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National Gallery of Modern Art
Government of India
Ministry of Culture
Jaipur House

Dated 17th June 2020

Advertisement

Subject : Engagement of skilled professional as Project Management Consultant (PMC) to provide technical assistance towards modernization of 5 iconic Indian Museums to international standards and creation of cultural spaces in India – reg.

Services of one Technology Expert (Consultant for Technology Profile) as Project Management Consultant (PMC) are required on monthly consultancy fee / remuneration of Rs.75,000/- (Rupees Seventy Five Thousands only) in National Gallery of Modern Art (NGMA), a subordinate office under Ministry of Culture.

2. The details of terms of reference and eligibility criteria etc is at Annexure – 'A'. Applications for the said post may be mailed to sunita.dhavale@nic.in. The last date of submission of application is 3rd July, 2020.



S.P. Datta
Curator (Restorer) &
Head of Office
National Gallery of Modern Art

ANNEXURE - A

National Gallery of Modern Art
Government of India
Ministry of Culture
Jaipur House

Dated 11th June 2020

Applications are invited from eligible candidates for “Project Management Consultant” (PMC) to provide technical assistance towards modernization of 5 iconic Indian Museums to international standards and creation of cultural spaces in India.

| Sl. No | Resource Type | Experience | No. of Consultant | Consultancy Fee |
|--------|---|---|-------------------|-----------------|
| 1 | Technology Expert (Consultant for Technology Profile) | Essential Professional Degree from reputed institute of India / Abroad Experience 10 – 15 years Resource Technical Capabilities a) Awareness of Project Requirements b) Identification of potential project challenges and mitigation plans c) Project Management Competence | 1 | Rs.75000/- |

2. Scope of Work:

Museums Modernisation Project initially to cover 5 iconic Indian Museums,

1. National Museum, New Delhi
2. Indian Museum of Kolkata
3. Egmore Museum, Chennai
4. Shri Pratap Singh Museum, Srinagar
5. Museum of the word, Belvedere House, Kolkata

Vision of Museums Modernisation and Cultural Spaces are envisaged,

- i. To curate exhibitions and art objects of historical, cultural and artistic significance for their protection, preservation and research;
- ii. To disseminate knowledge about significance of the objects, their history, culture and artistic excellence;
- iii. To serve as a cultural center for enjoyment and interaction of people in and around artistic and cultural activity;
- iv. To serve as the Cultural Heritage Treasure House of Internal Standards;
- v. To develop selected public spaces into areas of intense Cultural experience.

Objective of Museums Modernisation

- Conservation of arts and antiquities in possession of museums
- Curation/display in museums of antiquities of classical, modern and other forms of art.
- Creation of Cultural Spaces.
- Creation of Indian Institute of Heritage Conservation to supply knowledge and trained manpower for museums, cultural spaces and heritage management.

General Scope of Museums Modernisation & Creation of Cultural Space

- The incoming PMC Team while planning for modernization of galleries, besides display techniques adopted as per the nature of exhibits, the following factors are to be addressed,
 -
 - Refurbishing Redesigning the galleries keeping in mind the visitor Interface and Communication.
 - Contextualize all the Artifacts by Graphic and Textual treatments.
 - Communication layers of information for the curious visitor.
 - Languages multilingual individual and Group label are provided with the exhibit(s)
 - Displays Redesign display systems for better aesthetics, visibility and safety.
 - Lighting Improvised lighting to highlight the artifact by spot/ focused lighting besides ambient/LED lighting in the Gallery.
 - Technology Use of modern upgradeable device in the form of Projection and Interactive Digital Content in form of Virtual Reality (VR) & Augmented reality (AR).

- The PMC should objectively assess and recommend optimal utilization of buildings and collections in the museum's possession, including adequacy of manpower, essential logistics and proper maintenance.
- The PMC will assist CEO-DMCS, in framing guidelines for renovation of these 5 iconic museums and cultural spaces in a fixed time schedule by exploring the techniques and practices available world over for renovation of galleries, museums and cultural spaces. The guidelines should consist of details as to when and how the galleries will be taken for renovation with a view to ensure that display of the collections continues without interruption. Guidelines for cultural spaces should ensure a rich cultural engagement of public.
- Assess the maintenance of Museums and frame scorecards and KPI for ongoing monitoring to include,
 - Leakage/seepage in the roof and walls
 - Water logging due to blockage of sewer lines or during the monsoon season every year.
 - Renovation of the lawn of the Museums
 - Uniform External Signage and Uniform Internal Signage System
 - Refurbishing of Exhibition Gallery Lighting
 - Installation of CCTV system in the Museums
 - PMC shall utilize in point framework, prepared by Ministry in this regard.

Digitization technologies :

- Currently all museums have a minimal use of IT. Some of the Paintings and Manuscripts that form major part of the collection in possession of Museums are very fragile. Some of them are rarest of rare kind and their frequent physical handling can cause irreparable damage. PMC shall recommend digital conversation technique and equip each of the 5 museums with digital and new media labs. They shall use JATAN database available with Ministry.

Modernisation of Visitor facilities at Museums and Culture Spaces

The PMC team shall adequately address the improvement of facilities to be made available to the visitors specific to the nature of each museums and cultural space.

- Film shows, exhibitions, plays etc. on art, historical and heritage are organized in the auditorium open spaces for the benefit of the students and public as well.
- Audio Guided Tour should be made available in languages like English, Hindi, German, French, Japanese and others as per needs assessment.
- Plan for Sale of plaster cast replicas to the public. Use of 3D printing may be explored.
- Guidance on Museum publications such as art books, catalogues, portfolios, picture post cards and reproduction of paintings are available for sale at reception counter.
- Uniform Cloak room facility.
- The Cafeteria snacks facility shall be ensured.
- Wheelchairs are to be made available at main entrance for the physically challenged persons.
- Facilitate Training opportunities to the Museum personnel.
- Manage Digital Rights and Royalty Permission to photograph the objects for reproduction and publication.
- Manage access to the reserve collection and its reference library for Museum professional and scholars.
- Advice on identification of art objects owned by individuals and institutions is offered by the experts with prior appointments.

