

Indira Gandhi National Centre for the Arts

Invitation of Expression of Interest (EOI) for shortlisting agencies / consultants / consortiums for planning, commissioning, operationalization & maintenance of an Experiential Museum at Varanasi

1. Project Background:

To make the people of India and world at large aware of the rich Indian Heritage, Ministry of Culture is planning to setup place specific Museums across India in next two years. These museums will help in showcasing and experiencing the tangible and intangible heritage of the specific location including history, places of interest, people, culture, cuisine and presented to the world using state of the art technology in multiple Indian and major international languages. First such museum is proposed to be commissioned at Varanasi (Kashi). Varanasi, one of the oldest city of India is visited by over 20 million people every year mainly for the pilgrimage. Proposed Museum is an attempt to provide the visitors a comprehensive experience of the city, which encompasses (i) History of the city; (ii) Locations of significance; (iii) Art and culture; (iv) People; and (v) Life style etc.

IGNCA invites EOI from eligible agencies/consultants/consortiums to indicate their interest in planning, commissioning, and post-installation maintenance of the proposed Experiential Museum at Varanasi. Interested agencies/consultants/consortiums must provide information indicating their eligibility for undertaking this task. The details must include company profile, description of similar assignments, experience in similar activities, availability of appropriate skills among staff etc.

2. Scope of Work:

- (a) Museum will be physically placed at Varanasi. Location and space (an open area of approximate 6,000 to 10,000 Sq. ft.) will be finalized by IGNCA in consultation with the Ministry of Culture, Govt. of India.
- (b) Temporary construction for hosting the museum will be built by the agency.

- (c) To provide an interactive and engaging experience to the visitors (Indian Tourists, Students of the education institutions in and around Varanasi, Pilgrims, People of the Ancient City, Foreign Tourist, Scholars and Researchers etc.). The presentation, content and interaction would target each of these segments individually as well as collectively.
- (d) To highlight the history, places of interest, people and cuisine of the Varanasi
- (e) To provide a glance of the cultural heritage of Varanasi, both traditional and modern.
- (f) To present the information in multiple Indian and major international languages
- (g) To provide a personalized user experience based on user insights and enrich the content by enabling them to share their experiences.
- (h) The Museum will be divided into 4 fluid segments, each contributing to a core deliverable. i.e. (i) Zone A – Introduction and Knowledge (ii) Zone B – Information and Engagement (iii) Zone C – 360 Degree Virtual Experience, and (iv) Zone D – A culinary experience. The final layout design would seamlessly move the target audience (approximately 75-100 visitors per batch and five to six batch per day) from one zone to the other. Interactively the zones would be controlled by trained volunteers. The content would be displayed as per the audience segmentation and levels of interactivity would vary between the zones. The flow of information would ensure a 360 degree experience.
- (i) To prepare the content by engaging the scholars of repute
- (j) To prepare the software to enable the above mentioned deliverables.
- (k) For culinary experience, the agency must have consortium with cafe etc.
- (l) Setting up a high standards as per international practices
- (m) Divyang (differently abled) friendly
- (n) To present the information using state-of art technology, keeping scope for up-gradation, future support and maintenance.
- (o) Post commissioning operationalization and maintenance of the Museum for the next three years.

3. Eligibility Criteria:

The applicant agency / consultants / consortiums should meet the following requirements:

- (a) The agency should be registered as an organization in India.

- (b) The agency should have an annual turnover of INR 25 Crores or more during each of the last 3 financial years ending 31st March 2016, 2015, 2014.
- (c) The agency should have implemented at least 4 projects of similar nature, each of the value of INR 50 Lakhs or above. Agency should have executed at least two out of the above four projects along with a government of India agency as a client.
- (d) The agency should have ability and experience to deliver the content in multiple Indian and major international languages.
- (e) The agency should have a team of professionals with the diverse skill sets for planning, commissioning, operationalization and maintenance of an Experiential Museum to provide the end to end service.

4. Submission Procedure:

4.1 EoI for the aforesaid assignment must include the following:

- (a) A brief company profile in narrative form (not exceeding two pages).
- (b) Capability statement, giving details about the experience and expertise of the firm in implementation of projects in the area of large scale and multi-location audiovisual collections.

4.2 The following should be submitted along with the EoI:

- (a) MoA/Registration certificate.
- (b) Balance sheet for the last 3 years duly signed by a Chartered Accountant.
- (c) Documentary evidence in support of the eligibility criteria.
- (d) Declaration that the agency meets all criteria and conditions of eligibility for the assignment, as per this notification.

4.3 EoI should be submitted in a sealed envelope clearly labeled “**EoI for Experiential Museum at Varanasi**”.

4.4 EoI should be submitted to:

The Director (Administration),
Indira Gandhi National Centre for the Arts,
11, Mansingh Road,
New Delhi – 110001.

4.5 Last date of submission of EoI: **31 August, 2016**

4.6 Meeting to provide clarification on the project will be held on 23rd August 2016 at 16:00 hours in CIL Conference room, IGNCA, 11 Mansingh Road, New Delhi- 110001.