



MORARJI DESAI NATIONAL INSTITUTE OF YOGA

Ministry of Ayush, Govt. of India

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File No. MDNIY-CD014/6/2024-C&D(E-1024)

Dated:31 May, 2024

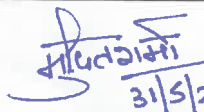
(as per list enclosed)

Notice Inviting Limited Tender Enquiry (NILTE) for Production of 30 minutes audio-visual training module on Yoga Protocol for Tuberculosis

Morarji Desai National Institute of Yoga (MDNIY), Ministry of Ayush, Govt. of India, New Delhi invites sealed quotations from the firms registered/empanelled with Dte. of Advertising & Visual Publicity (DAVP) Govt. of India, New Delhi having long standing presence in the Videography work of different kinds to Govt. offices, corporate offices etc. for Production of 30 minutes audio-visual training module on Yoga Protocol for Tuberculosis in MDNIY, as per specimen available with MDNIY and as per specifications and quantity of each item at Annexure-‘A’.


Schedule of Invitation of bid:

Tender Cost:	Rs. 9-10 lakh (appxi)
Date of Issuance of NIT	31.5.2024
Last date and time of submission of bid document	06.06..2024 up to 11.00 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.50,000/- (Rupees Fifty 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	06.06..2024 at 11.30 AM
Presentation	The Technically qualified agencies shall make the presentation before the committee on 06.06.2024 at 03.00PM without fail.
Date and time of opening of Financial Bid	Shall be opened on 07.06.2024 at 11.00 AM only of those bidders who qualify in the Technical bid as per criteria laid down and successful presentation of the company profile etc. and as may be decided by the Competent Authority of MDNIY.


31/5/2024

Terms and Conditions are mentioned below:

1. The sealed quotation/bid (Two Bids- Technical (Annexure-A and Financial in a separate envelope (Annexure-B) 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 envelope as "NILTE - Quotation for Production of 30 minutes audio-visual training module on Yoga Protocol for Tuberculosis in MDNIY ", should reach this office latest by 06.06.2024 upto 11.00 am.
2. The quotations will be opened on the same date i.e. 06.06.2024 at 11.30 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 empanelled 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 payment will be made as per Govt. Rules and Procedure.


31/5/24

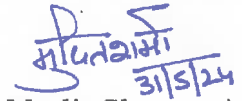
14. The payments shall be made as per Govt. Rules and Procedure on satisfactory delivery of corresponding works.

15. The institute reserves the right to cancel/withdraw the tender without assigning any reason thereof.

16. The quantity mentioned against each item may be increased/decreased as may be decided by MDNIY

17. All the disputes shall be subject to Delhi Jurisdiction only.

This issues with the approval of the Director.

 31/5/24

(Mudit Sharma)
Administrative Officer

Financial Bid**Quotations for Production of 30 minutes audio-visual training module
on Yoga Protocol for Tuberculosis in MDNIY**

S.NO	Type of daily yoga practices	Rounds	Duration 30 Minutes	Active cases AFB +ve on ATT	Cases AFB -ve On ATT	Post ATT	Rate (RS.)
1. Breathing exercises	Hands stretch breathing	3	5 min	X	✓	✓	
	Hands in and out Breathing	3					
	Cat Stretch Breathing	3					
	Yogic breathing	3					
2. Asanas-			10 min				
• Standing	Padahasthasana ArdhaChakrasana Parshvakonasana Trikonasana	1	3 min	✓	✓	✓	
• Sitting	Vajrasana Ustrasana Shashankasana aVakrasana Gomukhasana	1	3 min	✓	✓	✓	
• Prone	Makarasana Bhujangasana a Shalabhasana a Shashankasana	1	3 min	✓	✓	✓	
• Supine	Setubandhasana	1	1 min	✓	✓	✓	
3. Pranayama			10 min				
	Bhastrika Pranayama	9	5 min	X	✓	✓	
	Nadishuddi Pranayama	9	5 min				
4. Relaxation	Shavasana awareness breathing		3 min	✓	✓	✓	
5. Meditation	Om Meditation		2 min	✓	✓	✓	
GST should be indicated extra, if any							

Signature with Seal

Yogic module for Tuberculosis

1. Breathing exercises

i) **Hands stretch breathing:**

Technique

- Stand in Samasthiti.
- Now, interlock your fingers and place it on the chest while relaxing your shoulder.
- Close your eyes and breathe normally.

