

National Health Mission Pathanamthitta (DPMSU),

**Arogyakeralam 1st Floor-Mampira Heights II, Near District Cooperative Bank, Kerala
689645 Pathanamthitta**

EXPRESSION OF INTEREST (EOI)

Notification No DPMSU -PTA/4365/JCBCC/2025/DPMSU dated 07.10.2025

Expression of Interest (EOI) for Selection of an Agency for 'Venue Arrangements for Vision 2031 – Health Department Seminar at Thiruvalla'.

1. Introduction

The Department of Health and Family Welfare is organising the Vision 2031 – Health Seminar on 14.10.2025 at Believers Convention Centre, Thiruvalla. The seminar aims to bring together key stakeholders to deliberate on the long-term strategic vision for the state health sector.

In light of this, the implementation agency for the event — National Health Mission, Pathanamthitta, invites Expressions of Interest (EOI) from I&PRD-empanelled agencies for venue arrangements for the seminar.

This EOI seeks to identify and select one agency capable of undertaking the design, fabrication, and execution of all venue arrangements required for the event.

2. Objective

To select a capable and experienced agency to design, fabricate, install, and manage the seminar venue arrangements with a focus on:

1. Quality and aesthetics
2. Timely execution
3. Safety and hygiene
4. Adherence to the Green Protocol

3. Scope of Work

The selected agency will be responsible for:

1. Complete venue branding and setup, including entry arches, direction boards, pathway branding, and welcome signage.
2. Stage design and setup for main and seminar halls, including LED walls, sound, lighting, truss, and décor.

3. Seating arrangements for around 1,000 participants, including VIP and delegate zones.
4. Registration counters, photo booth, and corridor exhibition arrangements.
5. Electrical, genset, and power backup facilities.
6. Logistic support and on-site management through dedicated manpower.
7. Compliance with safety, hygiene, and Green Protocol norms.

4. Eligibility Criteria

Only agencies empanelled by the Information and Public Relations Department (I&PRD), Government of Kerala, in Category B (Print/Outdoor Creatives) as per G.O.(Ms) No. 4/2024/I&PRD dated 20.02.2024 are eligible to apply.

Applicants must also:

- Have successfully executed at least two major government events or venue branding projects of comparable scale in the past three years.
- Be a registered firm/agency with valid PAN, GST registration, and other applicable licences as per Government of India / Government of Kerala regulations.

All documents substantiating compliance with the above eligibility criteria must be submitted along with the Technical Proposal.

5. Evaluation Process

EOIs will be evaluated using the **Quality and Cost-Based Selection (QCBS)** method with the following weightage:

- **Technical Score:** 60%
- **Financial Score:** 40%

Evaluation will be based on creativity, quality of designs, execution plan, and financial quote.

6. Evaluation Criteria

Criteria	Description	Documents Required	Weightage (out of 100%)
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A. Technical Evaluation (60%)			
1. Relevant Experience	Past experience in executing similar government or large-scale public events	Document/certificate /Workorder/payment slip proving completion of similar events.	20%
2. Creativity & Design Concept	Quality, innovation, and thematic alignment of proposed designs	Draft mockup designs in pdf/jpg format	20%
3. Execution Plan & Timelines	Overall Stage Arrangements, Innovative approaches for event coordination, Responsiveness to the requirements, Venue Branding Ideas Approach, Detailing of workflow, manpower plan, and timeline adherence adequate manpower, technical infrastructure, equipment, and financial capacity to execute the assignment within the specified timelines.	Detailed execution plan and workflow with timeline chart and manpower deployment list in PPT format	20%
B. Financial Evaluation (40%)			
1. Financial criteria	Lowest evaluated cost among technically qualified bidders	In the format given under Annexure 1	40%

Technical Qualification: Only bidders scoring a **minimum of 40%** in the Technical Evaluation will qualify for the Financial Evaluation.

Financial Scoring: The lowest evaluated Financial Proposal (**Fm**) is given the maximum financial score (**Sf**) of 100. Financial scores for other proposals are computed as:

Sf = $100 \times (\text{Fm} / \text{F})$, where **F** is the price of the proposal under consideration.

