



Guidelines for Opening of New Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)

**For –NGO,Charitable Institutions/Hospitals, Private Hospitals, Trusts,
Societies, Self Help Groups etc**

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BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA

(Set up under the Department of Pharmaceuticals, Govt. of India)

8th Floor Videocon Tower, Block E1 Jhandewalan Extension, New Delhi – 110055 Tel – 011-49431800, website Janaushadhi.gov.in

I. Pradhan Mantri Bhartiya Janaushadhi Pariyojana– GENESIS

The branded (Generic) medicines are sold at significantly higher prices than their un-branded generic equivalents, though are identical in the therapeutic value. Given the widespread poverty across the country, making available reasonably priced quality generic medicines in the market would benefit everyone. With this objective, the Pharma Advisory Forum in its meeting held on 23rd April, 2008, decided to launch the PMBJP KENDRA Campaign - starting with the sale of generic medicines through dedicated sales outlets called **Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)** in various districts of the country. It is proposed that at least one PMBJK will be opened in each of the 630 districts of the country to be extended to sub-divisional levels as well as major towns and village centers.

II. BPPI- Bureau of Pharma PSUs of India

BPPI, the implementation agency for PMBJP KENDRA was established in December, 2008 under the Department of Pharmaceuticals, Government of India, with the support of all the CPSUs and has been registered as an independent society under the Societies Registration Act, 1860 as a separate independent legal entity in April, 2010. BPPI follows the provisions of GFR, 2005 as amended from

time to time, the CVC guidelines, and instructions from the Department of Pharmaceuticals. The defined roles of BPPI are as follows:

- Make quality generic medicines available at affordable prices for all
- Marketing of generic drugs through the Pradhan Mantri Bhartiya Janaushadhi Kendra(PMBJK)
- Procurement of medicines from Central pharma PSUs and Private Sectors
- Monitoring proper running of PMBJK

III. Eligibility Criteria to open Pradhan Mantri Bhartiya Janaushadhi Kendra

NGO, Charitable Institutions/Hospitals, reputed professional bodies/organizations, Private Hospitals, Trusts, Societies, Self Help Groups etc are eligible to open new Pradhan Mantri Bhartiya Janaushadhi Kendra

IV. Margins and Incentives

- a. Operating agency will be provided 20% margin on MRP (Excluding taxes) of each drug.
- b. BPPI will provide one-time financial assistance upto Rs. 2.50 lakh as per details given below **where space is provided free by State Govt in Government Premises**
 - i. Rs. 1 lakh reimbursement of furniture and fixtures.
 - ii. Rs. 1 lakh by way of free medicines in the beginning.
 - iii. Rs 0.50 lakh as reimbursement for computer, internet, printer, etc.
- c. **In all other cases where space is NOT provided free by State Govt in Government Hospital premises:**
- d. Incentive is to be given to PMBJK run by private entrepreneurs on the basis of their purchase of medicines (from Distributor/Central Warehouse/ Regional Warehouse) In a month. The incentive will be given @ 15% of monthly purchase subject to a ceiling of Rs 10,000/ per month up to total limit of 2.5 lakhs.
- e. The Applicants belonging to weaker sections like SC/ST/Differently-abled may be provided medicines worth Rs. 50,000/- in advance within the

incentive of Rs. 2.5 lakhs. Rest incentive will be provided in a form of 15% of monthly purchase subject to a ceiling of Rs. 10,000/- per month up to a total limit of Rs. 2.5 lakhs. Condition for providing incentive to other categories (except private entrepreneurs) will remain unchanged.

- f. For the north eastern states, Naxal affected area ad tribal areas, the rate of incentive will be changed 15% of monthly purchase subject to a ceiling of Rs. 15,000/- per month up to total limit of Rs. 2.5 lakhs.

V. Requirements for opening PMBJK

- (i) Own space or hired space (Minimum 120 sq feet) duly supported by ownership, proper lease agreement or space allotment letter.
- (ii) Proof of securing a pharmacist with name, Registration with the State Council etc. (or it can be submitted at the time of final approval of PMBJK)
- (iii) Financial capacity to run the Store supported by Valid document or affidavit for having good financial condition and ready to invest to run Pradhan Mantri Bhartiya Janaushadhi Kendra smoothly as per requirements.

VI. Important Operating Terms and Conditions

Important operating terms and conditions for operating PMBJK are given below:

- a) Applicant will enter into agreement before commencing operations of “Pradhan Mantri Bhartiya Janaushadhi Kendra”. All operations of PMBJP KENDRA will be conducted as per agreement terms and conditions.
- b) It shall be the responsibility of the applicant to obtain drug license in the name of “**Pradhan Mantri Bhartiya Janaushadhi Kendra**” and other permissions to run a drug store. Compliance to all statutory requirements for storage of drugs shall be ensured by the applicant.
- c) Applicant will use the premises solely for the purpose for which it has been allotted and for no other purpose and shall not part with the premises, sub-let the premises to anyone directly or indirectly.
- d) All billings should be done using software provided by BPPI. No medicine can be sold in PMBJK without using the software provided by BPPI.