Variation 1: Horizontal

- Slowly inhale and stretch your arms at shoulder level in front of your body and turn the palms outwards.
 - While exhaling reverse the process and bring the palms back on to the chest and collapse the shoulders again.
 - This is one round. Repeat the same for two more rounds.
- Note: Remember your arms movements should synchronize continuously with your breath.

Variation 2: Forehead level

- Inhale and stretch the arms with palms facing outwards, above to the forehead level.
 - Exhale and bring your arms back to the initial position.
 - Repeat this for two rounds.
- Note: Remember your arms movements should synchronize continuously with your breath.

Variation 3: Above your head

- Inhale and stretch your arms with palms facing outwards above your head.
 - Exhale and bring your arms back to the initial position.
 - Repeat the same for two more rounds.
 - After completing three rounds come to Samasthiti.
- Note:
 - While moving your hands up and down for inhaling and exhaling, bring palms close to the nose tip.
 - Remember, your arms movements should synchronize continuously with your breath rhythmically.

ii) Hands in and out breathing:

Technique

- Stand in Samasthiti. Bring your both palms together in front of chest.
- Now inhaling, slowly spread your arms sideways horizontally.
- While exhaling slowly bring your arms in front of your chest with palms touching each other.
- This is one round. Repeat two more rounds.
- After completing three rounds, bring your arms down and relax in Vishramasana.

• **Note:**

Remember your arms movements should synchronize continuously with your breath rhythmically.

Benefits

- This practice increases breathing and lung capacity.

iii) Cat stretch breathing/ Tiger breathing:

Technique

- Sit in Vajrasana.
- Lean forward and place your hands on the floor in line with shoulders.
- Maintain shoulder-width distance between arms, thigh, and heels.
- Inhale, raise the head, and lower the spine while looking up.
- Exhale, arch the spine, and bend the head down, bringing the chin to the chest.
- This is one round. Repeat for two more rounds.

Benefits

- This practice increases breathing and lung capacity and increase spinal mobility.

iv) Yogic deep breathing:

Technique

- Sit in any seated comfortable posture and relax the whole body.
- Inhale slowly, expanding the abdomen, then chest and upper lungs.
- Exhale gradually, relaxing the neck and chest, contracting the diaphragm by pulling the abdomen as near as to the spine.
- This is one round of Yogic deep breathing. Repeat two more rounds.

Benefits

- This practice increases breathing and lung capacity, correct poor breathing habits, and increase oxygen intake.

Note

- The whole process should be one continuous movement, each phase of breathing merging into the next without any obvious transition point.
- There should be no jerks or unnecessary strain.

STANDING ASANA

PADHASTASANA

- *Pada* means feet and *hasta* means hands. In the final position of this asana, hands are brought down and placed beside the feet, hence the name.

Technique

- Stand with feet 2-3 inches apart.
- Inhale slowly and raise the arms upward from the front, stretch up the body from the waist.
- Exhale and bend forward at the level of the hip joint until both the palms rest on the ground beside the feet.
- Stretch the back to make it as straight as possible.
- Maintain the final position for 3 to 5 breaths with body awareness.
- Now inhale, come up slowly to the upright position, and stretch the arms above the head.
- Exhale slowly, bring down the arms, and return to the starting position.
- Relax in *Samasthiti*.

Benefits

- It helps to make the spine flexible; improves digestion and memory.

Caution

- In case of lower backache and spinal injuries, this practice should be modified.