Combined Score: Weights are **T = 60%** (Technical) and **P = 40%** (Financial). Proposals are ranked by the combined score:

S = $\text{St} \times \text{T} + \text{Sf} \times \text{P}$, where **St** is the technical score (out of 100) and **Sf** is the financial score (out of

100).

The final selection will be based on the combined technical (60%) and financial (40%) scores.

The proposal with the highest combined technical and financial score (S) shall be ranked first and considered for award.

7. Terms and Conditions

a. Statutory Licences and Clearances

The bidder must possess/obtain all relevant licences and permissions required for organising public events, including but not limited to:

- Labour Department clearance
- Fire and Safety clearance
- Electrical safety certification
- Local authority permissions, as applicable

b. Safety and Compliance Declaration

The bidder shall submit a duly signed **Safety and Compliance Declaration**, confirming adherence to all applicable Government of India and Government of Kerala safety norms, labour laws, and event management regulations.

c. Additional Work Clause

In the event that additional works, modifications, or unforeseen requirements arise during the course of execution such as layout changes, additional branding, infrastructure enhancement, or supplementary event-related arrangements the same shall be mutually agreed upon and executed at prevailing market rates, subject to the prior approval of the competent authority.

8. Timeline

Activity	Date / Time
EOI Release Date	07.10.2025
Last Date for Submission	10.10.2025, 3:00 PM
Financial Bid Opening	10.10.2025, 4:00 PM
Awarding the Work	11.10.2025
Completion of Venue Setup	13.10.2025, by 6:00 AM
Event Date	14.10.2025

9. Submission Details

Submission of Proposal

Bidders shall submit their proposals in two parts, sealed in separate covers and clearly marked as "Technical Proposal" and "Financial Proposal":

- **Technical Proposal** shall include:
Eligibility documents, details of similar experience, concept note with design approach, manpower deployment plan, valid licences, and a safety compliance declaration.
- **Financial Proposal** shall include:
Item-wise cost estimates in the **prescribed format**, covering all components mentioned in the Scope of Work and **Annexure 1**.

Proposals must reach this office **on or before 3:00 PM on 10 October 2025**. Submissions received after the deadline **will not be entertained**.

The **National Health Mission, Pathanamthitta**, reserves the right to verify the authenticity of submitted documents, seek clarifications, and inspect previous works executed by the bidder.

Address for Submission:

The District Programme Manager,

Arogyakeralam 1st Floor-Mampura Heights II, Near District Cooperative Bank, Kerala 689645
Pathanamthitta

Annexure 1 – Financial Form (to be filled by the bidder)

Section	Key Venue Components	Description / Examples	Indicative Qty	Unit Rate (₹)	Total Amount (₹)
ENTRANCE	Arch, Branding, Signage	Entry arch (LED/truss), pathway boards, flags, welcome signage	As per site		
PORTICO	Registration & Photo Zone	Registration counters, backdrops, photo booth, welcome kiosk	1 set		
CORRIDOR	Exhibition Panels	2-sided photo exhibition, directional branding	2		
MAIN STAGE	Stage Setup & AV	LED wall, lighting, truss, sound, podium, décor, floral	1 stage		
MAIN HALL	Seating & Décor	800 chairs with covers, sofas, round tables, VIP food zone	1 hall		

SEMINAR STAGE 1-4	Parallel Session Halls	Stage, backdrop, sound, mic, lights, chairs (150), TV display	4 sets		
OTHERS	Miscellaneous	Registration software, photo booth, internet connectivity	As required		
MANPOWER	Event Staff	MC, hostess, event assistants	As required		
ELECTRICAL	Power & Safety	Gensets (125-82 KV), cabling, switch, inspection	As required		
REGISTRATIO N	Delegate Materials	ID card, lanyard, delegate kit, branded cloth bag (1,000 nos.)	1,000 kits		
FOOD & CATERING	Delegate Lunch & Refreshments	1. Delegate Lunch Buffet lunch for participants and officials 2. Tea / Coffee & Refreshments Morning and evening service for delegates 3. VIP / Official Dining Seated lunch and refreshment service for invited dignitaries	1,000 pax		



Leelkam
Program Manager
Keralam