- e) PMBJK operators will be allowed to sell allied medical products, commonly sold in chemist shops but they are not allowed to sell any medicines other than the those allowed to be sold at Pradhan Mantri Bhartiya Janaushadhi Kendra, in accordance with the list of medicines provided by BPPI.
- f) BPPI's Distributor will take back Expiry/Breakage to the maximum extent or upto 2% of the total purchase value by PMBJK.
- g) Credit period of 30 days will be given from date of receipt of medicines but undated cheques will be required to be given by PMBJP in advance against goods supplied. After expiry of credit period, interest @ 18% per annum will be payable to BPPI/BPPI's distributors on overdues. Supply will also not be made unless dues are cleared.

Detailed terms and conditions are given in draft agreement attached and may be referred by applicant.

VII. Role of BPPI

- a. For proper implementation of the scheme, BPPI would render all required assistance to the operating agency for running the PMBJK for furthering the objective of the Pradhan Mantri Bhartiya Janaushadhi Kendra Program.
- b. BPPI shall also facilitate the supply of affordable quality generic medicines, surgical items, consumable etc through its supply chain to Pradhan Mantri Bhartiya Janaushadhi Kendra with appropriate margins and credit facilities upto 30 days.

Submission of application

Duly filled application form in the prescribed format along with required self-attested documents shall be submitted to below mentioned address in a closed envelope/cover with clearly superscribed as “**Application for New PMBJP Kendra**”

To,

**The General Manager (Marketing & Sales),
Bureau of Pharma Public Sector Undertakings of India (BPPI),
8th Floor Videocon Tower, Block E1 Jhandewalan Extension, New Delhi –
110055 Tel – 011-49431800, website Janaushadhi.gov.in**

PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA

Application for opening "Pradhan Mantri Bhartiya Janaushadhi Kendra" at _____

S. No.	Particulars	Details
1.	Name of Applicant*	
2.	Address of Applicant*	
3.	Category (GEN/ SC/ ST/ OBC or Physically Disabled) *	
4.	Status of Applicant* (Tick Appropriate Box)	<ul style="list-style-type: none"> • Individual entrepreneur <input type="checkbox"/> • Charitable Institute/Hospital <input type="checkbox"/> • NGO/ Trust/ Society <input type="checkbox"/> • Government/ Government Nominated Agency <input type="checkbox"/> • Any Other <input type="checkbox"/> (Please specify)_____
5.	Name of Pharmacist (Self/Employed) *	
	Registration Number of Pharmacist	
6.	Registration Number of Organization & Date of Incorporation (if Applicable)	
7.	Name of Contact Person*	
	Designation	
	Mobile No/Landline No*	
	Alternative No. (if any)	
	Email id*	
8.	Aadhaar Card Number*	
9.	PAN Number*	
10.	Proposed location for opening 'Pradhan Mantri Bhartiya Janaushadhi Kendra':	
	Address Line 1*	
	Address Line 2	

Block/ Taluka/Mandal*	
District*	
State*	
PIN Code*	
Category of Area, whether 'Rural' (R) or 'Urban' (U)	
<p>Declaration:</p> <p>1. I have gone through the terms and conditions as mentioned in the guidelines for opening of Pradhan Mantri Bhartiya Jan Aushadhi Kendra and agree to abide by the same.</p> <p>2. I/We hereby declare that all the information as mentioned above is true to best of my knowledge. If any information is found to be incorrect, my/our candidature is liable to be cancelled and may be subject to legal/disciplinary proceedings.</p> <p>3. Supporting documents are attached wherever required.</p> <p>Date: _____ Signature _____</p> <p>Place: _____ Name and Designation _____</p>	

Note: Applications without Aadhaar Card shall be summarily rejected. * Mandatory details to be provided.

List of Self-attested documents required to be attached with Application		
Individual	Institutions/ NGO/ Charitable Institute/ Hospital etc.	Government/ Govt Nominated Agency
1. Aadhaar Card	1. Aadhaar Card	1. Details of Department who has allocated the space, along with supporting documents/ sanction order
2. Pan card	2. Pan card	2. Pan card
3. Certificate of SC/ST or Physical Disability (if applicable)	3. Registration certificate	3. Aadhaar Card
4. Pharmacist Registration Certification	4. Pharmacist Registration Certification	4. Pharmacist Registration Certification

**For NGO, Charitable Institutions/Hospitals, Private Hospitals, Trusts,
Societies, Self Help Groups etc**



AGREEMENT

BETWEEN

BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA (BPPI)

(SET UP UNDER THE DEPARTMENT OF PHARMACEUTICALS)

