

Morarji Desai National Institute of Yoga

Ministry of Ayush, Govt. of India

68, Ashok Road, New Delhi — 110001

Phone: 011-23730417-18, 23721472. 23351099, Telefax —011- 23711657

E-Mail: dir-mdniy@nic.in

Website: www.yogamdniy.nic.in

File No. MDNIY/CD012/7/2025-C&D

Dated: 10th June, 2025

Notice Inviting Limited Tender Enquiry (NLT) for Production and Editing of 10 Special Yoga Protocol Videos under the "Yoga Samavesh" Initiative for International Day of Yoga (IDY) 2025-reg.

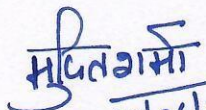
Morarji Desai National Institute of Yoga (MDNIY), an autonomous body under the Ministry of Ayush, Government of India, invites **sealed tenders in two bid system (Technical and Financial Bids)** from reputed and DAVP-empanelled agencies having substantial experience in videography and video editing for government and corporate sectors, for the production and editing of Master Videos into **10 Special Yoga Protocols**, each of 30 minutes duration, derived from a 60-minute Master Video, as per specifications detailed in **Annexure-A**.

The details of production of 02 Master Videos and 10 Special Yoga Protocols films after editing is mentioned below:

S. No.	Particulars	Quantity
1.	Master Videos of duration 60 minutes	02
2.	Editing of Master Videos into 10 Special Yoga Protocols of 30 minutes duration	01

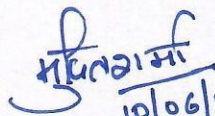
Schedule of Invitation of bid:

Tender cost:	Rs.39.00 Lakh plus GST
Date of Issuance of NIT	10.06.2025
Last date and time of submission of bid document	13.06.2025 at 10:00 AM
Bid document to be submitted to	Director Morarji Desai National Institute of Yoga, 68, Ashok Road, New Delhi-110001
The EMD to be submitted	Rs.1,95,000/- (Rupees One Lakh Ninety-Five Thousand Only) will be submitted in favour of "Morarji Desai National Institute of Yoga" through Bank Draft/Pay Order only
Performance Security to be submitted	Rs.1,95,000/- (Rupees One Lakh Ninety-Five Thousand Only) will be submitted in favour of "Morarji Desai National Institute of Yoga" through Bank Draft/Pay Order only
Date and time of opening of technical bid document	13.06.2025 at 10:30 AM
Presentation	The agencies shall make the presentation before the committee on 13.06.2025 at 12:00 Noon without fail.
Date and time of opening of Financial Bid	Financial bids shall be opened on 13.06.2025 at 3:30 PM only of those bidders who qualify in the technical evaluation criteria as per Annexure-C


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Terms and Conditions are mentioned below:

1. The sealed quotation/bid Two Bids- Technical (**Annexure-A**) and Financial in a separate envelope (**Annexure-B**) as per list of Asanas enclosed at **Annexure B-1**, including technical specifications 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 "NILTE - Quotation for Production of Editing of Master Videos into 10 Special Yoga Protocols under the Yoga Samavesh initiative of the International Day of Yoga (IDY) 2025 of Master Videos of duration 60 minutes and Editing of Master Videos into 10 Special Yoga Protocols of 30 minutes duration in MDNIY", should reach this office latest by 13.06.2025 upto 10.00 am.
2. The quotations will be opened on the same date i.e. 13.06.2025 at 10.30 am 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. If a firm quotes NIL charges/consideration, the bid shall be treated as unresponsive and will not be considered.
4. The eligibility criteria are A/V Audio Visual turnover Rs. 05.00 lakh (last financial year), DAVP empaneled agency, in-house Audio-Visual Production (minimum 03 years of experience) etc.
5. Quotations received after closing date and time will not be entertained.
6. The bidder shall submit the quotation with Financial Bid quoting rate, without which the quotation will not be entertained and considered.
7. The firm will enclose the copies of their past experience work of different kinds to Govt. offices, corporate offices etc. for conducting the Photography and Videography.
8. The evaluation and subsequent selection the firm shall be based on the evaluation criteria given at **Annexure-C**.
9. The rates once approved and accepted, inclusive of material, creative designing and delivery at door step etc., will be valid initially for a period of one year from the date of issuance of the 1st work order including supply of additional quantity of all or any of the item(s) from time to time at a later date, on the same rates, terms & conditions as may be decided by the MDNIY.
10. 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 a payment (part/full) for such defective/inferior work carried out or a subsequent replacement therefor.
11. The firm which has quoted the lowest rates and are successful in getting the award letter but are unable to accept the contract due to any reason, their EMD will stand forfeited.
12. As per Government Policy, MSMEs will be exempted from payment of Bid Security. Bidders are required to submit relevant documentary proof in this regard.
13. The payments shall be made as per Govt. Rules and Procedure on satisfactory delivery of corresponding works.


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14. The institute reserves the right to cancel/withdraw the tender without assigning any reason thereof.
15. The quantity mentioned against each item may be increased/decreased as may be decided by MDNIY
16. All the disputes shall be subject to Delhi Jurisdiction only.

This issues with the approval of the Director.


10/06/2025
(Mudit Sharma)
Administrative Officer

Check list for submission of Technical Bid

S. No.	Particulars	Remarks/documents to be attached
1.	Name of the Agency	
2.	Address of Head Offices: Telephone: E-Mail: Fax Number (if any): Name(s) of the contact person(s):	
3.	Self-attested copy of PAN NUMBER	Page No.....
4.	Self-attested copy of GST NUMBER	Page No.....
5.	Self-attested copy of Registration Certificate with NFDC/Dte. Of Printing/DAVP, Govt. of India	
6.	Self-attested copy of Audited Statement of Accounts/Form-16 for the 03 years 2021-22, 2022-23 and 2023-24,	Page No.....
7.	Details of Bid Security Fee: (Rs.1,95,000/-)	Page No.....
8.	Enclosed terms and conditions duly signed and stamped by the agency, if accepted.	Page No.....

Signature with Seal

Financial BID

S. No.	Particulars	Quantity	Quoted Rates
1.	Master Videos of duration 60 minutes as per annexure B-1	02	
2.	Editing of Master Videos into 10 Special Yoga Protocols of 30 minutes duration as per annexure B-1	01	
3	Total		
	GST		
	Grand Total		

Signature with Seal

Master Videos of 60 minutes duration and Editing of Master Videos into 10 Special Yoga Protocols of 30 minutes duration on Yoga Protocol for "Yoga Samavesh" Initiative for International Day of Yoga in MDNIY

S. No.	Yoga Practices
1.	Prayer
2.	Hala Neti
3.	Sutra Neti
4.	Kunjla
5.	Agnisara
6.	Kapalbhati
7.	Trataka
8.	Neck Movement- (Variation - 1-4)
9.	Shoulder Movement - (Variation - 1-2)
10.	Hands Rotation - (Throw the ball)
11.	Shaking Wrist
12.	Kati Shakti (Variation - 1-5), Trunk Twisting
13.	Butterfly Movement (To fly butterfly)
14.	Knee Movement
15.	Ankle Movement - (Variation - 1-2)
16.	Rekha Gati
17.	Urdhva Gati
18.	Sarvanga Pusti
19.	Surya Namaskar
20.	Tadasana
21.	Vrikshasana
22.	Urdhva Hastottanasana
23.	Urdhwa Hastottanasana
24.	Trikonasana
25.	Kati Chakrasana
26.	Ardha Chakrasana
27.	Padhastasana
28.	Utkatasana
29.	Utkat-Konasana
30.	Veera Bhdrasana I
31.	Parshav Konasana
32.	Garudasana
33.	Ashwa Sanchalanasana
34.	Parvatasana (Standing)
35.	Prasaritha Padottansana/Padahastanasana
36.	Dhandasana
37.	Sukhasana
38.	Vajrasana
39.	Bhadradasana
40.	Marjariasana
41.	Vakrasana
42.	Urdha-Ushtrasana
43.	Padamasana
44.	Baddha-Padamasana
45.	Parvatasana (Sitting)
46.	Ushtrasana
47.	Shashakasana
48.	Mandukasana
49.	Gomukhasana
50.	Kagaasana
51.	Simhasana

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52.	Ardha Matsyendrasana
53.	Badha Konsana
54.	Malasana
55.	Parivratasana
56.	Janu Shirasana
57.	Pashchimottasana
58.	Uttana Mandukasana
59.	Bhujangasana
60.	Saral Bhujangasana
61.	Makrasana (Saral)
62.	Dhanurasana
63.	Balasana (Shitalasana)
64.	Ardha Shalabhasana and Shalabhasana
65.	Pawanuktasana
66.	Saral Matsayasana
67.	Matasyasana
68.	Uthasana / Ek Pada Uttanapadasana
69.	Uttana-Padasana
70.	Naukasana
71.	Sarvangasana
72.	Viparitasana
73.	Setubandhasana
74.	Shavasana
75.	Ardha-Halasana
76.	Jathara-Parivartitasana
77.	Sulabha-Chakrasana
78.	Chakrasana
79.	Supta Badha Konasana
80.	Sectional Breathing
81.	Yogic Deep Breathing
82.	Nadi Shodhan Pranayama
83.	Bhramari Pranayama
84.	Sitali Pranayama
85.	Seetkari Pranayama
86.	Surya Bhedan Pranayama
87.	Bhastrika Pranayama
88.	Ujjayi Pranayama
89.	Uddiyana-bandha
90.	Dhyana
91.	Om Meditation
92.	Yoga Nidra
93.	Krida Practice - (Variation - 1-3)
94.	Shanti Patha

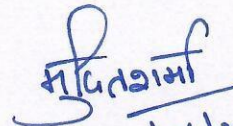
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Evaluation Criteria of Bids

1.	Evaluation of Proposal-General	<p>a. Bidders will be required to give a presentation of their approach and methodology for meeting the objectives and deliverables as per the T.R. This presentation will be a part of the overall evaluation of Technical Proposal.</p> <p>b. Bidders will be shortlisted based on the evaluation of technical proposal.</p> <p>c. Financial Proposals of only those bidders, who have qualified technically, would be opened.</p> <p>d. MDNIY reserves the right to accept or reject in part or full any or all of the offers without assigning any reason.</p>																		
2.	Evaluation of Technical Proposal	<p>a. MDNIY will first undertake a preliminary evaluation of the technical Proposals to check compliance with the eligibility criteria and with reference to completeness of the Proposals including if properly signed and whether the Proposals are generally in order.</p> <p>b. Proposals found to be non-responsive for any reason or not meeting the minimum eligibility criteria, as specified in this tender, will be rejected and not included for further detailed technical evaluation.</p> <p>c. MDNIY will thereafter undertake a detailed evaluation of the Technical Proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub criteria, and point system specified in this paragraph.</p> <p>d. Proposal shall be rejected at this stage if it does not respond to important aspects of the tender, particularly the technical requirements or if it fails to achieve the minimum technical score.</p> <p>e. Criteria, sub-criteria, and point system for the evaluation of Technical Proposals are:</p> <p>TECHNICAL BID (Stage 1 + Stage-2)</p> <p>STAGE-1 (40 Marks) (Documentation)</p> <table border="1"> <tr> <td># Video film of 2-15 minutes duration produced for any Govt. Dept. with attached original brief to compare education against concept. (along with copy of work order)</td><td>:- 3 and above - 10 marks :- More than 1 less than 3-7 marks :- Atleast 1- 5 marks</td><td>Maximum 10 Marks</td></tr> <tr> <td># Video spot of upto one min. duration produced for any Govt. Dept. (along with copy of work order)</td><td>:- 3 and above - 10 marks :- More than 1 less than 3-7 marks :- Atleast 1- 5 marks</td><td>Maximum 10 Marks</td></tr> <tr> <td># Audio spot and radio jingle one min. duration (attach copy of work order)</td><td>:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 2 marks</td><td>Maximum 5 Marks</td></tr> <tr> <td># Professional Experience in last 3 years based on production value of more than Rs. 10.00 lakh each (5 Nos.) or one order of more than Rs.30.00 lakh</td><td>:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 02 marks</td><td>Maximum 5 Marks</td></tr> <tr> <td># Similar work done for Central Govt/State Govt/PSUs/Autonomous (attach work order)</td><td>:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 2 marks</td><td>Maximum 5 Marks</td></tr> <tr> <td># Audio / Video related works done in the field of Health & Welfare</td><td>:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 2 marks</td><td>Maximum 5 Marks</td></tr> </table> <p>Stage-2</p> <p>Technical Presentation State (60 Marks)</p> <p>a. Bidders shortlisted based on technical proposal will be invited to make a Presentation.</p> <p>b. The key personnel proposed in the technical proposal should be present for the technical presentation. Based on evaluation of technical proposal & presentation, vendors will be shortlisted for financial bid opening. The weightages for the above are as follows:</p> <ul style="list-style-type: none"> Technical bid (40) : 40 marks Presentation : 60 marks <p>Only those firms which score 60 or above in the technical evaluation criteria shall be considered technically qualified.</p> <p>All the financial bids of ONLY technically qualified vendors will be opened and the lowest bidder will be treated as L1 for deciding the successful bidder as per the formula below:</p>	# Video film of 2-15 minutes duration produced for any Govt. Dept. with attached original brief to compare education against concept. (along with copy of work order)	:- 3 and above - 10 marks :- More than 1 less than 3-7 marks :- Atleast 1- 5 marks	Maximum 10 Marks	# Video spot of upto one min. duration produced for any Govt. Dept. (along with copy of work order)	:- 3 and above - 10 marks :- More than 1 less than 3-7 marks :- Atleast 1- 5 marks	Maximum 10 Marks	# Audio spot and radio jingle one min. duration (attach copy of work order)	:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 2 marks	Maximum 5 Marks	# Professional Experience in last 3 years based on production value of more than Rs. 10.00 lakh each (5 Nos.) or one order of more than Rs.30.00 lakh	:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 02 marks	Maximum 5 Marks	# Similar work done for Central Govt/State Govt/PSUs/Autonomous (attach work order)	:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 2 marks	Maximum 5 Marks	# Audio / Video related works done in the field of Health & Welfare	:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 2 marks	Maximum 5 Marks
# Video film of 2-15 minutes duration produced for any Govt. Dept. with attached original brief to compare education against concept. (along with copy of work order)	:- 3 and above - 10 marks :- More than 1 less than 3-7 marks :- Atleast 1- 5 marks	Maximum 10 Marks																		
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# Audio / Video related works done in the field of Health & Welfare	:- 3 and above - 5 marks :- More than 1 less than 3-3 marks :- Atleast 1- 2 marks	Maximum 5 Marks																		
3.	<p>a) Technical Presentation</p> <p>b. Short listing of the vendors for financial opening</p> <p>c. Weightages and qualifying percentage for financial opening</p> <p>d. Announcement of successful bidder</p>																			


