



Expression of Interest (EoI) for Selection of Agency for creation of Digital & Immersive experience at Bunker Museum, Raj Bhavan

Reference No: Filmcity/admin/07/2023-24

Date: 11.10.2023

Issued by:

Maharashtra Film, Stage & Cultural Development Corporation Ltd

Address- Dadasaheb Phalke Chitranagari, Goregoan East – 400065

Contact No. 9702270821

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1 Invitation for Proposal

Maharashtra Film, Stage & Cultural Development Corporation Ltd (MFSCDCL), on behalf of Raj Bhavan, Ministry of Culture, invites “Expression of Interest” from “Agencies” having relevant experience in Planning, Designing, Execution, Content Development, expertise in lay-out of Galleries, Exhibition Trades, Cultural Activities, Conventional Centres and Display of Museums for actualizing the vision, design, implementation along with complete digital makeover of the Bunker Museum in Raj Bhavan, Mumbai.

The agency would be required to provide a digital and immersive experience using most modern digital gadgets and techniques and with interesting story telling using digital media, to the visitors of Bunker Museum. The upgradation may include installation of Hi-tech holographic and realistic displays for promulgating the history and increasing footfalls at the museum.

The eligible agencies are invited to make their presentations to the Committee on **30th October 2023 at 11:00 AM** at “Dadasaheb Phalke Chitranagari, Goregoan East – 400065, Mumbai, Maharashtra”. The last date for submission of bids is **26.10.2023**.

The bids submitted by the Applicant shall comprise of the following:

#	Documents Type	Document Format
Envelope –: Technical Bid		
1.	Bid document fees amounting to Rs. 1,180/- (One Thousand One Hundred and Eighty Only) shall be paid online (inclusive of GST)	Payment Receipt of bid document fee
2.	Technical Presentation	Hard copy of Technical Presentation (5 Sets). The bidder is requested to bring 5 sets of hardcopies at the time of technical presentation.



2 Introduction

MFSCDC Ltd. was conceptualized in 1977, as one of India's leading-edge film studio complexes, with blockbusters and super-mega-blockbuster films in its dossier. Filmcity spans over 520 acres of scenic delight. From small-scale production activities to larger-than-life cinematic wonders, to hosting international award ceremonies, Film City makes for a resourceful proprietor. It has natural sites such as mountains, lakes, etc. in addition to 15 studios & more than 50 outdoor locations, and new locations within its boundaries.

Raj Bhavan, Mumbai is the official residence of the Governor of Maharashtra. It is one of the most beautiful buildings in Mumbai city, which is situated on about 44 acres of land and surrounded by sea on three sides. The Raj Bhavan complex at Malabar Hill has a mile-long stretch of thick forests, a sandy beach, and several lush lawns. The most significant fact about Raj Bhavan is that it breathes a century and a half of history. It also has a precious collection of beautiful carpets, paintings, exquisitely carved doors, and elegant French-style chairs and sofas with intricate portraits on them. Visitors to the Raj Bhavan have often been curious to know about the buildings' history and some of the items kept there.

An underground British-era bunker was discovered at Raj Bhavan in the year 2016. The British-era bunker was built sometime before the First World War when Raj Bhavan served as the 'Government House' of the Bombay Presidency. The 150-meter long, underground British Era bunker, which had remained closed for nearly six decades was discovered by then Governor CH. Vidyasagar Rao.

The bunker when opened had various rooms bearing names such as Shell Store, Gun hell, Cartridge Store, Shell Lift, Pump, Central Artillery Store, Workshop, etc. The Bunker opened with a 20-ft tall gate resembling a fort and has a ramp on its west end, just opposite the Darbar Hall. It has long passages and 13 small to medium size rooms. The structural audit of the bunker was carried out by the IIT Bombay. Thereafter the work of structural strengthening of the bunker was done. The strengthening work included waterproofing, electrification, air-conditioning, and allied works.



MFSCDCL intends to provide a digital & and immersive experience to the visitors at Bunker Museum in Raj Bhavan, Mumbai, and seeks the services of a well-established and experienced museum development agency for actualizing the vision, design, implementation along with a complete digital makeover of the Bunker Museum.

3 Scope of Work

The entire space of passage and other places inside the Bunker Museum, as decided by MFSCDCL, needs to be utilized to create a world-class digital and immersive experience for the visitors. The scope of work, therefore, would include supply, installation, integration, networking, testing, and commissioning of all the equipment along with the especially developed software (content and CMS) for this purpose. The scope may also include comprehensive maintenance services for all the installed equipment and software/content as well as training of personnel deployed at Raj Bhavan for the day-to-day operation of the system.

3.1 Indicative Scope of Work

The scope of work mentioned below is only indicative and not exhaustive. The agencies are requested to enlarge the scope for better understanding and proper implementation of the project.

