

## **Invitation for Expression of Interest (EOI) for development and implementation of audio, video, augmented reality and virtual reality solutions for Museums of Chandigarh.**

EOI is invited from State / Central Government Institutes, Autonomous Bodies, Educational Institutes of high repute (such as IITs, IIITs, NITs, NIDs, Universities etc.), eminent academic institutes, research centres, reputed and experienced organizations/business entities having expertise in developing and implementation of audio, video, augmented reality and virtual reality solutions and delivering the same in different modes/platforms to create visualization and immersive experience of museums of Chandigarh (Government Museum and Art Gallery, Chandigarh Architecture Museum, Natural History Museum and International Dolls Museum).

Important milestones of the EOI are as given below:

Published Date	1/3/2025
Last date for clarifications, if any	25/3/2025
EOI Submission End Date	4/4/2025
Date of Opening EOI	16/4/2025
Date of Presentation before Expert Committee	Will be informed through email.

### **1. Introduction**

The Government Museum and Art Gallery, Chandigarh, is inviting Expressions of Interest (EOI) from experienced and qualified firms/organizations to share proposals on development and implementation of cutting-edge Audio, Video, Augmented Reality (AR) and Virtual Reality (VR) solutions for museums in Chandigarh. This initiative aims to enhance the visitor experience by integrating advanced technological solutions that offer immersive and interactive engagement with museum exhibits.

### **2. Objective**

The primary objective of this EOI is to identify and shortlist competent firms/organizations capable of providing end-to-end solutions for the creation and implementation of Audio, Video, Augmented Reality (AR) and Virtual Reality (VR) experiences in the museums of Chandigarh.

**Target Audience:** The audience to the sites and museums are Indian as well as International tourists of all ages, students and researchers.

### **3. Scope of Work**

#### **a) THE ART GALLERY:**

The collection of the Art Gallery has been built up primarily with great enthusiasm, drive and initiative of the Late Dr. M.S. Randhawa who had a discerning eye of anything of aesthetic and antiquarian value. A total collection of the objects preserved in this Museum, as of now, are to the extent of about 11,000. The major attraction of the collection of this Museum is represented by Gandhara sculptures and Indian miniature paintings particularly those belonging to the Pahari School of Art.

In addition, there are Medieval Indian Sculptures mostly from nearby sites of Punjab, Haryana and Himachal Pradesh. There is also a representative collection of Indian gold, silver and copper coins, and a few good examples of Indian textiles. There are some terracotta figurines, jewellery, decorative arts, pottery and other miscellaneous objects in the collection. The museum has a good collection of Modern and Contemporary Indian sculpture, painting and graphics by renowned artists.

#### **b) THE CHANDIGARH ARCHITECTURE MUSEUM**

It houses original documents pertaining to the planning and evolution of the city, and also of some rare plans, sketches and relevant photographs prepared by Master Planners of the City.

#### **c) THE NATURAL HISTORY MUSEUM**

Natural History Museum has two major sections, one on Evolution of man and the other on Dinosaurs of India. The collection has a large number of fossils, geological specimens and stone tools.

#### **d) INTERNATIONAL DOLLS MUSEUM**

It has costume dolls from countries around the world.

The scope of will include, but is not limited to:

- **Assessment and Planning:** Conducting a thorough assessment of the existing museum exhibits and infrastructure to identify opportunities for incorporating Audio, Video, Augmented Reality (AR) and Virtual Reality (VR) technologies. Developing a comprehensive plan that outlines the proposed solutions, timeline, and implementation strategy.

- **Design and Development:** Creating engaging and interactive Audio, Video, Augmented Reality (AR) and Virtual Reality (VR) content that aligns with the museum's themes and educational objectives. This may include virtual tours, interactive displays, augmented reality features and multimedia presentations.
- **Installation and Integration:** Implementing the developed solutions within the museum environment, ensuring seamless integration with existing exhibits and infrastructure. Providing necessary hardware and software installations.
- **Training and Support:** Offering training sessions for museum staff to effectively operate and maintain the new technologies. Providing ongoing technical support displays, augmented reality features, and multimedia presentations.
- **Evaluation and Feedback:** Implementing mechanisms for visitor feedback and evaluating the impact of the new technologies on the overall museum experience. Making adjustments and improvements based on feedback and performance metrics.

#### 4. Eligibility Criteria

Interested firms/organizations must meet the following criteria:

- Demonstrated experience in developing and implementing Audio, Video, and VR solutions, preferably in a museum or cultural heritage setting.
- Strong technical expertise and a portfolio showcasing previous similar projects.
- Financial stability and the ability to manage projects of similar scale and complexity.
- Capacity to provide ongoing technical support and maintenance.
- Compliance with relevant legal and regulatory requirements.

#### 5. Submission Requirements

Interested parties are required to submit the following documents as part of their EOI:

- **Company Profile:** Detailed company profile including organizational structure, key personnel, and contact information.
- **Experience and Portfolio:** Documentation of relevant experience and examples of previous projects.
- **Proposed Approach:** A preliminary proposal outlining the approach to be taken for this project, including an overview of the technology and solutions to be used.

- **Technical details** of the procedure and matching deliverables that can be achieved by the organization.
- **Details of technical partners** / historians / content experts / graphic artists etc. to be engaged by the organization to supplement / complement the existing expertise of the organization.

## **6. Submission Deadline**

The deadline for submission of EOIs is 4/4/2025.

Submissions can be sent to:

**Director  
Government Museum and Art Gallery,  
Sector 10 C, Chandigarh  
Pincode 160010**

## **7. Evaluation and Selection**

All submitted EOIs will be evaluated based on the following criteria:

- Relevance and quality of previous experience.
- Technical and creative approach proposed.
- Financial stability and capacity.

## **8. Terms and Conditions**

- The Government Museum and Art Gallery, Chandigarh reserves the right to accept or reject any or all EOIs without assigning any reason.
- The Government Museum and Art Gallery, Chandigarh may call the participants either physically or virtually, to showcase or present their model/prototype/idea
- The issuance of this EOI does not constitute a commitment by the Chandigarh Administration to award a contract.
- All costs incurred in the preparation and submission of the EOI are the responsibility of the submitting firm/organization.

## **9. Contact Information**

For any queries or further information, please contact:

**Director  
Government Museum and Art Gallery,  
Sector 10 C, Chandigarh  
Tel: 0172 – 2742010  
Email: [museum-chd@nic.in](mailto:museum-chd@nic.in)  
Official Website: [www.chdmuseum.gov.in](http://www.chdmuseum.gov.in)**