MINISTRY OF CHEMICALS & FERTILIZERS

GOVERNMENT OF INDIA

AND

(Applicant Approved for opening of Pradhan Mantri Bhartiya Janaushadhi Kendra)

ON.....(Date)

AGREEMENT

THIS AGREEMENT is made and entered into on the ___ day of _____ month of 20___ between Bureau of Pharma PSU(s) of India, set up under Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India as a Society registered under the societies registration act XXI of 1860, having its Registered Office at Core No. 06, 1st Floor, SCOPE Complex, Lodhi Road, New Delhi - 110003, hereinafter referred to as "**BPPI**" (which expression shall mean and include its successors and assigns) of the ONE PART;

AND

The applicant, M/S. _____ NGO/Society/Institution/ _____ registered under **(Name of the act)** _____ having its registered office at _____ **(ADDRESS)** through its **(Director/President/Secretary etc)** Mr. _____, (hereinafter referred to as "**THE APPLICANT**" which expression shall mean and include the **(Director/President/Secretary etc)** for the time being and from time to time constituting the said, the survivors of them, their legal heirs and legal representatives of the last surviving partners in business and permitted assigns) of the OTHER PART.

WHEREAS: -

(a) BPPI is presently engaged in procurement, marketing, sale & distribution of medicines and drugs including those manufactured by other manufacturers (hereinafter collectively referred to as "The Products") and is desirous of opening a "**Pradhan Mantri Bhartiya Janaushadhi Kendra**" (hereinafter referred to as Pradhan Mantri Bhartiya Janaushadhi Kendra) at _____ in the district of _____ within the state of _____ for sale of generic medicines to public.

(b) "**THE APPLICANT**" has represented and warranted that he has the necessary infrastructure /manpower/ licenses / equipment / furniture & fixtures, Computers and associated peripherals and has also got sound financial status as required to open and operate the **Pradhan Mantri Bhartiya Janaushadhi Kendra** and in that connection is also ready to perform all activities including purchase of medicines against 30 days credit with undated Cheques & the credit limit of applicant will be decided by BPPI on the basis of average sales of PMBJK from Central Warehouse/Regional Warehouse/authorized Distributor appointed by BPPI, receive and store the stock under ambient temperature as required for storage of medicines, make retail sale, after generating sale invoice at prices fixed by BPPI from time to time, collect money thereof from customers for the sale value, make necessary transactions entry in computerized software system and available sufficient funds for purchase and replenishment with fresh stock of **MEDICINES** to run the **Pradhan Mantri Bhartiya Janaushadhi Kendra** on sustainable basis, and has requested BPPI to allocate him/them a **Pradhan Mantri Bhartiya Janaushadhi Kendra** at the aforementioned address as specified in clause (a) of this agreement.

(c) BPPI after considering the aforesaid request of the “**APPLICANT**” and has agreed to allow for establishing and operate **Pradhan Mantri Bhartiya Janaushadhi Kendra**at _____ in the district of _____ within the state of _____ for sale of **Generic Medicines**. This agreement remains in force for a period of 36 months commencing from _____ and applicable till _____, unless terminated earlier as per clause _____ of this agreement. This agreement can be renewed for a further period of 36 months after mutual consent of both the parties in writing.

(d) BPPI retains the right to make direct sales and to appoint one or more **Pradhan Mantri Bhartiya Janaushadhi Kendra**in the same area / location / town and city.

(e) Consistent with these introductory Sections and in consideration of the mutual consent contained in this AGREEMENT, BPPI and THE APPLICANT agree to be bound by the terms of this AGREEMENT.

1. Shop Site Selection & Design

THE APPLICANT will adhere to BPPI’s procedures and requirements for site selection and design of the SHOP, as stated hereunder:

- 1.1 The site location for opening the Pradhan Mantri Bhartiya Jan Aushadhi Kendra should be either in the hospital premises or near to hospital. If the location does not happen to be a hospital or near to hospital, then the same should be located at a place where high footfall happens and is easily accessible to people along with good site visibility.
- 1.2 The site for **Pradhan Mantri Bhartiya Janaushadhi Kendra** should either be owned or taken on lease in the name of Applicant. In case of lease, the same should remain effective and under the possession of Applicant for at least 03 complete years from the effective date of opening.
- 1.3 The minimum area required for opening **Pradhan Mantri Bhartiya Janaushadhi Kendra**should be 120 Sq. Ft.
- 1.4 The inside area of **Pradhan Mantri Bhartiya Janaushadhi Kendra** premises being utilized for storage and sale transaction of medicines should be in “U” or in “C” shape, for better visibility to customer & visitor.
- 1.5 Although the requirement of Air-Conditioned premises is not mandatory, however provision for the same is highly desirable as the medicines should be kept or stored under a temperature of less than 25°C to maintain its best efficacy. Applicants with air-conditioned facility in the premises will be preferred over others.
- 1.6 In the case of a successive term being further permitted to the APPLICANT, then the existing structure may be required to be modified in order to comply with the standards applicable and prevailing at that time.

