National Health Mission, Keralam
State Programme Monitoring & Support Unit NHM
Building, General Hospital Junction
Thiruvananthapuram, Keralam, Pincode 695035
Ph: 0471 2301181, email: arogyakeralam@gmail.com

NHM/3518/2026-BCC-I6 **Dated: 16-10-2026**

INVITATION FOR EMPANELMENT

The National Health Mission (NHM) in Kerala is implementing various public health programmes campaigns and IEC/BCC activities throughout the state. Behaviour Change Communication Programme of NHM plans, develops and disseminates various communication materials as part of Mission's different campaign. The wing also coordinates and organizes inaugural events, health day observations, media advocacy, public events and other related activities.

For empaneling agencies towards entrusting the aforementioned works upto a period of 31st march 2027, attention is invited from reputed, experienced and competent agencies.

The scope of work and the categories they fall in to are as mentioned below;

1. **Inaugural & Promotional Events/ Day Observations/ Outdoor IEC/BCC & publicity Activities**
2. **Creative Designing, Printing, & Digital Media Content Production**

The empanelled agencies/firms/ consortium shall be responsible for the end-to-end planning, coordination, execution, and on-ground management of official inaugural events and outdoor publicity activities under the BCC Wing, NHM, as mentioned in Category I. The design, formatting, printing, and digital creation of awareness/communication materials listed under Category II.

For Category I, the agency shall independently handle site coordination, fabrication, installation, and dismantling of event infrastructure (stages, backdrops, entrance gates, standees, tents, signage, etc.), ensure timely on-site execution as per event schedules.

For Category II, the agency shall ensure quality design, timely delivery, and adherence to specified physical and digital formats for all materials as per work orders issued by the department.

Category 1: Inaugural & Promotional Events/ Day Observations/ Outdoor IEC/BCC & publicity Activities

Sl.no	Item/Material Description	Req. Output format
1	Stage/Dias Setup & Décor including Flower Arrangement	Physical Fabrication & Digital Layout
2	Backdrop banners (stage/dias)	Physical High-Res Print & Digital Graphic Format
3	Arch/Entrance Decor	Physical Fabrication & Digital Design
4	Publicity Boards/ Hoardings at vantage Points	Physical High-Res Print & Digital Artwork
5	Exhibition/ Stalls	Physical Fabrication & Digital Layouts/dummy
6	Standees	Physical Print & Digital Artwork
7	LED/Digital signage walls	Digital format
8	PA System	Physical – Mic & Speakers required as per the requirement of each event
9	LED Wall	Physical Arrangement
10	Chairs & Table (VIP/NORMAL)	Physical Arrangement
11	Generator/power backup	Physical Arrangement
12	Inaugural essentials (ribbon, memento, welcome boards, guest name boards)	Physical Arrangement
13	Event Documentation (photo/video coverage)	Physical Prints
14	Any other event execution/logistics requirement as required from time to time	Digital format
15	Live streaming	Digital Format
16	Vehicle Branding	Multi-Camera Setup for YouTube/Facebook/ Zoom with Dedicated Live streaming Internet Facility
17	LED Van	Full/Partial Wrap with Latex Printing.

Category 2: Creative Designing, Printing, & Digital Media Content Production

Sl. No.	Item / Material Description	Output Format Required
1	Booklets/Reports-	Physical Print & Digital (PDF/E-pub)*
2	Spiral Binding of Documentations / Presentations	Physical Assembly & High-Res Digital Presentation
3	Posters	Physical Print & Digital Format
4	Pamphlets/ Leaflets	Physical Print & Digital Format
5	Brochures	Physical Print & Digital Format

