

Most Immediate

No. 35022/50/2017-IC
Government of India
Ministry of Chemicals and Fertilizers,
Department of Pharmaceuticals
Shastri Bhawan, New Delhi
the 3rd 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.
- (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

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, 2nd Floor, A Wing, Shastri Bhawan, New Delhi at 11.00 A.M. on 10th 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.

(M.K. Bhardwaj)
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