DRUG REGULATORY AUTHORITY OF PAKISTAN
Prime Minister's National Health Complex, Park Road,N.I.H, Chak Shahzad, Islamabad. Ph: 051-9255911 URL: www.dra.gov.pk

Tender for Conducting a National Pharmaceutical Pricing Survey

To be submitted to: **Drug Regulatory Authority of Pakistan (DRAP)**
A statutory body established under the Drug Regulatory Authority of Pakistan Act, 2012 (the Act)

Table of Contents

1. INTRODUCTION

The Drug Regulatory Authority of Pakistan (DRAP) invites Expressions of Interest (EOI) from qualified individual consultants or research firms to conduct an independent and impartial national survey assessing the impact of deregulating the prices of non-essential medicines in the country. The survey will focus on collecting and analyzing current market prices of selected

medicines and comparing them with pre-deregulation Maximum Retail Prices (MRPs) provided by DRAP.

(a). Background

In February 2024, the Government of Pakistan introduced amendments in the Drug Pricing Policy 2018 to deregulate the prices of non-essential medicines which are not included in the National Essential Medicines List (NEML) vide S.R.O. 228(I)/2024.

To assess the real-world implications of deregulating non-essential medicine prices, a national-level survey is required to examine current pricing trends, regional variations, and the overall impact on market dynamics and affordability.

(b). Objectives of the Survey

- To conduct a comparative analysis of the 100 most-selling non-essential brands (excluding those on the NEML), across all formulations and Stock Keeping Units (SKUs).
- To compare pre-deregulation maximum retail prices (MRPs-provided by DRAP) with current market prices collected from pharmacies, distributors, hospitals/clinics and other licensed retail outlets from 5-6 cities across Pakistan.
- To identify price variations and market trends following the deregulation of non-essential medicines.

2. SCOPE OF ASSIGNMENT/TORS

The selected individual or firm will be responsible for:

Survey Design: Develop a robust and practical survey methodology, including sampling strategy and geographic coverage. Ensure representation from all provinces and major urban and rural markets. The proposed methodology will be submitted for joint review by DRAP and WHO and revised as necessary based on their feedback.

Data Collection: Collect current retail prices of the 100 selected non-essential medicines from a representative sample, as per the agreed methodology, ensuring transparency, accuracy, and reliability. Data should be gathered from various points across the pharmaceutical supply chain in Pakistan. All data sources must be traceable, and the validated data collection tool, along with the complete raw dataset, must be submitted."

Data Validation and Comparative Analysis: Clean and validate the collected data. Conduct a comparative analysis against pre-deregulation MRPs. Identify trends, variations, and market behavior.

Reporting: Prepare a comprehensive and unbiased report with findings, visualizations, and summary tables, ensuring that findings are evidence-based, clearly presented, and directly address the survey objective. Submit the draft report for joint review by DRAP and WHO. Revise the report based on feedback from DRAP and WHO.

3. DELIVERABLES

- Inception Report with methodology and sampling plan.
- Validated data collection tools.
- Cleaned and traceable dataset.
- Draft and Final Survey Report.
- Presentation of findings to DRAP and WHO
- Revised report (if required) based on joint review.
- Submission of raw data and supporting documentation.

4. TIMELINE

15 working days from the date of contract/agreement

5. ELIGIBILITY CRITERIA

Applicants must demonstrate:

- Proven experience in pharmaceutical or market pricing surveys.
- Technical expertise in survey design, data collection, and statistical analysis.
- Familiarity with Pakistan's pharmaceutical market.
- Capacity to deploy field teams across multiple regions.
- Strong documentation and communication skills.

6. SUBMISSION REQUIREMENTS

- Cover letter expressing interest.
- Technical proposal outlining the approach, methodology, and timeline.
-Valid registration with SECP or relevant authority
-Tax compliance (NTN, GST, active FBR status)
-Affidavit of not being blacklisted
-Conflict of interest declaration
- Financial proposal (in PKR), inclusive of all applicable taxes.
- CVs of key personnel (for individuals) or organizational profile (for firms).
- Evidence of similar past assignments (e.g., reports, references).

