



KERALAM MUSEUM OF HISTORY & HERITAGE (IMCK)

Park View, Thiruvananthapuram-33

(Nodal agency of museums under all the Departments and
institutes functioning under the control of Govt. of Kerala)

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No.KIM/190/2020

Date:18.01.2024

REQUEST FOR PROPOSAL

Selection of Museum Consultancy Firm for Setting up of Aksharam Museum (Museum of Literature and Culture) Sahithya Pravarthaka Sahakarana Sangham (SPCS) Kottayam

Request For Proposal is invited by Interactive Museum of Cultural History of Kerala (Keralam Museum of History and Heritage) from the Empanelled/Non Empanelled, reputed, experienced, and competent Consultancy Firms for Setting up of a Museum of Letters (Aksharam Museum) at SPCS, Kottayam. The Non- Empanelled and empanelled firms should furnish company details and other required data within the prescribed data and should get pre-qualification before fixing the bid. The details relating to the nature and scope of the project, eligibility criteria, terms and conditions and other information relating to the Request For Proposal are as detailed below.

Sd/-

Executive Director

Interactive Museum of Cultural History of Kerala
(Keralam Museum of History and Heritage)

Setting up of Museum of Letters at SPCS, Kottayam

Introduction

Aksharam Museum will house the rich and vivid Cultural tradition of Kerala incorporating the story of evolution of our language and literature. The museum will enthral the visitor with a unique experience by immersing the visitor into the mystic beauty of Malayalam Language and literature through displays, dioramas and interactive enclaves. The museum will act as a medium in educating the present and future generations, the necessity to preserve the priceless traditions of literature, culture and language.

Vision:

Aksharam Museum is an exploration into the history of letters, literature and culture. It creates a demonstration of the evolution of writing through which developed literature. It tells the story of how co-operative sector nurtured the growth of a language and literature with real time models, replicas and interactive innovations etc, to the visitors. It will be a visual treat rooted in the history of language and literature which synergizes the social cultural advancement with the immersive experiences provided by modern display technology. The traditions and customs intricately intertwined with the evolution of language and literature are woven into the galleries of this museum.

Scope of the museum:

“Museum of letters” is envisaged as homage to the role of letters, literacy and literature in our society. This museum is proposed to be built at Kottayam, which is having the famous sobriquet; the City of Letters. Right from the beginning of cave engravings, the history of writing and reading will be presented here. The museum will have four galleries and a holographic stage. The galleries will cover the evolution of scripts, different types of printing and will also feature rare and old periodicals as exhibits. An exclusive gallery will also set up to feature the history of writers’ co-operative movement (SPCS) that helped writers to earn a fair livelihood through writing.

Part A

1. Name and logo of the Museum
2. Portrait Sculpture of Karoor Neelakanda Pillai (One of the founders of SPCS)
3. Sculpture of museum logo
4. Introduction video of the museum

Part B

A brief animated narration about the development of brain and voice box in human beings, the beginning of human’s usage of voice and languages (APE- Australopithecus, Homo habilis, Homo erectus).

Part C

Digital excavation of different archaeological sites will be set up in the corridor between 2nd and 3rd gallery.

Part D

- Gallery -1
- a) Preparing of Gallery frame work to suit for A.V presentation.
 - b) **From orality to literacy:** This gallery features different tools of expressions like word of mouth, cave paintings, Potroglyphs through videos and graphics.

Part E

- Gallery -2 **Script:** Gallery on script consist of details about different scripts like Brahmi, Kharoshti, Sarada Script, Nagari, Ancient Malayalam Script like Vattezhuthu, Kolezhuthu etc. The gallery will also feature different methods of writing existed and tools used for writing.

Part F

- Gallery -3 **Printing:** History of printing, exhibition of different methods of printing, history of Malayalam printing-outside Kerala and inside Kerala. Types early presses used in Kerala. Publication (Book Publication, Text books, News papers and periodicals) cover designing, books published in early periods, exhibition of famous book covers, calligraphy, Malayalam script modification, Unicode, Literacy movement in Kerala, Exhibition of literary books.

