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Government of India
Ministry of Electronics and Information Technology

Invitation for Expression of Interest (EOI)
for Setting up a Digital Museum
At Electronics Niketan, 6 CGO Complex, Lodhi Road, New Delhi-110003

Ministry of Electronics and Information Technology (MeitY) Government of India invites Expression of Interest for Setting up a Digital Museum that showcases the transformative potential of "Digital India".

For overview of the complete scope of work, eligibility criteria & terms and conditions, please visit our website <http://www.meity.gov.in>.

Interested Bidders/Vendors who meet the pre-qualification criteria may furnish their Expression of Interest with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorised signatory and a non-refundable processing fee of Rs. 5000/- (Rupees five thousand only) in the form of a Demand Draft (drawn in favour of PAO, Ministry of Electronics and Information Technology payable at Delhi) on or before 8 June 2017 by 1700 hrs at the following address:

Shri B.D. Sharma, Joint Director
Ministry of Electronics and Information Technology
Electronics Niketan, 6 CGO Complex,
Lodhi Road, New Delhi-110003
Phone: 24363154
Email: bdsharma@Meity.Gov.in

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Invitation for Expression of Interest (EOI)
For
Setting up a Digital Museum at Electronics Niketan,
New Delhi

May 2017

(The Ministry of Electronics and Information Technology (MeitY), reserves the right to cancel the request of EOI and/or invite afresh with or without amendments to this request for EOI, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and MeitY reserves the right to amend/add further details in the RFP document.)

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1.0 Digital Museum at Electronics Niketan, New Delhi

1.1 OBJECTIVE:

To create an experiential engagement museum that showcases the transformative potential of "Digital India" - a programme by Ministry of Electronics and Information Technology (MeitY), Government of India. The transformative potential of Digital India and its synergy with "Start-up India", "Skill India", and "Make in India", shall be clearly brought through with an emphasis on how digital technologies lay foundation of the new digital economy, positively impacting digital inclusion and leading to socio-economic empowerment. In addition, how citizens are embracing/ leveraging technology to improve their lives across a range of sectors such as agriculture, health, education, sanitation etc.

An experiential showcase that encompasses the following aspects of Digital India:

- ✓ Vision
- ✓ Objectives
- ✓ Historical Milestones
- ✓ Achievements
- ✓ Future road map
- ✓ It should become a landmark destination in Delhi – A must visit place for Digital Tourism

The museum would provide the best in class engagement with the latest in technology, dispensing the knowledge and content of Digital India.

1.2 TARGET AUDIENCE:

Audience are divided into 5 categories

- 1) High profile international and national visitors
- 2) Key Stakeholders
- 3) Academic visitors and students
- 4) Rural and urban India ambassadors
- 5) National and International tourist with online visitor pass

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The presentation, content and interaction would target each of these segments individually and collectively in the content ratio of 50: 50 , i.e. 50 % of the content would be common across segments while 10% each would individually target the segment. The use of interactive digital media allows flexibility of change and localization of content, this aspect could be leveraged for the future and cost- benefit analysis should be able to leverage the same. The digital museum and corresponding digital platform should use latest technologies i.e. Analytics, Virtual Reality & or Augmented Reality, Artificial Intelligence and Machine to Machine communication to provide best possible showcase and experience.

1.3 LAYOUT:

The area proposed for the Engagement Museum is approx. 12,000 SFT, it is proposed that this area be divided into 3 fluid segments, each contributing to a core deliverable. i.e.

Museum A —Introduction and Vision

Museum B — Information Museum

Museum C —Experience Museums

The final layout design would seamlessly move the target audience from one museum to the other. Interactively the museums would be serviced by trained personnel. The content would be displayed as per the audience segmentation and levels of interactivity would vary between the museums. The flow of information would ensure a 360 degree experience.