7. EVALUATION CRITERIA

Technical Evaluation Criteria for Hiring Survey Firm
Project Title: Market Survey on Deregulation of Non-Essential Medicines Pricing
Total Marks: 100
Qualifying Threshold: 70 Marks

Sr. no.	Category	Sub-Criteria	Marks	Scoring Guide
1	Relevant Experience (30 Marks) (Documentary Evidence to be attached)	a) Experience in conducting national surveys (preferably in health / pharma sector)	15	• 3 or more large scale surveys: 15 Marks • 2 Surveys: 10 Marks • 1 survey: 05 Marks • None: 0 Marks

		b) Number of similar assignments with government, regulatory bodies, or international donors (e.g., W.H.O, UNDP, etc.)		15	• 3 or more projects: 15 Marks • 2 projects: 10 Marks • 1 project: 05 Marks • None: 0 Marks
2	Technical Approach and Methodology (40 Marks) (Documentary Evidence to be attached)	a) Soundness and feasibility of the proposed methodology	Fit-for-purpose approach, realism, relevance	08	• Excellent: 08 Marks • Good: 05 Marks • Adequate: 02 Marks • Poor: 0 Marks
		b) Comprehensiveness of data collection strategy (qualitative + quantitative)	Tools, balance of quantitative & qualitative, national coverage	08	• Well–defined+ diverse methods: 08 Marks • Basic but feasible: 04 Marks • Weak or unclear 01 Marks
		c) Sampling design, representativeness, geographic coverage	Representativeness, statistical rationale, inclusion of rural / urban segments	08	• Robust and well-justified: 08 Marks • Partial Clarity: 3 – 4 Marks • Weak / unclear: 1 – 2 Marks
		d) Risk mitigation strategy and ethical considerations	Consent, confidentiality, bias control	08	• Clear plan with safeguards: 08 Marks • Partial: 04 Marks • No plan: 0 Marks
		e) Quality Assurance and Data Validation Mechanisms	Mechanisms to ensure data authenticity, confidentiality and quality	08	• Excellent with technology tools: 08 Marks • Moderate plan: 4 – 5 Marks • Weak / none: 0 - 1 Marks
3	Team Qualifications and expertise	a) Team Lead: Minimum 10 years in market research, policy analysis, or pharma pricing studies		09	• 10 + years, Pharma / health focus: 09 Marks

	Advanced degree (Minimum 16 Years' of education) in Public Health, Economics, Statistics, Pharmaceutical policy or a related field. (30 Marks) (Documentary Evidence to be attached)				• 7 – 10 years: 06 Marks • 5 – 7 years: 03 Marks • Less: 01 Mark
		b) Data Analyst / Statistician	Experience with SPSS, AMOSS etc	08	• Expert: 08 Marks • Adequate: 04 Marks • Weak: 01 Mark
		c) Field Supervisors / enumerators' capacity		07	• Strong field team with coverage strategy: 07 Marks • Basic Team: 3 – 4 Marks • Weak / None: 0 Marks
		d) Availability of gender – balanced or inclusive teams is a plus		06	• Clear Evidence: 06 Marks • Partial 03 Mark • None: 0 Marks

All documentary proofs must be attached for scoring criteria.
Evaluation committee may seek presentations or clarifications.
Only technically qualified bidders will be considered for financial evaluation.
Technical Evaluation = 70% weightage
Financial Evaluation = 30% weightage
Final Evaluation = (100 X 70% technical Marks) + (100 X 30% financial Marks)

8. BID SECURITY

A scanned copy of bid security (refundable) in the form of a CDR/Pay Order/Demand Draft, in the name of 'Drug Regulatory Authority of Pakistan', of value PKR 50,000/- (Pak Rupees Fifty Thousand Only) must be attached on e-PADS and original bid security shall be submitted to DRAP at the following address any time before the closing time of bid submission i.e. 23 July 2025 (11:00 A.M), failing which the bid shall be rejected:

Deputy Director (Procurement, Projects & Logistics)
Drug Regulatory Authority of Pakistan
Prime Minister's National Health Complex, Park Road,
Chak Shahzad, N.I.H, Islamabad.
Tel: (92-51)-9255911

(a). Bid Security of Consultants who do not technically qualify shall be returned after the result announcement of technical evaluation report as per PPRA Rules.
(b). Bid Security of technically responsive/qualified consultant will be released after ten (10) days of the signing of the contract with the successful Consultant.

9. SUBMISSION, OPENING AND RECEIPT OF PROPOSALS

(a). The proposals (Technical and Financial) shall be uploaded/attached on e-PADS.

(b). At first instance, the Technical bids will be opened on closing day i.e., **23 July 2025** 11:30 AM. (PST) and later the Financial bids of technically responsive bidders only shall be opened at the time and date communicated by DRAP vide e-PADs

10. AWARD OF CONTRACT

The Consultant, with the most advantageous bid, shall be awarded the contract.

11. PAYMENT TERMS

Payment of against services will be made on completion of respective assignment and after deduction of applicable taxes.

12. ARBITRATION

In case of any dispute arising between the parties during the contract period, the matter shall be referred for resolution to Chief Executive Officer, Drug Regulatory Authority of Pakistan whose decision shall be final and binding on both the parties.