ARDHACHAKRASANA

Ardha means half. *Chakra* means wheel. In this posture, as the body takes the shape of a half wheel. Hence, it is called *Ardha Chakrasana*.

Technique

- Stand with feet 2-4 inches apart.
- Support the back at the sides of the waist with the fingers.
- Try to keep the elbows parallel to each other.
- Inhale, drop the head backwards, stretching the front side of the neck.
- As you exhale, bend backs from the lumbar region.
- Maintain the final position for 3 to 5 breaths with body awareness.
- Inhale and slowly come up.
- Exhale, return to the starting position.
- Relax.

Benefits

- *Ardha Chakrasana* makes the spine flexible and tones the spinal nerves.
- Strengthens the neck muscles and improves breathing capacity.
- Helps in cervical spondylosis, mild backache.

Note:

- Avoid this posture in case of vertigo or a tendency to giddiness.
- Hypertensive patients shall bend with care.

PARSHVAKONASANA

Technique

- From the alert posture, spread out the feet 3-4 feet apart.
- Inhale, raise the arms from the sides, up to the shoulder level.
- Turn your right foot outside and bend your right knee at an angle of 90 degrees.
- While exhaling, lean to the right and place your right palm near to the right foot.
- Extend your left arm over your left ear.
- Turn your head and look up at your inner left elbow.
- Maintain the final position for 3 to 5 breaths with body awareness.
- Come back to the normal position and bring right foot back.
- Repeat on the other side.
- Turn your left foot outside and bend your left knee at an angle of 90 degrees.
- While exhaling, lean to the left and place your left palm near to the left foot.
- Extend your right arm over your right ear.
- Turn your head and look up at your inner right elbow.
- Maintain the final position for 3 to 5 breaths with body awareness.
- Inhale, come back and bring the left foot back.
- Exhale and lower your arms, bring feet together and return to the starting position.
- Relax.

Note: Your shin should be upright, and your thigh should be parallel to the floor.

Benefits:

- It helps tone the body and the muscles around the arms, chest, abdomen, legs, and hips and build and develop strength and stamina.
- The muscles around the chest and shoulders expand entirely because of the arm's stretching out, which improves the breathing process and provides instant energy to the entire body.

Caution: -

- Avoid this pose if you have an injury to your hips, knees, neck, or shoulders.

- It should not be done when you have a headache, high blood pressure, or low blood pressure.

TRIKONASANA (The Triangle Posture)

Trikona means triangle. *Tri* means three and *kona* is an angle. As the *Asana* resembles three arms triangles made by the trunk and the limbs, it has been named *Trikonasana*.

Technique

- From the alert posture, spread out the feet 3 feet apart.
- Inhale, raise the arms from the sides, up to the shoulder level with palms facing outwards.
- Turn the right foot towards the right side.
- Exhale, slowly bend to the right side and place the right hand behind the right foot.
- Keep the left arm straight in the line of the right arm and gaze at the tip of the left middle finger.
- Hold for 3 to 5 breaths with body awareness.
- Inhale, come up. And bring the right foot back.
- Repeat on the left side, turning left foot, bending left, gaze at right middle finger.
- Hold for 3-5 breaths, inhale, come up and bring left foot back.
- Exhale and lower your arms, bring feet together and return to the starting position.
- Relax.

Benefits

- Prevents flat foot.
- Strengthens calf, thigh and waist muscles.
- Makes the spine flexible and improves lungs capacity.

Note:

- Avoid this posture in case of a slipped disc, sciatica, and after undergoing abdominal surgery. Do not go beyond limits and overdo the lateral stretch. If one cannot touch the feet, one can reach for the knees instead.

VAJRASANA (THE DIAMOND POSE)

The Name:-

- '*Vajra*' means diamond or thunderbolt.

Technique:-

- Sit with legs extended, hands by the side of the body, palm resting on the ground, fingers pointing forward.
- Fold the right leg and place the foot under the right buttock.
- Similarly, folding the left leg, place the left foot under the left buttock.
- Place both the feet in such a way so that the big toes touch each other and buttocks between the heels.

