



**National Health Mission
General Hospital Junction,
Thiruvananthapuram – 695 035
Ph : 0471-2301181, 0471-2302784**

No.: NHM/3101/2026-BCC-I6

Dated: 06-08-2026

LIMITED TENDER FORM

Name of Work: LIMITED TENDER FOR SELECTION OF ONAM PAGEANTRY FLOAT DESIGN AND ART PERFORMANCE 2026

BID DOCUMENT

TENDER No: NHM/3101/2026/BCC1

The State Mission Director, National Health Mission, Kerala invites Expression of Interest from reputed advertisement agencies for the design and execution of the Pageantry to be presented in the State Level Tourism Procession in connection with Onam Festival to be held at Thiruvananthapuram on August 30, 2026.

The tender should be submitted at the office of The State Mission Director, The National Health Mission, General Hospital Junction, Thiruvananthapuram – 695 035, Ph : 0471-2301181, 0471-2302784

Important Dates & Time of the Tender		
Event	Date	Time
Opening of Tenders (Creative Bids Opening & Theme Presentation will be on the same day)	10.08.26	3.00 pm
Last date of submission of Tender	10.08.26	1.00 pm
Publication of tender in the website	06.08.26	10.00 am

The Tender Document shall be available on the NHM/ Arogyakeralam website and office notice board. All clarifications regarding the tender shall be made before the last date of submission.

Address for correspondence:
Ph : 0471-2301181, Mob: 9946105763
e-mail: nrhmbcc@gmail.com

INTRODUCTION & THEME

The State of Kerala has consistently been the most advanced state with better health outcomes in several areas compared to other states in India. A robust public healthcare system, high scores in healthcare indicators, and increased awareness amongst its people are major characteristics of the health system in the State.

The annual Onam Pageantry in Thiruvananthapuram attracts hundreds of thousands of spectators and live television coverage, giving the National Health Mission and Department of Health Services a suitable platform to reach diverse demographic groups at once. Late August coincides with monsoon health challenges, making the parade a high-impact avenue to communicate seasonal disease prevention, lifestyle disease screening, and community wellness through creative tableaux rather than traditional posters. It also allows the health sector to highlight key state schemes, recognize the frontline effort of community health workers, and demonstrate inter-departmental synergy alongside other government developmental initiatives.

Theme for DHS& NHM Float to be presented at the Onam pageantry

Theme 1:

“എല്ലാവർക്കും ആരോഗ്യം : ചികിത്സ രോഗിയുടെ അവകാശം, മരുന്നിന് രോഗിയുടെ അവകാശം, കിടക്ക രോഗിയുടെ അവകാശം”

(Health for All: Treatment is Patient's Right, Medicine is Patient's Right, and Bed is Patient's Right.)

The theme of the Department for the Pageantry is 'Health for All: Treatment is Patient's Right, Medicine is Patient's Right, and Bed is Patient's Right. The theme affirms Government's commitment to ensure Health for All. Government Hospitals are common men's choice for health. But due the heavy patient load major hospitals, especially the leading Medical Colleges are stressed up on various counts. Bed space, medicine and quality treatment the most important pillars of health care. The newly formed Government has renewed its commitment to ensure these at any cost in the public health care institutions within a shortest possible time frame.

Three major strategies are employed for ensuring that bed space is available for every needy patient: expanding bed spaces by networking nearby health institutions; following a proper back referral to subordinate institutions; and strengthening peripheral subordinate health institutions to manage less serious cases. Currently Bed space has been ensured in Thiruvananthapuram and Kottayam Medical Colleges.

Quality treatment is ensured mainly by training the staff in communicating with the patients/ by standers, redeploying the staff to needy health institutions, and by creating more posts to needy institutions.

All efforts are being made to make quality medicines available at hospital pharmacies free of cost, or at subsidized rate. Karunya Arogya Suraksha Padhathi also provides insurance cover to the poor patients.

Theme 2:

"ആരോഗ്യ സമത്വം: മാവേലി കണ്ട സമത്വസുന്ദരമായ നാടിനായി"

(Health Equity: Toward the Egalitarian Society Envisioned by Mahabali)

This float bridges the timeless vision of Mahabali's egalitarian society—where "all people were equal" and lived in peace, health, and prosperity—with Kerala's modern public healthcare paradigm.

Just as Mahabali ruled a land free of discrimination, disease, and disparity, Kerala's public health system operates on the core philosophy of "All for Health and Health for All." The state-of-the-art government healthcare network treats every citizen with absolute dignity and equity, mirroring the inclusive benevolence of our beloved King Mahabali.