Souvenir Shop – Shopping Experience Improvements

- The revamping of museum shop has to be conceptualized with visitor feedback from civil society. The souvenir shop should have articles like handbags, notebooks, diaries, mugs-all embellished with Indian art and craft motifs for sale to the visitors. It can also sell art books and miniatures of paintings depicted on a wide array of items like plates, cups and tray.
- Souvenir Shop modernization to include guidance on improving publicity through print and electronic media. Further, all the Government agencies/PSU/State Government Emporia/all offices of State and Central Government where memento/gifts are purchased may be informed of the products available in the shop and briefed through Bulletin/Brochure every month. GeM Portal and ecommerce based Internet shopping may also be introduced to tap the potential market.

Communication and Content Development Guidance for Museums & Cultural spaces

Communication and Content improvement as part of modernization to include, planning of cultural centre organizing, academic and cultural programmes including special lectures by eminent scholars in India and abroad on various topics related to Museums & cultural spaces.

Some of the activities are as follows,

- - Film shows, plays, exhibitions etc. on art, historical and heritage gallery talks on various themes related to Galleries by Curators.
 - Special Programmes i.e. visit and workshop for disadvantaged sections and students.
 - Gallery of the Month and one object from its reserve collection highlighted as Object of the Month separately.
 - Guides tourist facilitator programme to the galleries.
 - Summer Holiday programme entitled Workshop on Art & Crafts for school children.
 - Painting competition for school children.
 - Workshop on Indian Art for University students.
 - Organizing the Memorial lectures.
- Assisting schools for setting up Museum corners.
 - National seminars and workshop on Indian Art in other Museums under out reach programme.
 - Organizing the Photographic exhibition on Museum objects in other Museums.
 - The Museum/Cultural Spaces should bring Govt. school students by hiring bus.
 - The Museum institute of Heritage conservation should conduct in-service Training course in Museology for Museum personnel.
 - The Museum/Cultural Spaces should also organise various Workshops, Conferences and Seminars in various parts of the country to have exchange of opinions amongst Conservators, Curators and to generate the public awareness towards the need of Care of Cultural property.

Monitoring Dashboard

PMC shall create functional and system requirement (FRS and SRS) for a monitoring dashboard to monitor hard and soft components of all four activities, viz.

- 5 iconic Museums
- cultural spaces

3. Project Planning & PMC Services

The success of the project depends on the proper project planning and management. At the onset, the PMC shall plan the project implementation in great details and should provide a micro level view of the tasks and activities required to be undertaken in consultation with Authority and SI. An indicative list of planning related documentation that the Project Management Consultants should make at the onset is as follows:

- **Project Schedule:** A detailed week-wise timeline indicating various activities to be performed along with completion dates and resources required for the same
- **Manpower Deployment List:** A list needs to provide with resources who will be deployed on the project along with the roles and responsibilities of each resource.
- **Resource Deployment List:** List and number of all resources (including but not limited to servers, storage, network components and software licenses) other than manpower that may be required.
- **Communication Plan:** Detailed communication plan indicating what form of communication will be utilized for what kinds of meeting along with recipients and frequency.
- **Progress Monitoring Plan:** Detailed Daily, Weekly, Monthly Progress Report formats along with issue escalation format. The format will be approved by Authority to the successful Consulting Agency before start of the project.
- **Standard Operating Procedures:** Detailed Standard Operating Procedures for all the events and incidents to be reviewed based on the Project scope and the functional requirement of the RFP. The SOPs will be approved by Authority before the project implementation.
- **Risk Mitigation Plan:** List of all possible risks and methods to mitigate them.
- **Escalation Matrix & Incident Management:** A detailed list of key contact persons with contact details with escalation hierarchy for resolution of issues and problems. This has to be via an Incident Management system to be developed by the PMC.

4. Project Deliverables with Timelines

The project management services are proposed for the contract period.

| Item | Deliverables | Timeline |
|------|--|--------------|
| 1 | Assess each of the five museums & five cultural spaces for its unique nature | T + 1 Month |
| 2 | Governing Committee Planning and workshops | T + 2 Months |

| | | |
|----|---|---------------|
| 3 | Framing of renovation guidelines with phased roll out Strategy & related activities | T + 3 Months |
| 4 | State of the Art Digitization Strategy & Roadmap publication as part of museum & cultural space modernization efforts | T + 4 Months |
| 5 | Develop Request for Proposal template for modernization civil works | T + 6 Months |
| 6 | Monitoring of modernisation activities and facilitating line department funding for each of the museums & cultural spaces | T+ 9 Months |
| 7 | Review of Modernisation Civil works, assessment and ranking index development | T + 12 months |
| 8 | Collaborative Workshops and Outreach Programmes Implementation | T + 18 Months |
| 9 | Review of Outreach Programmes Effectiveness | T + 21 Months |
| 10 | Scorecards and KPI based monitoring of modernisation improvements & its maintenance | T + 24 months |

*The exact timelines would be decided by CEO-DMCS

5. Selection Process: The procedure for selection shall be based on personal interaction of shortlisted candidates by a Selection Committee chaired by CEO-DMCS.

6. Re-appointment/Termination: The person selected would be liable to be terminated earlier with prior notice of one month if the performance appraisal done by the Committee to be constituted by CEO-DMCS is not up to the mark. Similarly, a person with a proven performance record shall be eligible for re-appointment for one more term.