1.7 THE APPLICANT shall not commence (or recommence) operations of the **Pradhan Mantri Bhartiya Janaushadhi Kendra** until and unless BPPI approves the same for being reasonably conforming to the planned specifications.

1.8 This agreement does not grant "THE APPLICANT" any right to relocate the **Pradhan Mantri Bhartiya Janaushadhi Kendra** without any permission in writing from BPPI

2. THE APPLICANT shall, at all times during the applicable term continuously and faithfully operate the Pradhan Mantri Bhartiya Janaushadhi Kendra in full compliance with the defined terms & conditions as listed hereunder:

2.1 DESIGNATED SHOP MANAGER.

THE APPLICANT shall at all times have a person on rolls with minimum qualification of Diploma in Pharmacy (i.e. D. Pharm.) or Degree in Pharmacy (i.e. B. Pharm.), designated as **Pradhan Mantri Bhartiya Janaushadhi Kendra** Manager having primary responsibility for the day to day operation of the **Pradhan Mantri Bhartiya Janaushadhi Kendra** in accordance with this agreement, who shall be reasonably acceptable to BPPI (including, but not limited to, the requirement that such individual possess sufficient experience in the management of a retail pharmacy business, as determined by BPPI in its sole discretion.

2.2 Best Efforts

The PMBJ KENDRA MANAGER shall furnish personal full time attention and best efforts to the day to day management and operation of Pradhan Mantri Bhartiya Janaushadhi Kendra in accordance with the requirements of this AGREEMENT and he must maintain a physical presence at the PMBJP KENDRA STORE

2.3 Pradhan Mantri Bhartiya Janaushadhi Kendra Employees

In addition to the designated Pradhan Mantri Bhartiya Janaushadhi Kendra MANAGER, the **Pradhan Mantri Bhartiya Janaushadhi Kendra** shall be staffed with qualified, competent employees well versed with working in computerized operation and will assist the Pradhan Mantri Bhartiya Janaushadhi Kendra Manager in day to day operations, and who are employed solely by THE APPLICANT and not by BPPI. THE APPLICANT is solely responsible for hiring and discharging employees of the SHOP, and setting their wages and terms of employment. THE APPLICANT shall comply with all applicable laws and regulations as applicable from time to time under respective laws. All employment related documents, including, without limitation, employment applications, schedules, job descriptions, and pay cheques, must clearly identify THE APPLICANT, and not BPPI, as the employer

2.4 Operations and Product Standards

Unless BPPI specifically permits otherwise, in writing:

- i. THE APPLICANT shall offer for sale from the SHOP the entire list of medicines and other consumables/surgicals items as listed and made available periodically by BPPI.
- ii. THE APPLICANT is permitted to sell from the Pradhan Mantri Bhartiya Janaushadhi Kendra, only the Medicines which are supplied by BPPI.
- iii. THE APPLICANT will be allowed to sell allied medical products commonly sold in chemist shops but are not supplied by BPPI.
- iv. THE APPLICANT will at all times maintain an inventory of all listed medicines of BPPI to satisfy customer demand for any or all medicines required to be sold at the Pradhan Mantri Bhartiya Janaushadhi Kendra. THE APPLICANT will adhere to the requirements for medicines & drug storage, its handling as per the applicable Drug & Cosmetic Act 1940, as amended and applicable from time to time. The medicines merchandising, presentation and display will also be managed by THE APPLICANT to make it more informative for the buyer and will have to emphasize the impact in terms of cost advantage between generic and branded medicines. If THE APPLICANT fails to conduct its business in accordance with the requirements of this Section 2.4, then, without limiting the rights of BPPI under this AGREEMENT BPPI may, temporarily suspend THE APPLICANT'S right to operate under this AGREEMENT, or temporarily or permanently suspend THE APPLICANT'S right to sell certain products under this AGREEMENT, or permanently terminate this AGREEMENT. The final decision rests with BPPI and shall be binding on the applicant.

2.5 Sources of Supply

In order to safeguard the integrity of BPPI, and to maintain the uniformity and quality of items associated with the Pradhan Mantri Bhartiya Janaushadhi Kendra campaign, THE APPLICANT shall only purchase the medicines form Central Warehouse/Regional Warehouse/Authorized distributors of BPPI.

2.5.1 GENERIC MEDICINES

THE APPLICANT acknowledges that the generic medicines used in, and offered and sold from the **Pradhan Mantri Bhartiya Janaushadhi Kendra**, as authorized by BPPI from time to time, are manufactured using proprietary recipes and processes, and are an inseparable and essential element of the **Pradhan Mantri Bhartiya Janaushadhi Kendra campaign**. In order to protect the interests of BPPI, and their respective suppliers, and to ensure the quality, uniformity, and distinctiveness of the medicines, THE APPLICANT agrees to purchase its entire requirements of generic medicines, from BPPI, or the supplier designated by BPPI, at prices, determined by BPPI only.