- Keep hands on the knees/thighs with back straight, gaze forward or close the eyes.
- To return, lean right, extend left leg and then right leg.
- Return to the starting position
- Relax

Benefits:-

- This *asana* is good for digestion.

Caution:-

- In case of joint pain and varicose vein, this should be avoided.

USHTRASANA (THE CAMEL POSE)

The Name:-

'*Ushtra*' means 'camel'. In this *asana*, the body takes shape of a camel; hence the name.

Technique:-

- Sit in *Vajrasana*.
- Stand on your knees.
- Now, bring the knees and the feet a few inches apart.
- While inhaling, bend backwards without jerking the neck.
- Place the right palm on the right heel and left palm on the left heel and exhale.
- The weight of the body should be evenly supported by the arms and legs.
- Hold for 3 to 5 breaths with body awareness
- Inhale, return to kneeling position
- Exhale, sit in *Vajrasana*.
- Stretch out the legs and return to starting position
- Relax

Benefits:-

- This *asana* regulates the functioning of thyroid glands and makes the spine flexible.

Caution:-

- In cases of vertigo and hernia, this *asana* should be avoided.

SHASHAKASANA / ADHO MUKHA VIRASANA (THE HARE POSE)

The Name:-

- '*Shashaka*' means 'hare in the lap' or moon'. In this, body takes the shape of a hare; hence, the name.

Technique:-

- Sit in *Vajrasana*.
- Inhale, Spread both the knees wide apart.
- Keeping the big toe touching each other.
- Place the palms between the knees.

- Exhale bend forward, with arms outstretched and place the chin on the ground.
- Keep the arms parallel.
- Maintain the final position for 3 to 5 breaths with body awareness.
- Inhale and come up and bring the knees together.
- Stretch the legs return to starting position.
- Relax.

Benefits:-

- It helps to reduce stress and anger.

Caution:

- In case of slip disc and knee pain, this *asana* should be avoided.

VAKRASANA/ THE SEATED TWIST POSTURE:

The Name:-

Vakra means twisted. In this *Asana*, the spine is twisted, hence the name.

Technique:-

- Start with a long sitting posture.
- Sit with the back straight with the legs stretched out.
- Bend the right leg and place the right foot by left knee.
- Place the right palm behind the body on the ground and keep the fingers pointing away to the body.
- Bring the left arm around the right knee and place the palm beside the right foot.
- Inhale stretch your back.
- Exhale, turn your body and head to the right.
- Hold for 3 to 5 breaths with body awareness.
- Inhale and come back.
- We will now repeat the same on the left side.
- Bend the left leg and place the left foot beside the right knee.
- Place the left palm behind the body on the ground and keep the fingers pointing away to the body.
- Bring the right arm around the left knee and place the palm beside the left foot.
- Inhale stretch your back.
- Exhale and twist your head and body to the left.
- maintain the final position for 3 to 5 breaths with body awareness.
- Inhale and come back.
- Relax

Health Benefits

- This *Asana* makes the spinal bone flexible and tones up the spinal nerves.

- It stimulates the pancreas and is useful for diabetes.
- It improves the capacity of lungs.

Caution:

Avoid this posture in case of acute back pain and spinal disorders.

GOMUKHASANA

The Name:-

Gomukhasana is a traditional posture. In Sanskrit language *Gomukha* means 'Cow's face'. In this *Asana*, the position of the legs looks like the face of a cow; therefore, it is known as *Gomukhasana*.

Technique

- Sit erect, stretching both legs together in front. Place your hands by the side, palm resting on the ground with fingers together.
- Fold the left leg from the knee and place it on the ground by the side of the right buttock.
- Similarly fold the right leg from the knee; bring it over the left leg and place the right heel by the left buttock.
- Raise the left arm, bend it at the elbow and take it below the shoulders towards the back.
- Raise the right arm, bend it at the elbow and take it upwards and behind the back.
- Interlock the fingers of both the hands behind the back.
- Now try to extend the head backwards against the elbow as much as possible.
- Gaze in front.
- Stay in this position for as long as comfortable and then return to the original position.
- Repeat the same by changing the position of the legs and hands.