6	Danglers	Physical Print & Digital Design
7	Monthly Newsletter	Physical Print & Digital Format
8	PPT	Physical Print & Digital Format
9	Invitation Card	Physical Print & Digital Format
10	Certificates	Physical Print & Digital Format
11	Translation and adaptation of materials into Malayalam, English, Hindi and tribal languages.	Digital Format
12	Newspaper & Magazine Advertisement Designing	Digital Format
13	Train Branding & Bus Branding Ad designing	Digital Format
14	Hoarding Design	Digital Format
15	Logo Designing & Cutouts	Physical Print & Digital Format
16	Stickers / Sticker Printing	Physical Print & Digital Format
17	Handbooks / Reference Guides	Physical Print & High-Res Digital Artwork
18	Wish Cards	Physical Print & e-copy
19	Foam Board	Physical Fabrication/Print & Digital Vector Artwork
20	Cloth Banner	Physical High-Res Print & Digital Graphic Format
21	Acrylic Board	Physical Print & Digital Format
22	Backlight Board	Physical Print
23	Branded Merchandise such as T-Shirts, Cups, Photo frames	Physical Print & Digital Format
24	Vinyl with Foam Sheet	Physical Print & Digital Format
25	Acrylic Sandwich Board	Physical Print & Digital Format
27	Short Reel/ Carousels & Snippet Videos	High Res, HD
28	Graphical Videos	High Res, HD
29	Animation Video	High Res, HD
30	Subtitling	In languages as per requisite
31	Awareness Ad films	In languages as per requisite
32	Campaign Theme Songs	Mp3, Wav formats
33	Celebrity Endorsement/ Video Byte of Celebrities or Specialists' or Other Relevant Speakers	High Res, HD
34	Video Panel Discussion & Interview Production	High Res, HD
35	Adaptation or Updation of Existing Posters, Videos or other awareness materials in digital format	High Res, HD & Physical Print & Digital Format

Eligibility Criteria

Interested parties/agencies/ consortium must satisfy the following minimum qualifying conditions to be considered for empanelment:

1. **Registration and Experience:** The Agency must be a duly registered firm with a minimum of 2 years of demonstrable experience in creative design, pre-press operations, and print production, with prior engagement in projects for the health, social welfare, or other Government sectors.
2. **Portfolio Requirement:** The Agency must furnish a comprehensive portfolio evidencing prior execution of comparable design and print assignments, with specific emphasis on public awareness or educational campaign material.
3. **Government/PSU Experience:** The Agency must have prior documented experience of working with health departments, other government departments, or Public Sector Undertakings (PSUs) on similar design and print engagements.
4. **Infrastructure and Delivery Capability:** The Agency must possess adequate infrastructure and operational capacity to consistently deliver high-quality print and digital output within specified timelines.
5. **Emergency Response Capacity:** The Agency must demonstrate proven capability and infrastructure to undertake urgent, expedited, or short-notice assignments, including production and delivery in support of emergency public health communications or time-sensitive campaign launches.
6. **Statutory Compliance:** The Agency must hold valid and current legal registration to conduct business in India, including a valid Permanent Account Number (PAN) and Goods and Services Tax (GST) registration.
7. **In-House/Reliable Production Setup:** The Agency must be able to deliver all requisite design and printing services either through in-house facilities or through dependable, quality-assured third-party production arrangements.
8. **Preferential Consideration:** Agencies empanelled with the Information & Public Relations Department (I&PRD), Kerala Startup Mission, Department of Tourism, or other government institutions shall be given preference in the empanelment process.

Submission Requirements

Applications for empanelment should be submitted in sealed cover super-scribing **"Application for Empanelment of Advertising, Content Generation & Event Management Agencies for NHM Kerala"** to the State Mission Director, NHM.

Full Adress of the Authority:
State Mission Director, National Health Mission,
Directorate of Health Services Compound, General Hospital Junction,
Thiruvananthapuram - 695035, Kerala.

Deliverables & Scope of Work

The proposal must contain:

Part I: Financial Proposal
Empanelment will be based on technical evaluation. Financial bids will be called from technically qualified agencies as and when specific work arises through L1 / QCBS method.

Submission Deadline: Within 15 days from date of publication of invitation of application on the newspaper & website.

Part II: Technical Proposal

a) Covering Letter on agency letterhead
b) Agency profile, year of establishment, team strength, organisational structure
c) Copy of Registration Certificate, GST, PAN
d) Audited financial statements / CA certificate for turnover for last 3 years
e) Experience - List of similar works executed in last 3 years with Work Order copies and client certificates
f) Portfolio of creative works - Minimum 5 samples of posters, booklet, event photographs (in print and portable device/drive link)
g) Details of in-house infrastructure - Design software, printing machineries, human resources
h) Declaration of non-blacklisting on Rs. 100 stamp paper

Terms and Conditions for the Empanelled Agency

- Dedicated Contact Person: The Agency shall designate a dedicated point of contact possessing adequate professional experience in design and print management, who shall function as the single point of liaison with NHM.