The Narrative Connection: Onam & Public Health

The Parallel of Equity: In the legend of Onam, Mahabali's realm knew no division of high or low; everyone shared equal rights to happiness and well-being. Similarly, Kerala's Janakeeya Arogya Kendram (JAK) and public health infrastructure ensure that quality healthcare is a fundamental right, accessible to the richest and the most marginalized alike, completely free of charge or at minimal cost.

The Harvest of Well-being: Onam is a celebration of a bountiful harvest, community, and life. Good health is the ultimate harvest of a progressive society. By framing healthcare as a community-driven movement, the float shall portray public health not just as medical treatment, but as the foundation of societal joy and prosperity during Onam.

Key Services Highlighted on the Float

Janakeeya Arogya Kendram (JAK): Showcasing the neighborhood-level hub that brings primary healthcare closer to every doorstep.

Universal Immunization: Protecting future generations with dependable, universal vaccination programs.

Maternal & Child Health (MCH): Honoring the safe journeys of mothers and newborns through dedicated public sector support.

Adolescent Friendly Health Services (AFHS): Nurturing the physical and mental well-being of the younger generation.

Lifestyle Disease Management & Counseling: Proactive screening and guidance for hypertension, diabetes, lifestyle modification and overall wellness.

Awareness Generation: Portraying community participation as a vibrant mass movement.

GENERAL CONDITIONS

- The agencies are expected to present the proposal at the creative bid opening meeting, and the creative theme shall be presented in both Malayalam and English. The agencies shall also provide a detailed sketch/ 3d imaging with ample details about materials used and cost of each item including labour cost.
- Specification of the float Length: 20 ft, Breadth: 10 ft, Height: 16 ft
- Eco friendly materials only to be used
- The ideas of the float should be portrayed in such a way that it attracts public attention.
- The use of hazardous materials and explosives in float should be avoided.
- The construction of the float should be done in accordance with the green protocol. All the materials used for the portrayal must be environment friendly.

SUBMISSION OF BIDS

The Bidders shall submit their bids in two separate covers and seal them in a large single cover. The covers should be labelled as:

- ☐ Cover containing Technical/ Creative Bid
- ☐ Cover containing Financial Bid

BID EVALUATION PROCESS

The weightage for the technical and financial bid is as follows:

Bid	Percentage of Weightage
Technical Bid	60
Financial Bid	40

Stage 1 - Evaluation of Technical Bid

Stage 2 - Evaluation of Financial Bid

Stage 1 - Evaluation of Technical Bid

Technical Bid will be evaluated by an Evaluation Committee. Evaluation parameters are prescribed along with the applicable scores against each parameter.

Technical Evaluation Criteria	Basis of Evaluation and Score	Maximum Marks	Supporting Documents Required
Onam Pageantry	Pageantry Float Design	100	1. Design of the Pageantry Float 2. Detailed Presentation of the Theme with

Float Design & Art Performance	Presentation-80 Marks Quality of Similar Works Done Before - 20 Marks		Rationale 3. Portfolio of Agency 4. Documents establishing relevant experience in delivering similar works to other Governmental departments (Include copy of work orders and photo of final product)
Total Technical Score (TS)*	100		

* Technical Score

Stage 2 - Evaluation of Financial Bid

Bidder shall quote their financial quote as per the following format including overheads (if any):

Sl. No	Particulars	Cost (F)	GST	Total Project Cost
1	Onam Pageantry Float Design and Art Performance	To be quoted	To be quoted	To be quoted

Financial Bid Evaluation

Bidder Details	Financial Bid amount
Bidder-1	Quoted amount (F)*
Bidder-2	Quoted amount (F)*
Bidder-3	Quoted amount (F)*

*(Quoted amount (F): Total Project Cost including all charges and applicable taxes)

Conversion of Financial Bid amount to score

Bidder Details	Financial Bid amount	Financial Score (FS) (LFB / F * 100)
Bidder-1	F	To be calculated
Bidder-2	F	To be calculated
Bidder-3	F	To be calculated

*(LFB: Lowest Financial Bid, F: Quoted amount, FS: Financial Score)

Combined Technical and Financial Score (CTFS) With Weightage

Bidder Details	Applying weights for Technical & Financial Score	CTFS	Rank of the Bidder
Bidder-1	$TS * (60/100) + FS * (40/100)$	To be Calculated	To be identified
Bidder-2	$TS * (60/100) + FS * (40/100)$	To be Calculated	To be identified
Bidder-3	$TS * (60/100) + FS * (40/100)$	To be Calculated	Rank of the Bidder

Forwarded
by
Dr. Kishor

Anu S. Nair IAS
STATE MISSION DIRECTOR