Health Benefits

- This helps in curing cramps in legs and making the legs flexible.
- It is useful in frozen shoulders, neck pain, and cervical spondylosis.
- Practice of this *Asana* strengthens muscles of the back and biceps; it helps in making the spine
- straight.
- It gives good exercise to the lungs and helps in respiratory diseases.

Contra-indications

- Those suffering from bleeding piles should not practise it.
- Those suffering from any kind of hip problems or injury at the knee, hamstring, and quadriceps should
- be avoided.
- Persons having sciatica, any kind of neck and shoulder injury should avoid this *Asana*.

MAKARASANA (The Crocodile Posture)

The Name: -

In Sanskrit, *Makara* means crocodile. In this *Asana*, the body resembles a crocodile.

Technique

- Lie down on your stomach with the feet wide apart, feet pointing outward.
- Bend both the arms and place the right hand on the left hand.
- Place the forehead on your hands.
- Keep the eyes closed. This is *Makarasana*.
- This *Asana* is practiced for relaxation in all prone postures.

Benefits

- Promotes relaxation of the lower back.
- Indicated to counter stress and anxiety.

Note:

- Avoid this practice in case of low blood pressure, severe cardiac problems, and pregnancy.

BHUJANGASANA (THE COBRA POSE)

The Name:-

- '*Bhujanga*' means cobra. The final position of this *asana* resembles the shape of cobra.

Technique:-

- Start with Makarasana.
- Now join the legs and stretch your arms forward.
- Keep palms and elbows on the ground.
- Inhale, lift the chin and chest to the navel region. This is Saral Bhujangasana.
- Return, stretch the arms forward with chin on the ground, then bend the elbows, palms by chest.
- Inhale, slowly lift the head and chest up to the navel region with elbows parallel.
- Maintain the final position for 3 to 5 breaths with body awareness.
- Exhale, bring the head down and rest your chin on the ground.
- Bend both the arms, put the chin on the hands with the feet wide apart toes pointing outwards.
- Relax in Makarasana

Benefits:-

- It stimulates the digestive, reproductive and urinary systems.

Caution:-

- It is strictly prohibited for the people suffering from hernia and abdominal injuries.

SHALABHASANA (THE LOCUST POSE)

The Name: -

Shalabhasana takes its name from '*shalabha*' which means 'locust'. In the final posture, body resembles a locust or grasshopper; hence the name.

Technique: -

- Start with Makarasana.
- Now join the legs and place both hands beside the body, palms facing downwards.
- Inhale and lift both the legs of the floor without bending the knees.
- And maintain the final position for 3 to 5 breaths with body awareness.
- Exhale, bring the head down and rest your chin on the ground.
- Bend both the arms, put the chin on the hands with the feet wide apart toes pointing outwards.
- Relax in Makarasana

Benefits:-

- This *asana* relieves sciatica pain and lower backache.
- It helps to reduce fat in the thighs and buttocks and is also good in weight management.
- It helps to improve the capacity of lungs.
- It strengthens muscles in the lower back and makes the spine flexible.

Caution:-

- This *asana* should be avoided in cases of cardiac complaints, hernia or ulcers in stomach and severe lower back pain.

SHASHAKASANA / ADHO MUKHA VIRASANA (THE HARE POSE)

Technique:-

- After completion of Shalabhasana, sit in *Vajrasana*.
- Inhale, Spread both the knees wide apart.
- Keeping the big toe touching each other.
- Place the palms between the knees.
- Exhale bend forward, with arms outstretched and place the chin on the ground.
- Keep the arms parallel.
- Maintain the final position for 3 to 5 breaths with body awareness.
- Inhale and come up and bring the knees together.
- Stretch the legs and relax.

SETUBANDHASANA (THE BRIDGE POSE)

The Name: -

□ 'Setubandha' means formation of bridge. In this posture, the body is positioned like a bridge, hence the name.

Technique: -

- Lie down on the back with keeping legs and hands comfortably apart.
- Join your legs together and place the palms beside the body.
- Bend both the legs at the knees and bring the heels near the buttocks with keeping them shoulder width apart.
- Hold the ankles as per your convenience.
- Inhale, slowly raise your buttocks and trunk as much as you can to form a bridge.
- Maintain the final position for 3 to 5 breaths with body awareness.
- Exhale, slowly bring your buttocks down and straighten the legs.
- Place the legs and hands comfortably apart.
- Relax.

Benefits:-

- Relieves depression and anxiety and strengthens lower back muscles.
- Stretches abdominal organs, improves digestion and helps to relieve constipation.

Caution:-

- People suffering from ulcers and hernia, and women in advanced stages of pregnancy should not practice this *asana*.

BHASTRIKA PRANAYAMA

Salient features

• The word *Bhastrika* is derived from the word *Bhastra*, which means bellows. As a pair of bellows is blown with force in rapid succession by a blacksmith, similarly, breath is inhaled and exhaled in rapid succession with force in *Bhastrika Pranayama*. Thus, *Bhastrika Pranayama* involves forceful inhalation and exhalation in rapid succession.

Technique: -

- Sit in any comfortable seated posture with keeping the back and neck straight.
- Slowly inhale through the nostrils.
- Then exhale quickly and forcefully through the nostrils and immediately afterward inhale with the same force like a blacksmith's bellows, constantly dilating and contracting.
- Continue this forceful inhalation and exhalation in quick succession counting 30 -40 breaths.

- Then exhale deeply and very slowly. The end of this deep exhalation completes one round of *bhastrikā prāṇāyāma*.
- Rest a while after one round is over by taking a few normal breaths. This will give relief and make one fit for starting the second round.
- Repeat the practice 8 more rounds.

Health benefits

- *Bhastrika Pranayama* relieves inflammation of throat.
- It increases gastric fire; destroys phlegm; removes diseases of the nose and chest; and eradicates asthma.
- It improves appetite.
- It removes all diseases arising from excess of wind, bile, and phlegm; and gives warmth to the body.

Contra-indications

- Those suffering from high blood pressure, heart disease, vertigo, brain tumour, glaucoma, intestine or stomach ulcers or dysentery should not do this *Pranayama*.
- In summers, this should be followed by *Sheetali* or *Sheetkari. Pranayama* so that the body does not over-heat.

NADISODHANA or ANULOMA VILOMA PRANAYAMA (Alternate Nostril Breathing)

The main characteristic feature of this *Pranayama* is alternate breathing through the left and right nostrils without or with retention of breath (*Kumbhaka*).

Sthiti: Any meditative posture.

Technique

- Start with any comfortable seated posture with the spine and neck straight
- Gently close your eyes.
- Relax the body with few deep breaths.
- Keep the left palm on the left knee in *Jnana mudra* and the right hand should be in *Pranayama Mudra* with the middle and the index fingers being folded.
- Close the right nostril with the right thumb and inhale through the left nostril.
- Then, close the left nostril with the ring and little finger of the right hand and exhale through the right nostril.
- Now, inhale through the right nostril; close the right nostril with the thumb and exhale through the left nostril.
- This is one round *Nadi Shodhana Pranayama*.
- Repeat it for 8 more rounds.

Ratio and timing

For beginners, the duration of inhalation and exhalation should be equal. Gradually make 1:2; inhalation: exhalation

Breathing

Breath should be slow, steady and controlled. It should not be forced or restricted in anyway.

Benefits

- The main purpose of this *Pranayama* is to purify the principal channels of energy called nadis.
- Induces tranquillity and helps to improve concentration.
- Increases vitality and lowers the level of stress and anxiety.

SHAVASANA

The Name:-

This is a relaxing posture. In this posture, the body remains still like a corpse, hence the name.

Technique: -

- Lie down on the ground with legs stretched out comfortably.
- Close your eyes.
- Consciously relaxed the whole body.
- Become aware of the natural flow of breath.
- It will tend to become slow.
- Remain in the position until you feel refreshed and relaxed.
- While coming back, slowly join your feet and stretch your arm over your head.
- Then turn by the side, either right or left and come back to the sitting position with the support of your hands.

Benefits: -

- It relaxes the body and mind; and eliminates physical and mental fatigue.
- It boosts up energy level.

Caution: -

- This should be avoided in cases of depression and low blood pressure.

OM (AUM) CHANTING

OM is a form of meditation, which is practiced either mentally or with loud repetition. Loud chanting of AUM exerts an influence or effect through sound vibrations that resonate on specific parts of the body, creating numerous physical and psychological benefits – paving the way for an inward journey-an experience that is quiet, pleasant, calming, and balancing. Chanting of AUM reduces anxiety and depression, facilitating better states of relaxation conducive to improved mental and physical health.

Technique

- Sit in any comfortable seated posture. Turn your left palm up and keep it close

to your navel. Place the back of your right hand onto your left palm. Maintain this position.

- Close the eyes and keep the spine erect. Make sure both your body and mind are at ease.
- Deep inhale and exhale for three times.
- Take deep inhale, while exhaling chant “AAAAA” and feel vibration in your abdomen. Repeat it three times.
- Breathe out completely and relax.
- Then take a deep and slow inhale, while exhaling chant “UUUUU” and feel vibration in your chest region. Repeat it three times.
- Breathe out completely and relax again.
- Take a slow and deep inhale, while exhaling chant “MMMMM” and feel vibration in your head and neck vibrating. Repeat it three times.
- Now, exhale out and relax yourself.
- Again, take a slow and deep inhalation. Utter Om as you breathe out for three times.
- Relax and spend few minutes concentrating on the breath.
 - Meditate

Check list for submission of Technical Bid

Sl. 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.....
6.	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.50,000/-)	Page No.....
9.	Enclosed terms and conditions duly signed and stamped by the agency, if accepted.	Page No.....

Signature with Seal

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 (50 Marks)</p> <table border="1" data-bbox="571 741 1406 1391"> <tr> <td data-bbox="571 741 884 909"># Video film of 2-15 minutes duration produced for any Govt. Dept. with attached original brief to compare execution against concept. (along with copy of work order)</td> <td data-bbox="884 741 1278 909">:-3 and above – 20 marks :-More than 1 less than 3–15 marks :-Atleast 1 – 10 marks</td> <td data-bbox="1278 741 1406 909">Maximum 20 marks</td> </tr> <tr> <td data-bbox="571 909 884 1005"># Video spot of upto one min. duration produced for any Govt. Dept. (along with copy of work order)</td> <td data-bbox="884 909 1278 1005">:-3 and above – 20 marks :- More than 1 less than 3– 15 marks :- Atleast 1 – 10 marks</td> <td data-bbox="1278 909 1406 1005">Maximum 20 marks</td> </tr> <tr> <td data-bbox="571 1005 884 1079"># Audio spot and radio jingle one min. duration (attach copy of work order)</td> <td data-bbox="884 1005 1278 1079">:-3 and above – 15 marks :- More than 1 less than 3–10 marks :- Atleast 1 – 05 marks</td> <td data-bbox="1278 1005 1406 1079">Maximum 15 marks</td> </tr> <tr> <td data-bbox="571 1079 884 1223"># Professional Experience in last 3 years based on production value of more than Rs.5.00 lakh each (5 Nos.) or one order of more than Rs.10.00lakh</td> <td data-bbox="884 1079 1278 1223">:-3 and above – 15 marks :- More than 1 less than 3–10 marks :- Atleast 1 – 05 marks</td> <td data-bbox="1278 1079 1406 1223">Maximum 15 marks</td> </tr> <tr> <td data-bbox="571 1223 884 1319"># Similar work done for Central Govt./State Govt./PSUs/Autonomous (attach work order)</td> <td data-bbox="884 1223 1278 1319">:-3 and above – 15 marks :- More than 1 less than 3–10 marks :- Atleast 1 – 05 marks</td> <td data-bbox="1278 1223 1406 1319">Maximum 15 marks</td> </tr> <tr> <td data-bbox="571 1319 884 1391"># Audio/Video related works done in the field of Health & Welfare</td> <td data-bbox="884 1319 1278 1391">:-3 and above – 15 marks :- More than 1 less than 3–10 marks :- Atleast 1 – 05 marks</td> <td data-bbox="1278 1319 1406 1391">Maximum 15 marks</td> </tr> </table>	# Video film of 2-15 minutes duration produced for any Govt. Dept. with attached original brief to compare execution against concept. (along with copy of work order)	:-3 and above – 20 marks :-More than 1 less than 3– 15 marks :-Atleast 1 – 10 marks	Maximum 20 marks	# Video spot of upto one min. duration produced for any Govt. Dept. (along with copy of work order)	:-3 and above – 20 marks :- More than 1 less than 3– 15 marks :- Atleast 1 – 10 marks	Maximum 20 marks	# Audio spot and radio jingle one min. duration (attach copy of work order)	:-3 and above – 15 marks :- More than 1 less than 3– 10 marks :- Atleast 1 – 05 marks	Maximum 15 marks	# Professional Experience in last 3 years based on production value of more than Rs.5.00 lakh each (5 Nos.) or one order of more than Rs.10.00lakh	:-3 and above – 15 marks :- More than 1 less than 3– 10 marks :- Atleast 1 – 05 marks	Maximum 15 marks	# Similar work done for Central Govt./State Govt./PSUs/Autonomous (attach work order)	:-3 and above – 15 marks :- More than 1 less than 3– 10 marks :- Atleast 1 – 05 marks	Maximum 15 marks	# Audio/Video related works done in the field of Health & Welfare	:-3 and above – 15 marks :- More than 1 less than 3– 10 marks :- Atleast 1 – 05 marks	Maximum 15 marks
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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>	<p>Technical Presentation Stage (50 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.</p> <p>Based on evaluation of technical proposal & presentation, vendors will be shortlisted for financial bid opening.</p> <p>The weightages for the above are as follows:</p> <ul style="list-style-type: none"> • Technical bid (50) : 50 marks • Presentation : 50 marks <p>All the financial bids of ONLY short listed vendors will be opened and the lowest bidder will be treated as L1 for deciding the successful bidder as per the formula below:</p> <p>Winning Score = [Score as per 3 (c) x 0.60] + [(L1 price/quoted price) x 0.40x 100]</p> <p>Whoever scores highest Winning Score is the Successful Bidder. (max score possible 100)</p>																		

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. 9818892223 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- devendrachopradiirector@gmail.com
6. ✓	M/s. Bubna Advertising 4316/3, Ansari Road, Darya Ganj, New Delhi-110002 Chetan.saxena@bubnaadvertising.com
7. ✓	M/s. Panchtatva Advertising, 613-A, 614, 6th Floor, Jaina Tower, District Centre, Janak Puri, New Delhi-110058 panchtatvaadv@gmail.com
8.	M/s Super Ads Creative Media Pvt. Ltd 9/13, First Floor, East Patel Nagar, New Delhi-110008 dinesh@iambhutani.com
9.	M/s. Degree 360 Solutions Pvt. Ltd. 114 1 st Floor Pratap Bhavan, 5 Bahadur Shah Zafar Marg Central Delhi- 110002 360solution@gmail.com
10. ✓	M/s. ANJ Creations Pvt. Ltd, A-1/294, 1 st Floor, Safdarjung Enclave, New Delhi-110029 info@anjcreations.in

