BRIHANMUMBAI MUNICIPAL CORPORATION (BMC)

EXPRESSION OF INTEREST (EOI)

Invitation for Empanelment as Umbrella Agencies
for the Implementation of
"Fit Mumbai Movement"
Across 26 Wards of Brihanmumbai Municipal Corporation (BMC)

Issued by:
Public Health Department,
Brihanmumbai Municipal Corporation (BMC)

EOI Reference No.	
Date of Issue	06/02/2025
Last Date & Time for Submission	23/02/2026, 5.00 pm
Submission through Email to	fitmumbai@mcgm.gov.in
Mode of Submission	Email submission (PDF + Annexures)

Sd/-

Executive Health Officer

(Public Health)

Brihanmumbai Municipal Corporation (BMC)

Dated: _____6.2.26_____

Sd/-

Deputy Municipal Commissioner

(Public Health)

Brihanmumbai Municipal Corporation (BMC)

Dated: _____6.2.26_____

EOI Notice

Brihanmumbai Municipal Corporation (BMC) invites Expressions of Interest (EOI) from eligible organizations for empanelment as Umbrella Agencies for implementation of the "Fit Mumbai Movement" across all 26 municipal wards of Mumbai.

Interested agencies are advised to carefully study the EOI document before submitting their proposals. Submission of a response shall be deemed to have been done after careful examination of this document with full understanding of its terms, conditions and implications. This EOI document is not transferable.

Sd/-	Sd/-
Executive Health Officer	Deputy Municipal Commissioner
(Public Health)	(Public Health)
Brihanmumbai Municipal Corporation (BMC)	Brihanmumbai Municipal Corporation (BMC)
Dated: 6.2.26	Dated: 6.2.26

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1. Invitation for Empanelment

This Expression of Interest (EOI) is issued by the Public Health department, Brihanmumbai Municipal Corporation (BMC). BMC seeks to empanel reputed organizations/consortia as Umbrella Agencies to lead the implementation of the "Fit Mumbai Movement." The selected agencies will have the flexibility to deliver the program at the city-wide level, zone level, or ward level (on a zone-wise basis), while maintaining uniform standards, measurable outcomes, and scalability at all levels (city, zone, and ward).

EOI Data Sheet

Name of Initiative	Fit Mumbai Movement (Citywide Fitness, Wellness & Preventive Health Initiative)
Issuer	Public Health Department, BMC
Empanelment Type	Umbrella Agencies (Zone-wise and/or All-Zones coverage)
Coverage	All 26 Municipal Wards of BMC (across 7 zones)
Submission Mode(by email)	fitmumbai@mcgm.gov.in
Last Date & Time	23/02/2026, 5.00 pm
Proposal Language	English
Validity of Proposal	90 days from the last date of submission (or as decided by BMC)

1.1 Background

1.1.1 About Brihanmumbai Municipal Corporation (BMC)

Brihanmumbai Municipal Corporation (BMC) is a Local Self Government, governed by M.M.C. Act 1888 and providing various services to Citizens of Mumbai including health services, building permissions, water supply, sanitation, roads, storm water drains and many other services.

1.1.2 About the Public Health Department

Brihanmumbai Municipal Corporation is the only municipal corporation in the country that provides three-tier health care to its citizens. Preventive primary health care services are provided through 236 Arogya Kendras, 190 dispensaries, 229 HBT Apla Dawakhana, 33 polyclinics, 29 maternity hospitals, and 5 special hospitals. In addition, secondary care is provided by 16 suburban hospitals and tertiary care by 5 major hospitals comprising 4 medical colleges and 1 dental college. Major hospitals receive an average of over 60 lakh outpatient (OPD) treatments, over 2.5 lakh inpatient (IPD) admissions, and about 1.5 lakh surgeries every

year. Similarly, more than 53 lakh OPD patients, more than 1.90 lakh IPD patients, and more than 42,000 surgeries are performed in suburban hospitals every year. Comprehensive, accessible, and quality medical services are being provided to the citizens of Mumbai due to these extensive health facilities.