This gallery also features different varieties of Malayalam, Regional dialects, language used in orders, Missionary Malayalam, Nambiar thamizhu, Manaka Malayalam, etc and brief audio demonstration of 36 tribal dialects in Kerala. This gallery also feature other Dravidian languages that are facing distinction. A brief demonstration of Malayalam expressed in other language scripts will also be arranged.

Part G

- Gallery-4 **Co-operation:** SPCS- Co-operative movement in India and Kerala. The speciality of this gallery is SPCS the first of its kind in the world. This gallery features all about SPCS.

Part H

- Theatre
- Holostage Projection System
- Holographic Stage

Eligibility Criteria For Application

Those who are including Empanelled/Non Empanelled firms should attend the **Pre-bid meeting**.

Pre-bid meeting date 24.01.2024 Time 11.00 am at Keralam Museum

Medium of meeting – Offline/Online (Zoom/Google meet)

Non Empanelled/Empanelled firms who are willing to participate in the Request Of Proposal shall submit their Firm details (General qualification)as described below on /before 22.01.2024. They will be informed the eligibility before the Pre-bid meeting. Consultants/Firms attending the Pre-bid meeting will get more details about nature and scope of the project, eligibility criteria, terms and conditions and other information relating to the Request For Proposal. Those who wants to participate in the bid shall pay Rs5000/-by way of DD drawn in the name of Executive Director, Interactive Museum of Cultural history of Kerala towards the cost of documents along with Bid documents in separate cover.

General Qualifications for non empanelled consultant with Keralam Museum

1. The details of minimum 3 years experience in the Museum related works.
2. The details of minimum turnover of one crore in last 2 years.
3. The details of completed work with Project cost in last 3 years—Minimum value of project 3 crores.
4. The firm should have a consortium containing the following Technical persons.
 - a. Curator
 - b. Museum designer
 - c. Historian with sufficient experience in said subject
 - d. Implementation team with minimum 5 years experience
 - e. Graphic Designer
 - f. MEP consultant
 - g. Other experts

Kindly submit the testimonials proving qualifications of the above persons.

1. Technical bid-Evaluation

1. History of the Firm–Turnover, when established, full time staff etc

Total-20 Marks

Up to 3year- 10 marks

Up to 5year- 15 marks

Above 5year-20 marks

2. Technical competence –Details of projects done, similar projects executed

Total-20 Marks

Works executed up to 1crore/2year- 10 marks

Works executed up to 2crore/2year- 15 marks

Works executed above 3crore/2year-20marks

3. Specific experience -Experience in setting up museums or galleries, experience in Kerala

Total-30Marks

1 Work -10 marks

3 Works -20marks

More than 3Works-30 marks

4. Understanding of this project brief – a note on their understanding and approach

Total–30 Marks

The marks shall be given on valuation of understanding the project brief.

The Technical bid of all the firm should be evaluated against total marks out of 100 and the marks scored out of 100 will be converted to out of 40 marks. Empanelled firms should

also submit the full technical bids. The firm/company who secure at least 50 % of score (20/40) in the evaluation will be treated as qualified for Technical presentation.

2. Technical Presentation

Eligible candidates can participate in the presentation after qualifying Technical bid evaluation.

Medium of Presentation–Offline/Online(Zoom/Google meet)

The technical presentation should be entirely based on the design already prepared.

20marks-Understanding the brief

20marks-Respecting the design & interior space distribution of the building

20marks–Understanding the Design flow/strength

20marks-Economics of design

20marks-Confidence in executing

Total marks=100marks

Awarded marks out of 100 will be converted to out of 30 marks. The firm/company who secure at least 50 % marks (15/30) will be treated as qualification for submitting financial bid.

Those Who secure 50% marks in technical bid evaluation and technical presentation shall be eligible for the financial bid. The financial bid of those are not eligible shall not be opened for competition.