- Design, Supply, Installation, Testing and Commissioning of all Hardware, Software, Content Development for Holographic illusions and Artistic displays
- The development of a holistic display system, preparation of graphic and textual materials including artifacts/ objects, models, content, and medium of display like captions, digital labels, blow-ups, interpretative boards, interactive technological options like kiosks, plasma screens, use of audio video and multimedia, etc.
- Arrangement and layout of the galleries, designing of the display panel, color composition of gallery, display of exhibits, planning of display-area, design of pedestals and showcases, light design for passages & outdoor, exhibition designs & display of exhibits, storage facilities, installation of public information system & signage, audio-visual/multi-media & multi-sensory inputs and so on and so forth
- Creating Audio/Video clips, Digital display & Signage, Exhibition, and interpretive planning



- Any other item necessary for visitor interpretation and facilitation.
- Mechanical and electrical coordination
- Lighting design, specification, and installation

3.2 Terms and Conditions

- 1) Before submission, the Agencies interested in visiting the site at Bunker Museum may approach MFSCDCL and a visit can be facilitated to the site at Bunker Museum for interested agencies before submission of their interests.
- 2) The last date for submission of bids is **26.10.2023**.
- 3) Agencies shall make their Technical Presentation before the committee on **30.10.2023 at 11:00 AM**.
- 4) Agencies shall submit hard copy and soft copy of their presentation to the committee.
- 5) All the exhibits and publicity material created by the agency shall be the property of the MFSCDCL and applicant has to ensure that all the material produced is free from copyright infringement and IPR. MFSCDCL shall not be responsible for any dispute arising in this regard in the future.
- 6) Above is an indicative list of activities expected to be undertaken by the successful Applicant for MFSCDCL. These activities will be undertaken as and when required. The mentioned norms are indicative and can be relaxed / changed subject to the requirement of MFSCDCL.

3.2.1 Technical Presentation

- 1) The technical evaluation will be done by the evaluation committee appointed by the undersigned who will evaluate the technical presentation on the following points and award marks as given below:

#	Description	Marks
1	Experience of the Applicant (Overall)	15
2	Profile of Key Resources	25
3	Understanding of Scope, Approach & Methodology	60
	Total Technical Marks	100

The Bidder is required to submit the proposed technical solution in detail. The following should be captured in the explanation:

- Overall approach to the project.
- Implementation methodology and strategy.



- Strength of the Bidder to provide services including examples or case studies of similar work.
- Project Organization and Management Plan.
- Project Monitoring and Communication Plan– Bidder’s approach to project monitoring and communications among stakeholders.
- Implementation plan– Bidder’s approach to implement the project.
- Risk Management Plan – Bidder’s approach to identify, respond/manage and mitigate risks.
- Quality Control plan - Bidder's approach to ensure quality of work and deliverables.
- Escalation matrix during the contract period.
- Cloud Hosting Requirements and hardware and software components.
- Comprehensive maintenance services and Defect Liability period.

2) Presentation Slides shall be as follows:

#	Criteria	Basis of Evaluation	Maximum Marks	Supporting documents uploaded along with technical document
A	Experience of the Applicant (Overall)		15	
A1.	The Applicant should have at least 2 projects in Planning, Designing, Execution, Content Development, expertise in the layout of Galleries, Exhibition Trades, Cultural Activities, Conventional Centres, and Display of museums and other similar services in past 5 years. Similar Services: Implementing digital experience using most modern digital gadgets and techniques and have the	2 projects - 15 marks 1 project - 10 marks	15	Work Orders or Completion Certificate



#	Criteria	Basis of Evaluation	Maximum Marks	Supporting documents uploaded along with technical document
	proficiency in story telling using digital media for Museum/Art Gallery /Exhibition Centre /Trade Fair/ Convention Centre/ Cultural Centre/ Tourist Information Centre and Work of similar nature related to designing Museum/ Art Gallery/ Trade and Exhibition Building, Organizing Museum, Planning Museum display and Exhibition design. Experience in commissioning AR/VR and holography.			
B	Profile of Key Resources		25	
B1	Profile of Leadership Team Similar Services: Implementing digital experience using most modern digital gadgets and techniques and having proficiency in storytelling using digital media for Museum/Art Gallery /Exhibition Centre /Trade Fair/ Convention Centre/ Cultural Centre/ Tourist Information Centre and Work of similar nature related to designing Museum/ Art Gallery/ Trade and Exhibition Building, Organizing Museum, Planning Museum display and Exhibition design. Experience	Creative Director (1 No) Having min 10 years of hands-on experience in providing similar services. > = 10 years – 5 marks > = 15 years – 10 marks > = 20 years – 15 marks	15	Each Resume not to be more than 2 pages