1.2 Objectives of Fit Mumbai Movement

- Increase health and exercise consciousness among citizens through regular, accessible and inclusive activities.
- Enable sustained participation through weekly/fortnightly programming at ward level and periodic city/zone anchor events.
- Promote active mobility (walking and cycling) and safe public spaces for physical activity.
- Integrate preventive health and wellness (NCD awareness, hygiene/cleanliness, mental wellbeing, nutrition messages) without duplicating existing programs.
- Strengthening community participation through schools, colleges, RWAs, NGOs, clubs, Media platform and corporate volunteering.
- Promote holistic wellbeing (body and mind) by integrating culturally rooted creative engagement (arts, crafts and community performances) alongside fitness programming.
- Implement a robust monitoring and reporting system to track participation, outcomes and CSR impact evidence.

1.3 Definitions

BMC	Brihanmumbai Municipal Corporation
Umbrella Agency	An empanelled agency/lead partner responsible for planning, coordinating, implementing, monitoring, and reporting Fit Mumbai activities across the assigned zone(s)/ward(s) in a standardized manner.
Zone	Administrative grouping of wards for implementation and reporting purposes (as notified by BMC).
Ward	Municipal ward headed by the Assistant Commissioner.
CSR	Corporate Social Responsibility contributions towards expenditure, services & equipment for healthcare-related programs

2. Instructions to Service Providers

2.1 Purpose of this EOI

The purpose of this EOI is to preferably empanel organizations as Umbrella Agencies/Lead Partners for the Fit Mumbai Movement. BMC may empanel one or more agencies on a zone-wise basis, ward-wise basis, or for the entire city/all zones. BMC reserves the right to seek

clarifications, negotiate scope, and issue specific work orders. Empanelment shall be for a period of 1 year (extendable based on performance) or as decided by BMC. Activities shall be executed under the CSR-support and auditable utilization. BMC may discontinue or suspend empanelment for non-performance or non-compliance.

2.2 Scope of Work & Responsibilities of the Umbrella Agency

The responsibilities of the Umbrella Agency (indicative and not limited) shall include:

- Prepare a strategy and implementation plan (zone-wise and ward-wise) under BMC guidance, including a 12-month activity calendar.
- Organize and manage regular community fitness sessions in public parks/open spaces (yoga, wellness, functional fitness, age-appropriate sessions).
- Conduct awareness and engagement activities related to fitness, health, wellness, cleanliness and responsible environmental practices.
- It is expected from agency that expenditure would be done through CSR and brandings.
- Curate culture and creative engagement elements (Indian arts, crafts and performances) integrated with approved Fit Mumbai events to strengthen social cohesion and mental wellbeing.
- Mobilize local groups and volunteers in each ward; collaborate with schools/colleges for youth participation and leadership chapters.
- Plan and execute an annual flagship event (city level and/or zone level) with suitable safety, permissions and operational planning.
- Establish a robust monitoring system to track participation numbers and activity outputs; submit periodic progress and impact reports to BMC.
- Coordinate with BMC ward offices and relevant departments to ensure safe execution.

2.2.1 Minimum Deliverables & Reporting Schedule (Indicative)

Deliverable	Frequency	Minimum Evidence	Submission through Email to
Ward-level fitness sessions (Yoga/fitness)	Weekly/Fortnightly	Attendance register/QR check-in; photos; location	
Open-streets / Happy Street events	Monthly/Quarterly	Route/map; permissions; participation count; media	
Preventive health & wellbeing camps (e.g., blood donation, NCD awareness)	Quarterly	Camp report; partner list; beneficiary count	fitmumbai@mcgm.gov.in

Deliverable	Frequency	Minimum Evidence	Submission through Email to
Youth/School/ programs	Monthly	School list; session plan; participation	fitmumbai@mcgm.gov.in
CSR utilization statement	Quarterly	Auditable statements; invoices; in-kind receipts	
Quarterly impact report	Quarterly	KPI dashboard; success stories; testimonials	

2.3 Programme Architecture – Initiative Modules (including but not limited to those aligned with Fit India)

Umbrella Agencies shall select and implement appropriate modules according to ward context and zone priorities, ensuring no duplication. Proposals must include a balanced combination of recurring activities and anchor events.