- Coordination: A representative of the Agency shall periodically engage with subject matter experts and the BCC wing of NHM at various stages of the production process for the conceptualisation and finalisation of designs.

- Timelines: The Agency shall render dedicated services and ensure completion of every design and printing assignment within the timeframe stipulated by the Department.

- Performance Clause: Agencies that repeatedly fail to participate in or execute assigned campaigns/works without valid justification shall be removed from the panel without prior notice.
- **Lowest Quoting Bidder ( ) & Fallback:** The work will be awarded to the lowest quoting empanelled agency ( ). However, if the bidder fails to deliver the work satisfactorily, NHM reserves the right to offer the work to the next lowest bidder ( ) at the next competitive rate.

Reporting & Review Requirements

Reporting Officer: State Nodal Officer IEC/BCC

Work Order System: For each activity, a specific Work Order with scope, timeline, quantity and delivery location will be issued.

Timeline: Agency must complete work within the stipulated time mentioned in Work Order.

Review Mechanism:
a) Draft designs must be submitted for approval within 2-3 days of work order.
b) Final printing will be done only after approval of the draft from the BCC Wing.
d) For events, advance inspection and final review will be done by NHM officials and the dedicated person should be present for the site visits.

Quality Assurance: Low quality printing, deviation from approved design or poor event management will lead to rejection and blacklisting.

Payment: Payment will be made after successful completion of work, submission of invoice, delivery challans, photographs and approval report from concerned State officials. No advance payment. Period of Empanelment: upto 31st March 2027.

Preparation & Submission of Application

- Verification: Ensure all eligibility criteria and key conditions are fully met prior to submission.
- Supporting Records: Include proof of past experience, a client list (current and previous), work orders or contracts, and sample work.
- Document Integrity: The application must be clear, legible, and free of edits or overwriting. Incomplete submissions may be disqualified immediately without notice.
- Financial Proof: Attach audited financial statements covering the preceding two fiscal years.
- Authentication: An authorized signatory must sign and stamp every page of the document.
- **Submission Deadline:** The last date for submitting the application is **30th October 2026** by **3.00 PM**.

Note: This application is for empanelment only and does not constitute a Request for Proposal (RFP). Detailed RFPs and individual work orders will be issued to shortlisted/empanelled agencies only. Separate Covers for Technical Bid and Financial Bid (As in Annexure) need to be submitted

9. Contact Information

For any inquiries or submission details, please contact:

NHM BCC Wing

National Health Mission

Directorate of Health Services Compound

General Hospital Junction, Thiruvananthapuram – 695035

Ph: 0471 2301181, email: nrhmbcc@gmail.com

DR. RENU RAJ IAS

State Mission Director

Approved for Issue

Digitally signed by HANEESH
Date: 17-10-2026 12:26:43

State Programme Manager

Annexure 1 – Financial Bid

Category 1 : Inaugural & Promotional Events/ Day Observations/ Outdoor IEC/BCC & publicity Activities

Sl.no	Item/Material Description	Technical Specification	Rate	GST	Rate (inclusive of all Taxes)
1	Stage/Dias Setup & Décor including Flower Arrangement	20ft x 16 ft Dias with carpeting, Front row flower arrangement and other decor, Branded Podium, Lamp, Flower arrangement for table, Cooler (2), Laser Lights/ Ambient lighting			
2	Backdrop banners (stage/dias)	15 ft x 8 ft Cloth Banner/Korean Cloth			
3	Arch/Entrance Decor	Branded Half arch			
4	Publicity Boards/ Hoardings at vantage Points	10ft x 6 ft			
5	Exhibition/ Stalls	10ft x 10 ft Cubicle. With closure on three sides. Branding on the three sides, Branded podium			
6	Standees	6ft x 3 ft			
7	LED/Digital signage walls	Base ACP, Square Tube Structure, Samsung Original LED Module, 1-Year SMPS warranty			
8	PA System	Wired Mics (2), Branded Speakers, Cordless Mics (4) , Mixers for Seminars/ Outdoor Programmes			
9	LED Wall	P3/P4 Indoor/Outdoor LED Wall with Technical Operator and Processor			
10	Chairs & Table (VIP/NORMAL)	100 Nos. Normal & 10 VIP chairs with clothing			
11	Generator/power backup	For A 3 Hour long event. Including fuel charges			
12	Inaugural essentials (ribbon, memento, welcome boards, guest name boards)	For 10- Delegates. Ecofriendly Materials			
13	Event	Professional High			

