

**Most Immediate**

No. 35022/50/2017-IC  
Government of India  
Ministry of Chemicals and Fertilizers,  
Department of Pharmaceuticals  
Shastri Bhawan, New Delhi  
the 6<sup>th</sup> October, 2017

**Request for Proposal for Publicity Activities for the Schemes of Department of  
Pharmaceuticals**

The Department of Pharmaceuticals has floated "Request for Proposal for Publicity Activities for the Schemes of Department of Pharmaceuticals" vide Notice No.35022/50/2017-IC dated the 6<sup>th</sup> October, 2017(copy enclosed).

- 2 In addition to Outdoor Advertisements, the Interested Parties are requested to develop some creative to be used for **Radio, TV Cinema ads etc** also.
- 3 The time of the presentation has now been pre-poned at **9.30 a.m. on 10<sup>th</sup> October, 2017** instead of 11.00 a.m. The venue will remain unchanged.
3. The above changes may please be noted.

(M.K. Bhardwaj)  
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**Most Immediate**

No. 35022/50/2017-IC  
Government of India  
Ministry of Chemicals and Fertilizers,  
Department of Pharmaceuticals

Shastri Bhawan, New Delhi  
the 3<sup>rd</sup> October, 2017

**Request for Proposal for Publicity Activities for the Schemes of Department of  
Pharmaceuticals**

The Department of Pharmaceuticals is in the process of planning publicity activities for its important schemes and projects across the country. Some of the topics which are proposed to be published are :

- (i) The success and achievements of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), the details of scheme and the current status of the scheme is available and can be seen from the website [www.pharmaceuticals.gov.in](http://www.pharmaceuticals.gov.in).
- (ii) The success in price control of medicines including price fixation of coronary stents and orthopaedic implants, the details are available on the NPPA website [www.nppaindia.nic.in](http://www.nppaindia.nic.in)

2 Interested Parties are requested to develop some creative to be used for outdoor advertisement purposes.

3 Interested Parties may make a presentation along with creatives in the Office of Shri M.K.Bhardwaj, Dy. Secretary, Department of Pharmaceuticals, Room No.228, 2<sup>nd</sup> Floor, A Wing, Shastri Bhawan, New Delhi at 11.00 A.M. on 10<sup>th</sup> October, 2017. The payment for the creatives finally selected will be made on DAVP rates. During the presentation, interested advertising agencies may indicate their capabilities to release the outdoor advertisements in different parts of the country in a short time period.

4. A line in confirmation for making a presentation is solicited.

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