- **A. Preventive Health Activities** Basic health screenings, awareness camps, first-aid workshops, periodic health related free events/promotion, and hygiene/environment drives tied to fitness initiatives
- **B. Recurring Fitness & Wellness** Regular group sessions in open spaces (parks/community areas) for all ages/abilities, including family-friendly and women/senior-focused activities.
- **C. Anchor Events & Campaigns** include large-scale or thematic events (e.g., runs, mass participation days, walking & Cycling) linked to national/international observances, such as Swachh Bharat Mission and other cleanliness campaigns/drives, and climate action initiatives like World Environment Day, tree plantations, and city open space management.
- **D. Community & Social Wellbeing** includes interactive programs like talks, street plays, and group activities to promote physical activity, mental health, hygiene, and social connection, supported by Information, Education and Communication (IEC) for better awareness and participation.
- **E. Cultural & Creative Engagement (supportive)** Arts, music, dance, or craft activities integrated with fitness events to boost participation and enjoyment.
- **F. Technology & Monitoring Digital tools** for attendance tracking, participation reporting, short wellness content in local languages, and impact documentation**.**

Reference Campaign Pages (for alignment)

Fit India Cycling Drive (Sundays on Cycle): https://fitindia.gov.in/fit-india-cycling-drive
Fit India Freedom Run: https://fitindia.gov.in/fit-india-freedom-run-6
Fit India Cycling Club: https://fitindia.gov.in/namo-cycling-club
Fit India Youth Club: https://fitindia.gov.in/namo-fit-india-youth-club

2.4 NGO Integration

The requirement would be to engage health-sector and community-sector NGOs to support outreach and wellbeing activities. NGOs shall register as per BMC process and align activities with Ward specific. Umbrella Agencies shall coordinate NGO participation, ensure event safety/compliance, and consolidate reporting.

2.5 CSR Contributions Model

Partnerships under this EOI are structured such that services and resources are provided. The following clarifications apply:

- The Umbrella Agency's approved program management/coordination and execution costs shall be compensated through CSR resources raised specifically for Fit Mumbai Movement (mobilized by the Umbrella Agency and/or facilitated through BMC).
- Proposals must include a realistic CSR mobilization plan for each proposed zone/ward coverage.
- Agencies must maintain auditable utilization records and submit periodic utilization statements and quarterly impact reports.

CSR Contribution Workflow (Indicative)

Step	Responsible	Notes/Outputs
1. Identify CSR opportunities and corporates	Umbrella Agency / BMC CSR Cell	Target list; value estimation; engagement plan
2. Submit CSR proposal route	Umbrella Agency	Proposal routed through Executive Health Officer (EHO)
3. Technical evaluation of suitability	EHO / Relevant Department	Ward needs assessment; technical fit
4. CSR approval and partnership finalization	BMC CSR Cell	MoU/acceptance; donation protocol
5. Utilization and impact reporting	Umbrella Agency	Quarterly utilization + KPI impact pack

2.6 Governance Structure

The movement will be governed by a multi-tier structure (Core Committee, Executive Committee and Ward-level governance) led by:

- Chief Coordinator (Physical Activities & Marathons): Mr. Vishwas Mote, DMC (Zone III).
- Coordinator (Health, NCDs & Cleanliness): Executive Health Officer (EHO).
- Ward-level governance: Assistant Commissioner with designated nodal officers.

Governance Meetings & Reviews (Indicative)

Level	Frequency	Agenda (Indicative)
Ward	Monthly	Review sessions/events; resolve local permissions and logistics; volunteer plan
Zone	Monthly/Quarterly	KPI review; CSR pipeline; risk and safety learnings; standardization
City (Core/Executive)	Quarterly	Performance; expansion; major event approvals; partner decisions

2.7 Monitoring, Reporting & Impact Measurement (Indicative)

Umbrella Agencies shall implement a monitoring system that records participation and outputs for every session/event. Agencies shall submit periodic reports to BMC in a standardized format, including CSR utilization and impact evidence.

KPI Category	Indicator	Measurement Method (Indicative)
Coverage	No. of wards covered	Monthly count vs plan
Activities	No. of sessions/events conducted	Weekly/monthly logs
Participation	Total participants (unique & repeat)	Registration/QR + manual validation
Inclusion	Women participation %, seniors participation %	Participant profiling (opt-in)
Institutions	No. of schools/colleges engaged	MoUs/letters; session logs
Volunteerism	Volunteer hours	Volunteer roster + attendance
CSR	CSR value mobilized	CSR agreements + receipts
Satisfaction	Citizen feedback score	Feedback forms (online/offline)

Technology Enablement

- Digital registration and QR-based attendance for events/sessions; consolidation at zone level.

- Ward/zone dashboards for KPIs: sessions held, participation, repeat participation, school coverage, volunteer hours.
- Digital content micro-learning: 10–15-minute guided routines, safety tips, nutrition and wellbeing nudges.
- CSR impact pack: photo/video evidence repository, beneficiary stories and utilization statements.

