



MORARJI DESAI NATIONAL INSTITUTE OF YOGA

Ministry of AYUSH, Govt. of India

68, Ashok Road, Near Gole Dak Khana, New Delhi – 110 001

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File No.MDNIY/S&P/2018-19/609

Dated: 09th Aug, 2021

To,

As per list enclosed

Notice Inviting Limited Tender Enquiry (NILTE) for conducting Photography, Videography, Creative Designs for Social Media Platforms and E-newsletter, Certificate, Leaflets etc. from time to time (Annual Rate Contract)

Morarji Desai National Institute of Yoga (MDNIY), Ministry of AYUSH, Govt. of India, New Delhi invites sealed quotations in two bid system - The Technical bid (Annexure- A) & EMD (Separate envelope) and, Financial bids Annexure- B,C,D,E (Separate envelope) should be kept in the separate sealed envelopes clearly marked on the envelope. The firms having long standing presence in the Photography, Videography, Social Media Creative Designs and Designing of E-newsletter works of different kinds to Govt. offices, corporate offices etc. for conducting the Photography, Videography, Social Media Creative Designs and Designing of E-newsletter, certificate, leaflets etc. in MDNIY from time to time (as per requirement), as per details mentioned at Annexure-'A', 'B', 'C' 'D' and 'E'.

Terms and Conditions are mentioned below:

1. The Sealed quotation/bid with the EMD amounting to Rs. 25,000/- (Rupees Fifteen thousand only) in favour of "Morarji Desai National Institute of Yoga" through Bank Draft/Pay Order only, with supporting self-attested documents in the envelope will be submitted addressed to the Director, Morarji Desai National Institute of Yoga (MDNIY), super scribing on the top of envelop as "Quotation for Photography Videography, Social Media Creative Designs and Designing of E-newsletter ", should reach this office latest by 31.08.2021 up to 11.30 am.
2. The quotations will be opened on the same date i.e. 31.08.2021 at 12.00 pm in the presence of the bidder(s) or their nominated/authorized representative, if present.
3. The rates should be inclusive of visiting and delivery charges.
4. Quotations received after closing date and time will not be entertained
5. The bidder shall submit the quotation with EMD and Financial Bid quoting rate, without which the quotation will not be entertained.
6. The firm will enclose the copies of the GST Number, PAN Number and ITR for the last 03 years. If the turnover of the firm is below Rs. 20.00 lakh, the GST Registration Number is not required as per GST Act.
7. The firm will enclose the attested copies of their past experience work of different kinds to Govt. offices, corporate offices etc. for conducting the Photography, Videography, Social Media Creative Designs and Designing of E-newsletter, Certificates, leaflets etc.

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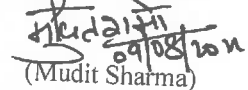
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Technical Requirements	
Photography	The firm will have camera with Optical Zoom 30x, Sensor Type: CMOS Viewfinder Type: Optical, External Flash: Yes, Set Type: Zoom Sets, Lens Type: Telescopic Image Resolution: Full HD (1920x1080), Image Stabilization: Optical Image Stabilization, Special Feature: Lens-Style Cameras, Focal Length: 12 - 50mm, Recording Format: Picture: JPEG and Focus mode: : autofocus 10 cm to infinity
Videography	The firm will have 4K Video Camera 1080p 60fps Professional Livestream Camcorder with 12x Optical Zoom 2880*2160 with Mic, Wide Angle Lens, Handheld Holder 28MP and UHD 2880*2160@24FPS, 12X optical zoom, 3.5 inch IPS touchscreen supplied HDMI cable to connect this unit to an HDMI compatible high definition output and play back
Social Media Creative	Designing of 2D creative graphics for social media posts like Facebook, Instagram, Twitter etc., Recommended size of 1,200 x 628 pixels. Square Photo: Minimum 154 x 154px in feed. Square Photo: Minimum 116 x 116 on page. Rectangular Photo: Minimum 470 x 246 pixels in feed.
Designing of monthly Newsletter/Certificate/leaflets etc.	Designing of 2D creative monthly E-Newsletter [A4 size] with approx. 24 + nos of pages] and designing of certificates/leaflets etc. [A4/Legal Size] with suitable pictures and content to be provided by MDNIY and required to be delivered in PDF format