1.4 ONLINE PLATFORM:

- ✓ The digital museum has to be digital and global in your presentation with specific Indian content.
- ✓ The digital museum will have its own digital platform and website for online visitor to provide them maximum possible experiences of physical digital museum e.g. video, audio, sending email, botnet chat, virtual reality, and analytics; this should be integrated with social media etc.
- ✓ The digital museum and corresponding digital platform should use latest technologies i.e. Analytics, Interactive Virtual Reality, 3D Animation, Artificial Intelligence and Machine2Machine communication to provide best possible showcase and experience of Digital India with being frugal.
- ✓ The online platform should be able to provide content in Indian Regional Languages and at least 5 most spoken international languages.

1.5 VIRTUAL YET REAL:

The digital museum will be connected to real servers/systems of Digital India programs and will provide customized, virtual yet real experience of program lifecycle.

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2.0 Expression of Interest for a Digital Museum at Electronics Niketan

EOI is invited by Ministry of Electronics and IT (MeitY), Government of India, for setting up a Digital Museum at Electronics Niketan. The project is a **turnkey project** that involves the entire end to end service to set up the Digital Museum expected to be **within 6 months**. Scope of work includes, but not limited to: Conceptualise, Design and Construct and train human resources for handover of the entire facility along with the required technology and content.

The Digital museum should provide the latest in technology and best in class experiential experience dispensing the knowledge and content of MeitY. The Digital Museum should engage the visitor and create a virtual experience of DIGITAL INDIA through physical and online medium.

In light of the diverse skillset and specialised experience required to execute this project, companies, firms and consortiums meeting the eligibility criteria are invited to submit an EOI.

2.1 ELIGIBILITY CRITERIA:

1. Company / Consortium should have a cumulative average annual turnover of Rs. 50 crore in the last three years.
2. Company / Consortium should have executed a minimum of two similar projects in the last 5 years.
3. The Company / Consortium, all entities of the consortium should have been in legal existence for more than 3 years.
4. Company / Consortium should be able to demonstrate expertise in the area and submit a minimum of two letters of execution / recommendation from a government of India agency.
5. As least one Company or Firm in the Consortium should have individually expertise of over 3 years in interactive media technology and contracts with Government agencies / Fortune 500 companies in the period.
6. Company / Consortium should have ability and experience to deliver the content in minimum of 6 Indian languages.
7. Proof of rapid deployment and execution of less than Six months for similar projects.

2.2 DOCUMENTS TO BE SUBMITTED:

- 1) Copy of Balance Sheet/Chartered Accountant Certificate for immediate past three years.
- 2) Documentary evidence in support of legal existence for past three years for companies and consortium partners.

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- 3) Copy of IT Returns for immediate past 3 years for companies and consortium partners.
- 4) Documentary evidence of having executed at least two similar projects in last 5 years, along with brief information thereof and official online links.
- 5) Two letters of execution / recommendation from a government of India agency for executing similar projects.
- 6) Brief High Level Design Paper on proposed Digital Museum covering at least the following (i) Concept, (ii) technologies proposed to be used, (iii) approximate time for delivery of the project, (iv) deployment of personnel/ training of MeitY personnel, & (v) requirements from MeitY.

2.3 PRESENTATION BEFORE COMMITTEE:

The eligible entities may be called for presentation before the committee.

2.4 VISITING TIME:

Before submitting EOI, if the entities want to visit the location at Electronics Niketan, they can visit the designated area between 2:00 PM to 4:00 PM on any working day and contact Mr. Sunil Kumar, Manager, CeG Hall, Electronics Niketan. Ph. 011 - 24301196

2.5 LAST DATE:

Last date for submission of EOI is on or before 8th June, 2017 upto 1700 hours IST. Sealed envelope marked to the following address, containing EOI and non-refundable fee of Rs 5000.00 by way of DD/Pay Order in favour of "PAO, Ministry of Electronics and Information Technology", payable at New Delhi may be submitted mentioning "EOI for Setting-up Digital Museum at Electronics Niketan" on the top cover:

Shri BD Sharma, Joint Director
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Electronics Niketan,
6, CGO Complex,
New Delhi - 110003
Ph: +91-11-24363154
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