#	Criteria	Basis of Evaluation	Maximum Marks	Supporting documents uploaded along with technical document
	in commissioning AR/VR and holography.			
B2	<p>Profile of Creative Team</p> <p>Similar Services: Implementing digital experience using most modern digital gadgets and techniques and having proficiency in storytelling using digital media for Museum/Art Gallery /Exhibition Centre /Trade Fair/ Convention Centre/ Cultural Centre/ Tourist Information Centre and Work of similar nature related to designing Museum/ Art Gallery/ Trade and Exhibition Building, Organizing Museum, Planning Museum display and Exhibition design. Experience in commissioning AR/VR and holography.</p>	<p>Project/Creative Manager (1 No) -</p> <p>Having min 5 years of hands-on experience in providing similar services.</p> <p>> = 5 years – 5 marks > = 7 years – 7 marks > = 10 years – 10 marks</p>	10	Each Resume not to be more than 2 pages
C	Understanding of Scope, Approach & Methodology		60	
C1	<p>o Understanding of Scope of Work</p> <p>o Approach, Implementation Methodology, Project Plan</p>	<p>Understanding of Scope of Work</p> <p>Approach, Implementation Methodology, Project Plan</p>	<p>20</p> <p>30</p>	Details to be provided in the technical Presentation



#	Criteria	Basis of Evaluation	Maximum Marks	Supporting documents uploaded along with technical document
	o Innovative ideas and suggestions	Innovative ideas and Suggestions	10	
Grand Total			100	

- 3) Supporting documents shall be uploaded along with technical document including technical cover letter
- 4) Technical Presentation shall not contain any commercial information.
- 5) The authorized person on behalf of the applicant Advertising Agency must fix seal and sign on each and every page of the application.
- 6) MFSCDCL may seek clarifications from the Applicant on the Technical Proposal/Presentation. Any of the clarifications by the Applicant on the Technical Proposal should not have any commercial implications.
- 7) Applicants with minimum marks of **70 out of 100** in technical evaluation will be considered eligible for financial evaluation

3.2.2 Other Conditions

- 1) If the selected agency fails to perform as per standard, then they shall be liable for recovery as decided by the undersigned. However, liability will be limited to the total contract cost.
- 2) The selected agency shall agree for on-the-spot changes suggested by the committee members and proper replacement to be done as per the directions of the committee members.
- 3) The MFSCDCL reserves the right to increase/decrease the scope of this EoI.



4 Annexure 1 - Technical Bid Format

Technical Proposal Covering Letter

Covering Letter

(To be submitted on the letterhead of the Applicant)

{Location, Date}

To
Managing Director,
Maharashtra Film, Stage, & Cultural Development Corporation (MFSCDC),
Dadasaheb Phalke Chitranagri,
Film City Complex, Aarey Colony, Goregaon,
Mumbai, Maharashtra 400065

Ref: Reference No.

Subject: Submission of the proposal in response to the Expression of Interest (EoI) for
“Selection of Agency for creation of Digital & Immersive experience at Bunker Museum,
Raj Bhavan”

Dear Sir,

Having examined the EoI document, we, the undersigned, herewith submit our proposal
in response to your EoI Notification number..... for Selection of Agency for creation
of Digital & Immersive experience at Bunker Museum, Raj Bhavan.

We are interested in participating in this selection process.

We have read the provisions of the EoI document and confirm that we accept these. We
further declare that additional conditions, variations, and deviations, if any, found in our
proposal shall not be given effect to.

1. We agree to abide by this proposal, consisting of this letter, the detailed response to
the EoI and all attachments.
2. We would like to declare that we are not involved in any litigation that may have an
impact of affecting or compromising the delivery of services as required under this



assignment, and we are not under a declaration of ineligibility for corrupt or fraudulent practices.

3. We would like to declare that there is no conflict of interest in the services that we will be providing under the terms and conditions of this EoI.
4. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.
5. We understand you are not bound to shortlist/accept any or all the proposals you receive.
6. We, the undersigned, hereby declare that we are not under a declaration of ineligibility / banned / blacklisted by any State or Central Government / any other Government institutions in India for any reason as on last date of submission of the Bid or convicted of economic offence in India for any reason as on last date of submission of the Bid.
7. We hereby declare that we qualify and fulfil all the eligibility criteria mentioned in the EoI.
8. We hereby submit 5 sets of the hardcopy of Technical Presentation.

Our correspondence details with regards to this proposal are:

#	Information	Details
1	Name of responding Applicant:	
2	Address of responding Applicant:	
3	Name, Designation and Address of the contact person to whom all references shall be made regarding this EoI:	
4	Telephone number of contact person:	
5	Mobile number of contact person:	
6	Fax number of contact person:	
7	E-mail address of contact person:	

We hereby declare that our proposal submitted in response to this EoI is made in good faith, and the information contained is true and correct to the best of our knowledge and belief.



Sincerely,

Authorized Signatory

Name :

Designation :

Date :

Time :

Seal:

Business Address: