



MORARJI DESAI NATIONAL INSTITUTE OF YOGA

Ministry of AYUSH, Govt. of India

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

Dated: 25th Oct, 2021

To,

As per list enclosed

Notice Inviting Limited Tender Enquiry (NILTE) for Creative Designs for Social Media Platforms 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 (Separate envelope) should be kept in the separate sealed envelopes clearly marked on the envelope. The firms having long standing presence in the Social Media Creative Designs works of different kinds to Govt. offices, corporate offices etc. for Social Media Creative Designs in MDNIY from time to time (as per requirement), as per details mentioned at Annexure-‘A’ and ‘B’.

Terms and Conditions are mentioned below:

1. **The Sealed quotation/bid with the EMD amounting to Rs. 5,000/- (Rupees Five 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 Social Media Creative Designs”, should reach this office latest by 15.11.2021 up to 11.00 am.**
2. The quotations will be opened on the same date i.e. 15.11.2021 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 Social Media Creative Designs.

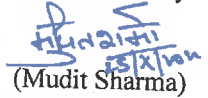
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8.

| Technical Requirements | |
|-------------------------------|---|
| 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. |

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 Annexure (B) 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 |
|-----------------------|-----------------------------------|--|--------------------------------------|
| 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 | |

Signatures and Seal of the Firm

: 4:

Annexure-'B'

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