2.5.2 PMBJP KENDRA Store will be extended credit period of 30 days from receipt of goods, but undated cheques will be required to be given by PMBJP KENDRA in advance against goods supplied as security for payment. After expiry of credit period, interest @ 18% per annum will be payable to BPPI/BPPI's distributors on overdues. Supply will also not be made unless dues are cleared.

2.5.3 BPPI/BPPI's Distributor will take back Expiry/Breakage to the maximum extent or upto 2% of the total purchase value of PMBJP KENDRA as purchased by retailer from BPPI/BPPI's distributors respectively.

2.5.4 BPPI will not accept any return/exchange of products which are supplied against confirmed orders.

2.6 Supplies and Equipment

THE APPLICANT shall not use paper goods, packaging, fixtures, equipment, signs, uniforms, and other supplies at the SHOP which do not bear the text and the logo of "Pradhan Mantri Bhartiya Janaushadhi Kendra" as required by BPPI and in the manner and format required and approved in advance by BPPI.

2.7 Mandatory Participation in Marketing Programs

THE APPLICANT acknowledges that THE APPLICANT'S participation in promotions and marketing programs established by BPPI is important to enhance the value, recognition, and reputation of the PMBJP KENDRA campaign and agrees that THE APPLICANT shall participate in those promotions and marketing programs established from time to time by BPPI that are appropriate to the **Pradhan Mantri Bhartiya Janaushadhi Kendra**, as determined by BPPI.

2.8 Compliance with Laws

THE APPLICANT shall fully, strictly and faithfully comply with all laws (including, but not limited to, statutes, ordinances, regulations, and governmental orders) affecting the operation of the **Pradhan Mantri Bhartiya Janaushadhi Kendra**. In particular, THE APPLICANT shall have a Drug Sale License in the name of **Pradhan Mantri Bhartiya Janaushadhi Kendra** from the competent authority and operate and maintain the **Pradhan Mantri Bhartiya Janaushadhi Kendra** and its premises in strict compliance with all applicable drug & cosmetic act, health, sanitation, fire and safety codes and requirements. If any law affecting THE APPLICANT'S operation of the **Pradhan Mantri Bhartiya Janaushadhi Kendra** does not happen to comply with any specific regulation, then THE APPLICANT shall satisfy the same with applicable regulation by making necessary modifications, changes etc thereof. If THE APPLICANT perceives any law affecting THE APPLICANT'S operation of the **Pradhan Mantri Bhartiya Janaushadhi Kendra** to be in conflict with any of the regulations, then THE APPLICANT shall notify BPPI in writing,

identifying the specific law, so that BPPI may determine the nature of conflict and take requisite steps to resolve the perceived conflict.

2.9 Remedying damaged and contamination

If any medicine dispensed at the **Pradhan Mantri Bhartiya Janaushadhi Kendra** is soiled, contaminated or in cut, torn or in spillage condition and does not comply with applicable law or regulations, or fails to be maintained in accordance with the requirements then, THE APPLICANT shall immediately eliminate the source of contamination, remedy all unsanitary conditions at the **Pradhan Mantri Bhartiya Janaushadhi Kendra**, This remedy is in addition to, and not in lieu of, other rights or remedies that BPPI has for THE APPLICANT'S breach of this AGREEMENT.

2.10 Shop Inspections

In order to safeguard and determine compliance with the **Pradhan Mantri Bhartiya Janaushadhi Kendra** standards BPPI representatives shall have the absolute right to enter, remain in, and inspect the SHOP whenever BPPI deems it appropriate. BPPI representatives may, without prior notice to THE APPLICANT, interview THE APPLICANT'S employees and customers, take photographs, video, and similar recordings, examine, evaluate and take representative sample of the medicines stored or sold. BPPI shall have the right to use all interviews, photographs, video, and other recordings for any reason BPPI deems appropriate, including in advertising, marketing and other promotional materials. THE APPLICANT shall not be entitled to, and hereby expressly waives, any right that it might otherwise have to be compensated for the use of interviews, photographs, video, and other recordings by BPPI, its advertising agencies.

Being a Government of India campaign, the **Pradhan Mantri Bhartiya Janaushadhi Kendra** may also get visited and inspected by Government Officials, Honorable Parliamentarians, without any prior notice to THE APPLICANT.