	Documentation (photo/video coverage)	resolution coverage for Seminars/ Events (full Day/ Half Day)			
14	Any other event execution/logistics requirement as required from time to time				
15	Live streaming	Multi-Camera Setup for YouTube/Facebook/ Zoom with Dedicated Live streaming Internet Facility			
16	Vehicle Branding	Full/ Partial Wrap with latex printing			
17	LED Van	Single/ Double/ Three side Display			

Category 2 : Creative Designing, Printing, & Digital Media Content Production

Sl. no	Item / Material Description	Technical Specification	Rate	GST	Rate (inclusive of all Taxes)
1	Booklets/Reports-	* Size: 18 × 24 cm * Pages: 44 pages + 4-page cover * Text: 4-colour printing on 90 GSM Maplitho paper * Cover: 4-colour printing on 250 GSM art paper with matte lamination * Binding: Centre stapling * No. of Copies- 100 Nos.			
2	Spiral Binding of Documentations / Presentations	A 4 – 360 page (Including 4 Page cover) . Cover Multi colour 180 gsm & Inside 80 gsm b/w- 100 copy			
3	Posters	DMY/DDMY Size, 100 GSM Art/Mappilitho (Colour/BW), Minimum Quantity 1000			
4	Pamphlets/ Leaflets	Dummy Size- 170 GSM- art paper Double sided multi colour. Quantity- 1000			
5	Brochures	50 pages including 4			

		page cover. 180 gsm maplitho inside and 220 gsm with mat lamination for cover.			
6	Danglers	300 GSM / 350 GSM Art Card Size8″ × 8″ (Square/Round) Printing Standard Four-Colour Offset / Digital Printing (4+4 / Both Sides) with high-resolution graphics and Glossy or Matte finish on both sides for durability and water resistance. Die-Cutting Precision custom shape die-cutting with smooth edges and central punch hole Hanging Mechanism . Pre-punched 3 mm top eyelet equipped with a heavy-duty hanging thread / nylon cord or metal hook string . Quantity 500 Nos			
7	Monthly Newsletter	A3- 12 -16 pages , multi colour printing – 120 gsm- quantity 50 Nos.			
8	PPT	8-15 pages- Digital Format			
9	Invitation Card	220 gsm maplitho- A 5 Size- Quantity 100 nos.			
10	Certificates	A 4- 220 gsm with mat lamination			
11	Translation and adaptation of materials into Malayalam, English, Hindi and tribal languages.	Per word Rate			
12	Newspaper & Magazine Advertisement Designing	QTR page, Half Page, Full Page (B/w & Colour) and 2 colx 5 (B/W)			
13	Train Branding & Bus Branding Ad designing	Train- Full Coach Branding, Bus- Three Side Branding			
14	Hoarding Design	For outdoor display			

15	Logo Designing & Cutouts	Digital & Physical			
16	Stickers / Sticker Printing	DMY/DDMY Size, 220 GSM Art/Mappilitho (Colour/BW), Minimum Quantity 500			
17	Handbooks / Reference Guides	Cover Page : 2LB Thickness, 130 GSM Art Paper Matt finish multi colour Inner Pages : 70 gsm maplitho (Paper quality: 110 gsm glossy multi colour 10 pages for insertion in between) Size : 16/24 c.m (cr.1/4) No.of Pages : 309(Inside) + or- 3 pages Printing : Single Colour No. of copies : 2000 Including Delivery charges to 14 districts			
18	Wish Cards	220 gsm Art card – Multi Colour- 100 Nos.			
19	Foam Board	3 mm/4 mm/5 mm Thickness			
20	Cloth Banner	Korean Cloth / Cotton Cloth			
21	Acrylic Board	Base 3 mm/4 mm/5 mm Acrylic Sheets, Eco/Latex Print with Spacers			
22	Backlight Board	Base Acrylic, Vinyl Printing, Branded Tube Light, 3/4″ Metal Tube Frame Box			
23	Branded Merchandise such as T-Shirts, Cups, Photo frames	XX L size- Multi colour logo & Health message printing – 50 Nos.			
24	Vinyl with Foam Sheet	Latex Print with 4 mm Foam Sheet (Base, Normal Vinyl Print)			
25	Acrylic Sandwich Board	Base 3 mm/4 mm/5 mm, Front Panel 3 mm Acrylic, Eco/Latex Print with Spacers			
27	Short Reel/ Carousels &	High-impact vertical ( ) or square ( ) video			

	Snippet Videos	content optimized for social media platforms (Instagram, Facebook, YouTube Shorts); 15 to 60 seconds duration; Full HD ( ) or 4K resolution; includes kinetic typography/text overlays, background score, quick cuts, color grading, and on-screen logo/branding.			
28	Graphical Videos	2D motion graphics and vector-based infographic animation video; Full HD ( ) or 4K; 30 fps; includes custom storyboarding, script-matching graphic elements, dynamic transitions, professional voiceover integration, licensed background music, and sound effects (SFX).			
29	Animation Video	Character-driven 2D or 3D digital animation video; Full HD ( ) at 24/30 fps; includes original character design, concept development, full storyboarding, frame-by-frame animation, multi-character voiceover dubbing, lip-syncing, audio mixing, and background music mastering.			
30	Subtitling	Professional time-coded subtitling/captioning in English, Malayalam, or other regional languages; delivery in standard .SRT, .VTT, or burned-in (hardcoded) open captions; precise synchronization with speech audio; proper font typography,			

		readability, and placement compliant with digital accessibility standards.			
31	Awareness Ad films	Cinematic short documentary/concept ad film (60 seconds to 3 minutes); shot on 4K digital cinema cameras with professional lighting, multi-mic audio capture, real-location or studio setup, actors/talents, professional voiceover, scriptwriting, color grading (LOG to Rec.709/HDR), and broadcast-quality audio mastering.			
32	Campaign Theme Songs	Original musical composition and arrangement (2 to 4 minutes); studio-grade multi-track recording; professional lyricist, lead vocals, and background vocalists; complete mixing and mastering in high-definition digital audio formats (.WAV 24-bit/48kHz and .MP3 320 kbps); includes full commercial copyright usage rights.			
33	Celebrity Endorsement/ Video Byte of Celebrities or Specialists' or Other Relevant Speakers	Multi-camera setup (Full HD/4K) for capturing single-person video messages or endorsements; broadcast-grade wireless lapel/shotgun microphones; 3-point LED studio lighting setup; post-production editing including audio noise reduction, color correction, lower-third graphics (name/designation plate), and high-			

		resolution output.			
34	Video Panel Discussion & Interview Production	Multi-camera production setup (minimum 2–3 camera setup) for panel discussions or long-form interviews; multi-channel digital audio recording with individual lapel/gooseneck mics; video switching/editing, studio or set design lighting, custom lower-third graphics, opening/closing bumpers, and full multi-track audio mixing delivered in Full HD or 4K.			
35	Adaptation or Updation of Existing Posters, Videos or other awareness materials in digital format				

Annexure 2 Technical Bid

Sl. No.	Particulars	
1	Name of the firm	
2	Name of Owner Address Email ID & Contact No. of Bidder (Land No. & Mobile Number)	
3	Registration No.	
4	Experience Details	
5	GST Number	
6	PAN Number	

*Documents to be attached with technical bid

(Firm/ Company Registration Certificate, GST Registration Certificate, PAN Card,

Experience Certificates/WorkOrders, Turnover Statement for the last three financial years, MSME Registration Certificate, if applicable, Details of infrastructure/manpower available, Signed copy of terms and conditions.

I hereby agree to provide the details as per the terms & conditions mentioned in this Empanelment Invitation Document by the National Health Mission.

Signature

Name & Address of the Firm/ Owner

Place:

Date: