

NATIONAL INSTRUCTIONAL MEDIA INSTITUTE (NIMI)

Ministry of Skill Development and Entrepreneurship, Government of India
Post Box No. 3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai – 600 032

NOTICE INVITING TENDER (NIT)

National Instructional Media Institute (NIMI) invites e-tenders from eligible, CBC empanelled agencies for the following assignment under the PM-SETU advocacy campaign. Bids shall be submitted online, exclusively through the Central Public Procurement Portal (CPPP) — www.eprocure.gov.in. No physical submission shall be entertained under any circumstances.

Name of Organisation	National Instructional Media Institute (NIMI), Ministry of Skill Development & Entrepreneurship (MSDE), Government of India
Name of Work / Assignment	RFP for PM-SETU Media Campaign — Creative Agency (Consolidated RFP for creative strategy, full content production and creative development)
Tender / File Reference No.	02/2026-27/PM SETU Media Campaign/NIMI
Mode of Tender	e-Tendering (Single Stage, Single Bid — Technical) through Central Public Procurement Portal (CPPP), www.eprocure.gov.in
Estimated Value of Contract	Rs. 2.00 Crore
Earnest Money Deposit (EMD)	2% of estimated value = Rs. 4,00,000 (Rupees Four Lakh only) (Demand Draft in favour of National Instructional Media Institute (NIMI), payable at Chennai)
Performance Bank Guarantee (PBG)	5% of contract value, to be submitted within 10 days of issue of Work Order
Date of Publication of NIT / RFP	06.08.2026
Last Date for Submission of Pre-Bid Queries	11.08.2026 (5 days from date of publication)
Pre-Bid Meeting	18.08.2026 (video conferencing / hybrid mode)
Last Date & Time of Submission of Bids	27.08.2026 (21 days from date of publication)
Date & Time of Opening of Technical Bids	As notified on CPPP Portal
Method of Selection	Single Stage, Single Bid System (Technical)
Technical Qualification Threshold	Minimum 70 out of 100 marks in Technical Evaluation; highest-scoring qualified bidder given preference for issuance of Work Order
Bid Validity Period	150 days from the last date of submission of Bid

Language of Bid	English
Address for Communication	Executive Director, National Instructional Media Institute (NIMI), Post Box No. 3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai – 600 032. Email: chennai-nimi@nic.in Phone: 044-2250 0657 / 044-2250 0248

Note: A firm applying for the Creative Agency tender shall not be eligible to apply for the Dissemination Agency tender, and vice versa (Mutual Exclusivity Clause). Any firm found to have applied for both shall be summarily disqualified from both. Detailed eligibility conditions, scope of work, evaluation criteria and terms & conditions are as per the respective RFP document available on the CPPP Portal.


Executive Director

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