2.11 Correcting Deficiencies

THE APPLICANT shall at its own expense promptly, and within any period reasonably specified by BPPI, correct any violation of the defined norms. If, during an inspection, BPPI identifies a violation of the norms that:

Is a reoccurrence of a previously identified violation of the defined standards, occurring at the **Pradhan Mantri Bhartiya Janaushadhi Kendra** within the preceding 12 months; or

Is a continuation of a previously identified violation of the defined standards, which THE APPLICANT failed to correct within a maximum period of 03 months from the date on which notice has been served by BPPI; In such a case, BPPI may ask THE APPLICANT to reimburse BPPI for the costs of a subsequent inspection of the shop, conducted to determine whether the

reoccurring or continuing violation of the defined standards has been cured, at the rate of Rs. 500.00 (Rupees Five Hundred Only) per hour of the BPPI representative's time (including travel time) plus travel and related expenses. This remedy is in addition to, and not in lieu of, other rights or remedies that BPPI has for THE APPLICANT'S breach of this AGREEMENT.

2.12 Repair and Renovation

THE APPLICANT shall repair, rehabilitate, refurbish, modernize, renovate and upgrade the **Pradhan Mantri Bhartiya Janaushadhi Kendra** periodically to maintain it in a clean, attractive and orderly condition, to provide efficient, high-quality service to the public, and to conform to specifications applicable generally to medicine shop. THE APPLICANT must obtain the prior written approval of BPPI if any efforts to be taken under this Section

2.13 Sales and Product Mix Reporting Requirements

THE APPLICANT shall upon request periodically provide BPPI with any and all requested information related to THE APPLICANT'S sales, costs, earnings and related items. THE APPLICANT acknowledges that BPPI may request this information be provided monthly, and occasionally more often, and in some instances THE APPLICANT may be required to track certain information not regularly tracked by THE APPLICANT.

2.14 Projecting Requirements of Medicines

At the request of BPPI or designated Distributor, THE APPLICANT shall periodically project sales and product requirements. THE APPLICANT shall endeavor to project quantities of medicines needed, including quantity of each of the MEDICINES, and the anticipated timing of such need. THE APPLICANT acknowledges that this information is important to BPPI so that it or its designated supplier may project quantities to be manufactured.

2.15 Hours of Operation

THE APPLICANT shall keep the **Pradhan Mantri Bhartiya Janaushadhi Kendra** open and in normal operation starting from 09:00 Hrs. to 21:00 Hrs. with the option of a Lunch Break from 13:00 Hrs. to 14:00 hrs. However, it is suggested to have the lunch on rotation basis so that one staff remains always present for the sales operation. THE APPLICANT shall conspicuously post on or within the **Pradhan Mantri Bhartiya Janaushadhi Kendra** premises, at a location visible to public about the shop operational and non-operational hours. This should also include contact number displayed prominently so that patient can contact and purchase medicines when shop is closed. In case of metro and big cities, the shop would remain open from 6 am to till 12 mid-night. PMBJP KENDRA located in big hospitals and medical colleges shall remain open round the clock.

2.16 POS (Point of Sale) SYSTEM

To ensure the efficient management and operation of the **Pradhan Mantri Bhartiya Janaushadhi Kendra**, and the reporting of data and information to BPPI, THE APPLICANT

shall, at its own expense, install, and during the tenure of association shall properly maintain in good working order, a computerized point of sale system (the "POS SYSTEM") consisting of one or more cash registers, an internet connection / modem, cables, a dedicated telephone line, a printer and other accessories and peripheral equipment, all of which must be approved by BPPI prior to start of operation or otherwise in writing. The software for computerized operation for POS will be uploaded free of cost by BPPI. The applicant will have to ensure that all sales transactions are fed & updated in the system and a sale receipt of cash memo must get generated and handed over to the buyer along with medicines.

2.17 Collecting POS INFORMATION

THE APPLICANT shall at all times use the POS SYSTEM to accurately, consistently, and completely capture & record (including the name of doctor prescribing the medicine), and structure all data and information that BPPI prescribes from time to time either through automated software or manually.

2.18 BPPI's Access to POS INFORMATION

THE APPLICANT agrees that BPPI will have the absolute right to retrieve, electronically and manually, any or all of the POS INFORMATION that BPPI deems necessary or appropriate, or desires. THE APPLICANT may retrieve the POS INFORMATION at intervals and times BPPI determines, and without any advance notice to THE APPLICANT. THE APPLICANT shall assist BPPI in initially establishing electronic access to the POS INFORMATION, and shall thereafter, as required by BPPI, from time to time provide further assistance in connection with the retrieval of the POS INFORMATION.

2.19 Updates, Modifications, and Replacements

THE APPLICANT shall have no right to update or replace software used by the POS SYSTEM. THE APPLICANT shall make, or at BPPI's direction shall permit the designated person from BPPI to make, any programming changes required from time to time by BPPI.

2.20 BPPI's Ownership and Use of POS Information

THE APPLICANT agrees that all POS INFORMATION provided to BPPI, whether electronically retrieved or otherwise received, will become BPPI's property and the same may be used by BPPI in any manner BPPI considers appropriate.

2.20.1 Access to Email & Internet; Consent to Communication Medium

THE APPLICANT acknowledges that the world wide web (www), internet, intranet, extranet, email, and similar medium are becoming an increasingly accepted and normal way of communicating. THE APPLICANT further acknowledges that BPPI may from time to time desire to communicate with THE APPLICANT using any of the foregoing medium. Therefore, THE APPLICANT shall at all times, before and during the tenure of association have ready

access to a computer at **Pradhan Mantri Bhartiya Janaushadhi Kendra** with internet access and a reasonably current web browser, and:

2.20.2 Maintain an email address to which BPPI may send electronic communications; keep BPPI apprised of THE APPLICANT'S current email address; regularly check, at a frequency which may be every day, for email communications from BPP;

2.20.3 Timely respond to email communications from BPPI, within a maximum of 48 hours from receipt;

2.20.4 In the event BPPI establishes an intranet, extranet, or other means of posting information on a web site or similar on-line medium, then regularly check, at a frequency, which may be every day, for information communicated by BPPI.

Except in the case of a NOTICE, THE APPLICANT hereby consents to receiving any communication or information contemplated by AGREEMENT in any manner contemplated by this Section 2.20, which communication or information shall be deemed communicated upon sending electronically to the email address designated by THE APPLICANT for such purpose, or upon posting on any web site or other on-line medium maintained by BPPI for such purpose.

2.21 Prompt Payment of Obligations

THE APPLICANT acknowledges that THE APPLICANT'S payment practices can impact the willingness of third parties to do business with, and extend credit to, others. Therefore, THE APPLICANT SHALL also timely pay all obligations and liabilities due and payable to vendors, suppliers, distributors, the LANDLORD, and other parties to whom THE APPLICANT incurs obligations in connection with the **Pradhan Mantri Bhartiya Janaushadhi Kendra**

2.22 Significant Event Notifications

THE APPLICANT will keep BPPI informed of any fact, matter or circumstance that has a significant bearing on THE APPLICANT'S ability to continue to operate the **Pradhan Mantri Bhartiya Janaushadhi Kendra** in accordance with this AGREEMENT. Without limiting the preceding requirement, THE APPLICANT shall promptly, and in no event more than 7 days after THE APPLICANT becomes aware of any of the following situations related to the **Pradhan Mantri Bhartiya Janaushadhi Kendra**, provide NOTICE to BPPI of the circumstances, and provide BPPI with copies of pertinent documents, and any other information BPPI requires:

- (a) Any notice of default received with respect to the SHOP PREMISES from the LANDLORD, a rental agent, mortgagee, or lender.
- (b) Any claims, lawsuits, or other legal proceedings, asserted or brought by any consumer, employee, governmental agency, or anyone else.
- (c) Any governmental inspections, notices, claims, reports, warnings, or citations.

(d) Any fires, robberies, injuries, or similar events occurring on or at the **Pradhan Mantri Bhartiya Janaushadhi Kendra**.

(e) Any other matters, including those not related to the **Pradhan Mantri Bhartiya Janaushadhi Kendra** that could impair the good will associated with BPPI & Department of Pharmaceuticals under Ministry of Chemicals & Fertilizers, Government of India.

3. Fund Requirements & Earnings by the Applicant

3.1 Applicant will arrange sufficient funds for smooth running of PMBJP KENDRA at all times.

3.2 Incentive is to be given to PMBJK run by private entrepreneurs on the basis of their purchase of medicines (from Distributor/Central Warehouse/ Regional Warehouse) In a month. The incentive will be given @ 15% of monthly purchase subject to a ceiling of Rs 10,000/ per month up to total limit of 2.5 lakhs.

3.3 For the north eastern states, Naxal affected area and tribal areas, the rate of incentive will be 15% of monthly purchase subject to a ceiling of Rs. 15,000/- per month up to total limit of Rs. 2.5 lakhs.

3.4 Retail margins will be the earning of Applicants. The retail margins as applicable as per Government notifications will be included in the MRP (Maximum Retail Price) on each product and the applicant shall sell all products at printed MRP only. The currently applicable rate of Margins is 20%.

3.5 The Applicants belonging to weaker sections like SC/ST/Differently-abled may be provided medicines worth Rs. 50,000/- in advance within the incentive of Rs. 2.5 lakhs. Rest incentive will be provided in the form of 15% of monthly purchase subject to a ceiling of Rs. 10,000/- per month up to a total limit of Rs. 2.5 lakhs. Condition for providing incentive to other categories (except private entrepreneurs) will remain unchanged.

3.6 In addition to the investment required for setting up the necessary infrastructure for opening of **Pradhan Mantri Bhartiya Janaushadhi Kendra** as per the requirement of this agreement, applicant will invest sufficient money to run the store smoothly by making all products available at all times

3.7 THE APPLICANT also acknowledges and agrees that this AGREEMENT confers no right to continuation, renewal for a subsequent term on or after the EXPIRATION DATE.