3. Financial Bid

The Financial bid should be based on the design and estimate already prepared

Estimate Amount = Rs. 1,34,54,240+GST

- a) The bidder who secure at least 50% of score in the presentation will be treated as technically qualified. The financial bid of those are not technically qualified shall not be opened for competition.

- b) The Financial Bids of the technically qualified bidders will be opened on the prescribed date in the presence of the bidder or their representatives who are authorized by bidder.
- c) The lowest financial bidder (L1) will be awarded 100% score. (30 marks)
- d) Financial Scores for other than L1 bidders will be evaluated using the following formula:
Financial Score of a Bidder = $\left\{ \frac{\text{Financial Bid of L1}}{\text{Financial Bid of the Bidder}} \times 100 \right\} \%$ (Adjusted to two decimal places)
- e) Only fixed price financial bids indicating total price for all the services specified in this bid document will be considered.
- f) The bid price will include all taxes and levies and shall be in Indian Rupees.
- g) Errors & Rectification: Arithmetical errors will be rectified on the following basis: “If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail”.

Combined Evaluation of Technical bid, presentation & Financial Bids

- a) The technical bid, presentation and financial scores secured by each bidder will be added using weightage of 40 for technical evaluation, 30 for presentation and 30 for financials respectively to compute a Composite Bid Score.
- b) The bidder securing the highest Composite Bid Score will be declared as the Best Value Bidder for award of the Project.
- c) In the event of the bid, if the composite bid scores are ‘tied’, the bidder securing the highest technical score will be declared as the Best Value Bidder for award of the Project.

- d) The successful bidder has to provide a letter of acceptance to Interactive Museum of Cultural History of Kerala (Keralam Museum of History and Heritage, Trivandrum) within seven days of receiving communication about his/her selection from the Department.
- e) The successful bidder shall to sign an agreement with payment schedule at the time of award of the work.
- f) Keralam Museum of History and Heritage reserves all the rights to accept or reject any/all Request For Proposal applications, without assigning any reason. The Department takes no responsibility for the delay, loss or non-receipt of any submission or letter sent by post, within the prescribed time period.

Conditions and Notes

- ❖ Completion of work is 4 months
- ❖ Cost of RFP document mentioned above should be in the form of separate Demand Draft in favour of Executive Director Interactive Museum of Cultural History of Kerala, Trivandrum
- ❖ Excess over estimate/ below estimate rate shall be allowed by the committees constituted for Museum setting works if necessary.
- ❖ DPR details will be available in the Keralam Museum at the Office time. You can contact directly for getting details of the project.
- ❖ The drawings and estimates are separately attached along with documents
- ❖ The presentation should be entirely based on the design already prepared.
- ❖ The Financial bid should be based on the design, drawing and estimate already prepared
- ❖ If the mentioned brand and model equipments is not available in the market, other brands with the equivalent specification can be used at their present market rate

- ❖ The full museum setting works are done by two agencies viz Keralam Museum (nodal agent) and SPCS (client)
- ❖ This RFP is called only for museum setting works excluding AV and other Hardware, Software works.
- ❖ The consultant selected for the museum setting works under Keralam Museum shall be simultaneously execute the works which relates both the works in galleries along with SPCS team.
- ❖ Lumpsum (LS) works enclosed in the estimate can be finalized as per work executed on consulting with Keralam Museum

Application / Request For Proposal in sealed cover with complete details in all respects and superscribed as Selection of Museum Consultancy Firm for Setting up of Aksharam Museum (Museum of Literature and Culture) shall be submitted at the following address. A soft copy of Presentation shall be sent along with this application. Interested consultants/ consortia of consultants can download the Request For Proposal documents from the website www.museumkeralam.org. The last date for receipt of application(hardcopy)is2.00 PM on 05.02.2024 and date of presentation is fixed on 06.02.2024.

Sd/-

**The Executive Director
Interactive Museum of Cultural History of Kerala
(Keralam Museum of History and Heritage), Park
View Vikas Bhavan P.O,
Trivandrum–695033.**