

भारतीय भेषजी परिषद्
(स्वास्थ्य एवं परिवार कल्याण मंत्रालय के अंतर्गत सांख्यिक निकाय)
भारत सरकार
आई-300, तीसरी मंजिल, टावर-1, वर्ल्ड ट्रेड सेंटर,
नौरोजी नगर, नई दिल्ली-110029
टेलीफोन नंबर 011-65218900-01
E-mail: registrar@pci.nic.in



PHARMACY COUNCIL OF INDIA
(Statutory body under Ministry of Health & Family Welfare)
Government of India
I-300, 3rd floor, Tower-I, World Trade Centre,
Nauroji Nagar, New Delhi-110029
Telephone No. 011-65218900-01
E-mail: registrar@pci.nic.in

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CIRCULAR / INVITATION FOR QUOTATION

Subject: Invitation of Quotations from reputed Companies/Agencies/NGOs for providing Event Management, Branding, Promotion, Media Coverage and Documentation Services for World Pharmacists Day / National Pharmacy Week – 2026

The Pharmacy Council of India (PCI) is a statutory body constituted under the Pharmacy Act, 1948 and functioning under the administrative control of the Ministry of Health & Family Welfare, Government of India, New Delhi.

1. The Pharmacy Council of India proposes to organize/coordinate World Pharmacists Day / National Pharmacy Week – 2026, with programmes and activities to be conducted at various locations across India, with the objective of promoting awareness regarding the pharmacy profession, the role of pharmacists in healthcare and public health, and the contribution of the pharmacy sector to the nation.
2. In this connection, the Council intends to engage experienced Company/Event Management Agency/Professional Agency/NGO, having adequate experience and capability in organizing large-scale programmes, for providing comprehensive support and allied services for the successful conduct, branding, promotion, media coverage and documentation of the aforesaid programme.
3. Interested and eligible Companies/Agencies/NGOs are invited to submit their detailed technical and financial quotation/proposal to the Pharmacy Council of India for providing the following services:

Broad Scope of Work

A. Support to Organizing Team

- Coordination with the PCI organizing team and designated officers for planning and execution of programmes.
- Deployment of adequate manpower for event coordination and on-ground support.
- Assistance in preparation of event schedules, programme flow and coordination plans.
- Coordination with participating institutions, guests, speakers, dignitaries and other stakeholders, as required.

- On-site event management and coordination during the programme.
- Providing necessary logistical and operational support for smooth conduct of the programme.
- Any other allied activity required for successful organization of the event.

B. Programme Branding and Promotion

- Development of an overall branding and communication plan for World Pharmacists Day / National Pharmacy Week – 2026.
- Designing of event logo/theme adaptations, backdrops, standees, banners, posters, digital creatives, invitations, certificates and other publicity material, as required.
- Branding of programme venues and other identified locations.
- Development of creatives suitable for websites, social media platforms and digital communication.
- Promotion and dissemination of programme-related information through appropriate channels.
- Coordination for display/publication of approved promotional material.
- Ensuring uniformity in branding and visual identity across various programme locations.

C. Media Coverage and Publicity

- Comprehensive media management and coverage of the programme.
- Coordination with print, electronic and digital media, as required.
- Arranging photographers and professional videographers for programme coverage.
- Preparation and dissemination of approved press releases/media briefs.
- Coverage of important activities, speeches, sessions and other programme highlights.
- Preparation of photographs, video footage and other media assets in suitable formats.
- Social media/digital media coverage and creation of suitable content, subject to approval of the Council.
- Compilation of media coverage/clippings and other publicity material.

D. Programme Report and Documentation

- Preparation of comprehensive documentation of the programme/activities conducted under World Pharmacists Day / National Pharmacy Week – 2026.
- Preparation of event-wise reports covering major activities, participation, proceedings and outcomes.
- Compilation and editing of photographs, videos, media coverage and other relevant materials.
- Preparation of a consolidated programme report for submission to the Council.
- Documentation of important speeches, activities, achievements and highlights of the programme.
- Submission of final soft copies and other approved deliverables in appropriate formats.
- Any other documentation/reporting work as assigned by the Council in connection with the programme.

5. The above scope is indicative and may be modified, supplemented or reduced by the Council depending upon the actual requirements of the programme. The selected agency shall work in close coordination with the

designated officers/organizing team of the Council and shall undertake the activities as per the directions and approval of the competent authority.

Submission of Quotation/Proposal

6. Interested Companies/Agencies/NGOs having relevant experience may submit their detailed quotation/proposal containing the following:
 - i. Profile of the Company/Agency/NGO.
 - ii. Details of relevant experience in organizing similar national/international events/programmes.
 - iii. Details of manpower and technical resources proposed to be deployed.
 - iv. Detailed scope of services proposed to be provided.
 - v. Financial quotation with a clear break-up of charges, applicable taxes and other components, if any.
 - vi. Details of major clients/organizations for whom similar assignments have been undertaken.
 - vii. GST/PAN and other applicable registration details.
 - viii. Contact details of the authorized representative.
 - ix. Any other information considered relevant for the assignment.
7. The quotation/proposal should be submitted to the Pharmacy Council of India, New Delhi, within 07 (seven) days from the date of issue of this Circular.
8. The quotation may be submitted in a sealed cover clearly superscribed:

“QUOTATION FOR EVENT MANAGEMENT, BRANDING, PROMOTION, MEDIA COVERAGE AND DOCUMENTATION SERVICES FOR WORLD PHARMACISTS’ DAY / NATIONAL PHARMACY WEEK – 2026”

9. The Council reserves the right to accept or reject any or all quotations/proposals, wholly or partly, without assigning any reason thereof. Submission of a quotation/proposal shall not confer any right on the bidder to claim selection or award of work.
10. The detailed terms and conditions, deliverables, period of engagement and other requirements shall be communicated to the selected agency as per the decision of the competent authority.
11. Agencies/organizations interested in undertaking the above assignment are therefore requested to submit their competitive and comprehensive quotation along with the requisite details within the stipulated period of 07 days.

Yours faithfully

(ANIL MITTAL)
Registrar-cum-Secretary