9. In case where a firm has quoted the lowest rates and is successful in getting the award letter but is unable to accept the contract due to any reason whatsoever, the EMD shall so submitted stand forfeited.
10. **The rates once approved and accepted, will be valid initially for a period of one year from the date of issuance of the 1st work order of all or any of the item(s) which may be extended for another year on the same rates, terms and conditions as may be decided by MDNIY. In no case shall the validity of the firm be extended beyond 3 years.**
11. If the work executed is found to be defective/not as per specifications/inferior quality the same shall not be accepted and shall be replaced at no additional cost & payment by the firm. MDNIY will not be liable to make an payment (part/full) for such defective/inferior work carried out or a subsequent replacement therefor.
12. The successful bidder shall be required to furnish a Performance Security @3% within 05 days of receipt of 'Award Letter'. The Performance Security shall remain valid for a period of sixty days beyond the date of completion of all contractual obligations. In case the contract period is extended further, the validity of Performance Security shall also be extended by the contractor accordingly.
- 13.(i) The rates once approved and accepted, will not be deviated from under any circumstances whatsoever.
- (ii) The work should be completed as per desired specification and within the time specified in the Annexures (B to E) after the receipt of work award letter for the respective tasks, failing which MDNIY reserves the right to cancel the work award and forfeit the EMD of the firm. No representation in this regard shall be entertained.
14. The payments shall be made as per Govt. Rules and Procedure on satisfactory delivery of corresponding works.
15. The institute reserves the right to cancel/withdraw the tender without assigning any reason thereof.
16. All the disputes shall be subject to Delhi Jurisdiction only.

Yours faithfully



(Mudit Sharma)

Administrative Officer

Technical Bid

Particulars		Specifications	Whether item available or not
Photography	Camera	Optical Zoom 30x	
	Sensor Type	CMOS	
	Viewfinder Type	Optical	
	External Flash	Yes	
	Set Type	Zoom Sets	
	Lens Type	Telescopic	
	Image Resolution	Full HD (1920x1080)	
	Image Stabilization	Optical Image Stabilization	
	Special Feature	Lens-Style Cameras	
	Focal Length	12 - 50mm	
	Recording Format	Picture: JPEG	
	Focus mode	autofocus 10 cm to infinity	
Videography	Video Camera	4K Video Camera 1080p 60fps Professional Livestream Camcorder with 12x Optical Zoom 2880*2160 with Mic	
		optical zoom 12X	
		Wide Angle Lens	
		Handheld Holder 28MP and UHD 2880*2160@24FPS	
		3.5 inch IPS touchscreen supplied HDMI cable to connect this unit to an HDMI compatible high definition output and play back	
Social Media Creative	Designing of 2D creative graphics	For social media posts like Facebook, Instagram, Twitter etc	
	Recommended size	1200 x 628 pixels	
		Square Photo: Minimum 154 x 154px in feed	
		Square Photo: Minimum 116 x 116 on page	
	Rectangular Photo: Minimum 470 x 246 pixels in feed		
Designing of monthly E-Newsletter	Designing of E-Newsletter	2D Designing of E-Newsletter	
		A4 Size, Page: 20+4 with suitable pictures, The matter will be provided by MDNIY and required to be delivered in PDF format	

Signatures and Seal of the Firm

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Annexure-'B'

Financial Bid

**Quotations for conducting Videography from time to time
(Annual Contract)**

Sl. No.	Particulars	Qty.	Rates
I.	Videography: Production, Editing and Processing		
1.	Upto 2 hours	1 session	
2.	Half day shoot (4 hours)	1 session	
3.	Full day shoot (8hours)	1 session	
4.	Additional hourly shoot		
5.	GST, if applicable		

❖ Edited Video will be submitted within one (01) a day in DVD /Pen drive.

Signature with Seal

Financial Bid**Quotations for conducting Photography from time to time
(Annual Contract)**

Sl. No.	Particulars	Qty.	Rates
I.	Photo-shoot, Base cropping, Light correction		
1	Upto 2 hours	1 session	
2.	Half day Photo shoot (4 hours)	1 session	
3.	Full day Photo shoot (8hours)	1 session	
4.	Additional hourly shoot		
II.	Printing of Photographs		
5	Prints: 4"x6"	Per pc.	
6.	Prints: 5"x7"	Per pc.	
7.	Prints: 6"x8"	Per pc.	
8.	Prints: 8"x12"	Per pc.	
9.	GST, if applicable		

- ❖ Edited soft copy of photographs will be submitted within 6 hours in DVD/Pen drive.
- ❖ Group photograph soft copy along with a hard copy shall be given with caption within a day.

Signature with Seal

Financial Bid

Quotations for making Social Media Creative for Facebook, Twitter and Instagram from
time to time
(Annual Contract)

Sl. No.	Particulars	Qty.	Rates
I.	Creative for Facebook, Twitter and Instagram		
1.	1,200 x 628 pixels	1	
2.	Square Photo: Minimum 154 x 154px in feed	1	
3.	Square Photo: Minimum 116 x 116 on page	1	
4.	Rectangular Photo: Minimum 470 x 246 pixels in feed		
5.	GST, if applicable		

❖ The creative will be submitted within 3 hours.

Signature with Seal

Financial Bid**Quotations for Designing of E-Newsletter (monthly) from time to time
(Annual Contract)**

Sl. No.	Particulars	Qty.	Rates
I.	2D Designing of E-Newsletter		
1	A4 Size, Page: 20+4 with suitable pictures, The matter will be provided by MDNIY	1	
II.	Designing of Certificates/Leaflets etc.		
1	A4/Legal Size with suitable pictures, Matter will be provide by MDNIY	1	
2	GST, if applicable		

- ❖ The matter will be provided by MDNIY and the final designed pdf shall be submitted within 2 days.

Signature with Seal