4. Sourcing of Medicines

THE APPLICANT shall purchase medicines in the list of medicines provided by BPPI, in connection with the operation of the PMBJP KENDRA STORE, only from BPPI's Central Warehouse/Regional Warehouse/authorized Distributor as informed by BPPI.

In-case of any change in source for procurement of Medicines, BPPI will inform THE APPLICANT in writing.

5. Ongoing Advice and Assistance.

During the applicable term of this agreement BPPI shall, at no charge, from time to time provide THE APPLICANT with such advisory assistance, information, techniques, data, and instructional materials concerning the sale of Medicines from **Pradhan Mantri Bhartiya Janaushadhi Kendra**, and also marketing programs applicable to the PMBJP KENDRA campaign, local marketing of the **Pradhan Mantri Bhartiya Janaushadhi Kendra**, and adherence to the process and guidelines as BPPI deems advisable.

6 Selling other medicines & products

The APPLICANT-NGO'S/Charitable institutions/reputed professional bodies/organizations will be allowed to sell generic medicines which are not included in the list of medicines supplied by BPPI with prior information and approval of BPPI. However, selling other branded medicines and product will not be permitted by BPPI.

7 Termination

- a) BPPI shall be entitled to terminate this Agreement immediately forthwith in any one or more of the following events, by giving a notice in writing to the "APPLICANT":
- b) If, in the opinion of BPPI, the performance of the "APPLICANT" is found to be unsatisfactory.
- c) If the "APPLICANT" commits a breach of any of the terms and conditions of this Agreement.
- d) If there is any change (not acceptable to BPPI) in the constitution of the "APPLICANT" without the prior written consent of BPPI.
- e) If for any reason, the "APPLICANT" is prevented for a period of three months from performing any of his obligations under this Agreement.
- f) If the "APPLICANT" is guilty of any conduct which, in the opinion of BPPI, is prejudicial to the interests of BPPI or principles of BPPI relating to fair business practices.
- g) If the "**Pradhan Mantri Bhartiya Janaushadhi Kendra** APPLICANT" assigns or purport to assigns its rights, interest or benefits or charge the benefits of the Agreement without obtaining the consent in writing of BPPI.
- h) If the "APPLICANT" is declared insolvent or commit any act of insolvency or compound or enter into a scheme of compromise with their creditors.
- i) If the "APPLICANT" is charged with committing breach of any law of India or any anti bribery or anti-corruption legislation as the case may be.

8 Confidential Information.

THE APPLICANT acknowledges that BPPI will from time to time provide THE APPLICANT with information that is confidential in nature and that if disclosed to third parties might adversely impact the ability of BPPI to remain competitive. THE APPLICANT agrees that, unless otherwise determined BPPI, the marketing strategies and programs developed by BPPI shall be treated as confidential until publicly disseminated in accordance with the instructions of BPPI. THE APPLICANT shall not disclose any confidential information to

any person other than THE APPLICANT'S employees as may be necessary to discharge the assigned duties of **Pradhan Mantri Bhartiya Janaushadhi Kendra** operations, and THE APPLICANT agrees not to use any such confidential information for any purpose other than to discharge its obligations under this AGREEMENT.

9. Force Majeure

Neither party shall be in default if a failure to perform any obligation hereunder is caused solely by supervening conditions beyond that party's reasonable control, including acts of god, civil commotion, strikes, acts of terrorism etc.

10. Dispute Resolution

This agreement shall be deemed to have been made/executed at Delhi for all purpose. In the event of any dispute related to the interpretation or right or liabilities arising out of this agreement, the same shall, at first instance, be settled amicably and in the event of the dispute not being settled amicably the same shall be referred to the sole arbitrator of Chief Executive Officer (CEO), BPPi or his nominee. The provisions of Arbitration and conciliation Act, 1996 shall apply. The award given by the arbitrator shall be final and binding on the parties. The venue for arbitration shall be at Delhi.

11. Governing Law/Jurisdiction

The applicable law governing this agreement shall be the laws of India and the court of Delhi shall have the exclusive jurisdiction to try any dispute with respect to this agreement

IN WITNESS WHERE OF THE FIRST PARTY AND SECOND PARTY APPEND THEIR SIGNATURE IN TOKEN OF HAVING ACCEPTED THE ABOVE TERMS AND CONDITIONS ON THIS _____ DAY OF _____ 20____ AS MENTIONED ABOVE. IN THE PRESENCE OF THE FOLLOWING WITNESSES.

SIGNED SEALED AND DELIVERED FOR THE FIRST PARTY.

WITNESS

SIGNED SEALED AND DELIVERED FOR THE SECOND PARTY

WITNESS