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		<p>Winning Score = (Marks obtained/H-1 marks) x 0.60 x 100) + [(L1 price/quoted price) x 0.40 x 100]</p> <p>Whoever scores highest Winning Score is the Successful Bidder. (max score possible 100)</p>
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List of firms

S. No.	Name & details of firms
1.	M/s. Softline Studio Services M-10, Upper-Ground Floor Lajpat Nagar, Part-II New Delhi -110024 Mob. No. - 9810003433, Email Id - softlinestudio@yahoo.co.in
2.	M/s. Lakshaya Entertainments Pvt. Ltd. K-18, Green Park Extension New Delhi -110016 Mob. No. - 9711187316, Email Id - lakshaya51@gmail.com
3.	M/s. Mahir Films 240-B, Pocket-1 Mayur Vihar-1, Delhi -110091 Mob. No. - 9818092060 Email Id - mahirfilms16@gmail.com
4.	M/s. Creative Channel C-120, 2 nd Floor, New Rajinder Nagar New Delhi -110060 Mob. No. - 9818891223 Email Id - creative@creativechannel.in
5.	M/s. Vibhore Video Visions (P) Ltd 213 Gupta Palaces, A-2/42 Rajouri Garden, New Delhi - 110027 Mob. No. - 9810553618 Email Id - devendrachopradirector@gmail.com
6.	M/s. Panchtatva Advertising, 613-A, 614, 6 th Floor, Jaina Tower, District Centre, Janak Puri, New Delhi - 110058 Email Id - panchtatvaadvt@gmail.com
7.	M/s. Super Ads Creative Media Pvt. Ltd. 9/13, First Floor, East Patel Nagar New Delhi - 110008 Email Id - dinesh@aimbhutani.com
8.	M/s. Degree 360 Solutions Pvt. Ltd. 114 1 st Floor Pratap Bhavan, 5 Bahadur Shah Zafar Marg Central Delhi - 110002 Email Id - 360solution@gmail.com


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