and issues related to affordability, availability and accessibility of medicines. Information regarding activities undertaken by NPPA is available on the website of NPPA.

SECTION I: TARGETS & DELIVARABLES

Target Groups:

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

- i. General public/ Consumers/ Patients
- ii. Pharmacists
- iii. 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 create awareness among stakeholders, regarding functioning of NPPA, fixation of prices of formulations, availability of scheduled formulations, monitoring of price movements and availability and pricing of formulations and medical devices declared as drugs.

Methodology

To achieve the aforesaid goal, intensive and concentrated publicity and awareness campaign through Electronic and Print Media is proposed. Means to be adopted include creating short films, promotion on social networking platforms like Twitter, Facebook, Twitter, YouTube, Instagram etc., hoardings, radio jingles, newspaper advertisements, etc.

NPPA seeks to achieve the goals of the media plan by empanelling agencies through this tender. NPPA will award work to an agency/ agencies from time to time depending on the requirement of NPPA and the competency of the agencies, which will be evaluated by an evaluation committee set up in NPPA for the purpose. Empanelment does not guarantee that work will be provided to an agency necessarily.

SECTION II: SCOPE OF WORK

The main tasks of the agencies may include:

- I. Preparation of creatives
 - a. Electronic media and outdoor publicity:
 - i. Creating content for hoardings/ LED screens/ advertisement space on buses/ kiosks/ bus shelters etc.
 - ii. Creating a short film on the workings of NPPA.
 - iii. Creating content material, including short videos, for electronic media such as cinema halls, television channels, etc.
 - iv. Creating radio jingles.
 - b. Print media:
 - i. Creating advertisements/ promotions to be published on newspapers.
 - c. Social media:
 - i. Creating content for social media like Twitter, Facebook, Instagram, etc., on a regular basis.
- II. Work execution with respect to (1)
 - a. Electronic media and outdoor publicity:
 - i. Hiring sites/ LED Screens/ Advertisement space on buses/ kiosks/ bus shelters, etc., as per locations specified by NPPA across the country, for display of hoardings/ publicity material.
 - ii. Hiring slots across the country for running short films on screens in cinema halls and television channels, and for radio jingles on radio stations.
 - b. Print media:
 - i. Advertising in newspapers.
 - c. Social media:
 - i. Disseminating content and engaging with public on social media such as Twitter, Facebook, Instagram, etc., on regular basis.

The tentative funds for all the above activities, including creation and execution of above tasks, is Rs.200 lakh.

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

SECTION III: SELECTION PROCEDURE

The Proposal submitted by an agency would be evaluated as under:

- a. Pre-qualification Criterion stage
- b. Technical Bid stage

a. Pre-qualification Criterion Stage

The proposals of the agencies that stand qualified on the basis of the parameters given in Annexure I shall be evaluated further.

b. Technical Bid Stage

The parameters to be used for evaluating technical competency would be as under:

Sl. No.	Technical Parameters		Maximum Weightage
1	Presentation on creatives*, etc. for each component of the scope of work at Para 1 of the Scope of the Work above. Criterion to evaluate is as given below:		50
	Para No.	Component	Maximum Marks
	1 (a) (i)	Hoardings/ LED screens/ advertisement space on buses/ kiosks/ bus shelters etc.	10
	1 (a) (ii)	Short film regarding NPPA issues.	10
	1 (a) (iii)	Content material, including short videos, for electronic media such as cinema halls, television channels, etc.	10
	1 (a) (iv)	Radio jingles.	5
	1 (b) (i)	Advertisements/ promotions to be published on newspapers.	5
	1 (c) (i)	Content for social media like Twitter, Facebook, Instagram, etc., with emphasis on the impact created by the agency's activities	10
2	Previous project experience in advertising in Electronic Media of Government Departments/ Ministries/ Organizations Methodology to be adopted as under:		50
	No. of Projects handled	Maximum marks out of 50	
	7-10	50	
	5-7	40	
	3-5	25	
Total Marks			100

* Presentation of creatives may be specific to NPPA or may include work related to previous work done for any Ministry, Department or Body of the Government.

Criteria for Evaluation of Technical bids:

- a. The Evaluation Committee shall evaluate the Technical bids on the basis of their responsiveness to the technical presentation submitted by the agency.
- b. Only Agencies obtaining a total score of 50 (on a maximum of 100) or more on the basis of criteria for evaluation given below would be declared technically qualified.