2.8 Data Privacy, Safety & Compliance

- Data collection shall be minimal and purpose-limited; consent must be obtained for any personal data captured.
- Any type of data collected should not be shared or published with any platform or for another purpose.
- Children participation shall follow school/parental consent and safeguarding measures.
- All events shall adhere to safety SOPs: permissions, crowd management, first aid, weather contingency and emergency contacts.
- Umbrella Agencies shall comply with BMC branding/communication guidelines and avoid political/religious messaging.
- Activities must be inclusive and non-discriminatory.

3. Submission Guidelines

3.1 Proposal Options (Ward-wise/Zone-wise / All-Zones)

Interested organizations must submit either (a) a separate proposal for each zone; or (b) a single consolidated proposal covering all seven zones c) a separate proposal for each ward. Applicants shall clearly indicate the zone(s) and wards targeted and provide a 12-month roll-out plan accordingly. The Evaluation Committee shall invite interested bidders to make a presentation cum-demonstration as part of the selection process. After Selection of bidders, the further execution of activities, agreements account related things and further relevant proposals will be done at zonal JtMC/DMC or Asst Commissioner level through respective Asst Law officer/Account officer/Nodal officer. Technical inputs and guidelines as per GOI and Govt. Of Maharashtra, relevant to these activities will be provided by Public Health Department.

3.2 Key Dates & Submission Details

EOI Issue Date	6.2.26
Pre-bid / Clarification Window (if any)	
Last Date & Time for Submission	23/02/2026, 5.00 pm
Mode of Submission by email to	fitmumbai@mcgm.gov.in
Subject Line for Email	EOI - Fit Mumbai Movement - Umbrella Agency - <Applicant Name>
Attachments	Proposal PDF + Annexures + Supporting Documents

3.3 Proposal Checklist (Minimum)

Sr. No.	Document/Section	Provided (Yes/No)
1	Cover Letter with zone(s) applied and declarations	☐
2	Organization Profile (legal status, registrations, governance)	☐
3	Applicants must provide details of 3–5 relevant initiatives they have successfully organized/executed in the past, preferably at city/municipal level (or equivalent large-scale urban government related programs)	☐
4	12-month Zone/Ward Roll-out Plan (calendar, cadence, sites/routes)	☐
5	NGO Integration Plan (partner mapping and coordination)	☐
6	CSR Mobilization Plan & prior experience in undertaking/supporting/partnering in CSR related programs.	☐
7	Monitoring & Reporting Plan (KPI dashboard outline, frequency)	☐
8	Risk & Safety Plan (permissions, crowd, first aid, contingencies)	☐
9	CSR/ESG Reporting Pack Plan (Schedule VII mapping)	☐
10	Supporting Documents (work orders, certificates, references)	☐
11	Letters of Intent (LoIs) from CSR/partners (if available)	☐

Annexure I: Addendum / Clarifications

This Annexure shall be read with the EOI document and forms an integral part of the EOI.

- CSR Schedule VII alignment: Fit Mumbai aligns primarily to promoting health care including preventive health care and sanitation; and may also align to education, environmental sustainability, sports, and (where culture modules are included) protection of national heritage, art and culture and development of traditional arts/handicrafts.
- CSR compensation: Umbrella Agency service costs shall be met through CSR resources raised for Fit Mumbai (mobilized by the agency and/or facilitated via BMC CSR Cell).
- Impact/ESG reporting: Quarterly reporting pack for CSR partners and BMC, including KPIs, beneficiary counts, photos/videos, testimonials and utilization documentation.

- Optional partnership tracks: Track A (Program Management Partner), Track B (Corporate Narrative & Awareness Partner), Track C (Event Sponsor Partner), Track D (Culture & Community Partner – arts/crafts/dance and community talent showcases).

Annexure II: Proposal Submission Templates

Template A: Cover Letter (On Applicant Letterhead)

To,
The Executive Health Officer (Public Health)
Brihanmumbai Municipal Corporation (BMC)
Mumbai

Subject: EOI for Empanelment as Umbrella Agency for Fit Mumbai Movement

Sir/Madam,
We, <Applicant Name>, hereby submit our Expression of Interest for empanelment as an Umbrella Agency for the Fit Mumbai Movement. We have carefully read and understood the EOI document and agree to abide by its terms and conditions.

We propose to cover the following zone(s)/ward(s): _____

Authorized Signatory:
Name: _____
Designation: _____
Contact: _____
Email: _____
Date: _____