SECTION IV: General

During the process of evaluation of the Proposals, the NPPA may ask the agency concerned for clarifications on their proposal. The agency is required to respond within the stipulated time frame as communicated by NPPA.

Disqualifications:

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

- a. Submitted the proposal/ documents after the due date;
- 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 irregularities, 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, whenever sought;
- f. Submitted more than one Proposal;
- g. Declared ineligible by any organization of the Government of India for corrupt and fraudulent practices or blacklisted for any reasons;
- h. Submitted a conditional proposal.
- i. Apart from the above, NPPA reserves the right to accept or reject any or all the proposal without assigning any reason thereof.

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

Pre-qualification Criterion

Sl. No.	Particulars	To be filled by the bidder with self attested copies of supporting documents
1.	Name of the agency	
2.	Date of establishment of the agency	
3.	Address of the Agency with Office Telephone Number, Fax Number and Mobile Number and name of the contact person	
4.	PAN, TIN and VAT Number/ Service Tax Registration Numbers	
5.	Agency profile	
6.	Whether the firm is blacklisted by any Government Department or any criminal case is registered /pending against the firm or its owner/ partner/ Directors anywhere in India. If no, please enclose an undertaking in this regard.	
7.	Length of experience of providing advertising services to the offices of Central / State Govt. offices or Central/ State PSUs	
8.	Empanelment with DAVP	

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

Annexure II

Technical Bid

SI No.	Technical Parameters	
1	Presentation on Creatives, etc. for each component of the scope of work at Para 1 of the Scope of the Work above ¹ . Criterion to evaluate is as given below:	
	Ref: Para No.	Component
	1 (a) (i)	Hoardings/ LED screens/ advertisement space on buses/ kiosks/ bus shelters etc.
	1 (a) (ii)	Short film regarding NPPA issues.
	1 (a) (iii)	Content material, including short videos, for electronic media such as cinema halls, television channels, etc.
	1 (a) (iv)	Radio jingles.
	1 (b) (i)	Advertisements/ promotions to be published on newspapers.
	1 (c) (i)	Content for social media like Twitter, Facebook, Instagram, etc., with emphasis on the impact created by the agency's activities
2	Previous project experience in advertising in Electronic Media of Government Departments/ Ministries/ Organizations. Methodology based on number of projects implemented.	

¹ Presentation of creatives may be specific to NPPA or may include work related to previous work done for any Ministry, Department or Body of the Government.

Terms and Conditions

1. The agency should enclose with the bid the documentary proof of empanelment with DAVP otherwise the Bid shall be summarily rejected.
2. Wherever the DAVP rates are available, the same shall apply for the work. For the work where DAVP rates are not available, the same shall be obtained by competitive bids from the agencies selected out of the agencies empanelled by NPPA.
3. The agency should have a minimum experience of **five years** of providing advertising services in the offices of Central / State Govt. offices or Central/ State PSUs.
4. The empanelment shall remain in force for one year or as communicated by the NPPA unless and until terminated by NPPA by giving the agency one month notice in writing.
5. NPPA may award work to an agency/ agencies from time to time depending on the requirement of NPPA and the competency of the agencies, which will be evaluated by an evaluation committee set up in NPPA.
6. Empanelment does not guarantee that the work will be provided to an agency/ agencies necessarily.
7. NPPA may levy penalty on the agency that may include financial penalty as well as termination of empanelment, for the reasons as deemed fit by NPPA, including, but not limited to, non-performance/ unsatisfactory performance/ delay in execution of work.
8. NPPA reserves the right to terminate the empanelment at any time without assigning any reason. The decision of the NPPA in this regard shall be final and binding on the agency.
9. All matters/disputes pertaining to this tender and the resultant award of work shall be settled by the Chairman, NPPA whose decision shall be final and binding on all parties. Any legal dispute shall be within the jurisdiction of Hon'ble High Court of Delhi.
10. NPPA reserve the rights to increase/ decrease or modify the scope of task to be performed as per the requirements at any stage without assigning any reasons and decision taken in this regard shall be final and binding on the agency.

Signature of the authorized person of the Agency
with date and stamp