

## **SURAT MUNICIPAL CORPORATION**



### **HERITAGE CELL**

**Expression of Interest (EOI) for the appointment of Agency for comprehensive service of curation, content creation and execution of static and dynamic display works, along with Operation and Management post inauguration, at the project of Shahid Smarak / Shaurya Smarak at Draft T.P.S. No. 29 (Vesu-Rundh-Magdalla) South West Zone in Surat Municipal Corporation, Surat (Phase-III).**

**November 2023**

**2ND ATTEMPT**

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Notice Inviting Expression of Interest (EOI)

FOR

**Expression of Interest (EOI) for the appointment of Agency for comprehensive service of curation, content creation and execution of static and dynamic display works, along with Operation and Management post inauguration, at the project of Shahid Smarak / Shaurya Smarak at Draft T.P.S. No. 29 (Vesu-Rundh-Magdalla) South West Zone in Surat Municipal Corporation, Surat (Phase-III).**

**EOI REF.: DC-SHAHIDSMARAK-EOI-02-2023**

This EOI Document is being issued by Surat Municipal Corporation.

Purpose of this EOI Document is to seek from experienced agencies, their interest in engaging as Exhibition Development at Shahid Smarak / Shaurya Smarak at Draft T.P.S. No. 29 (Vesu-Rundh-Magdalla) South West Zone in Surat Municipal Corporation, Surat (Phase-III).

Potential bidders are advised to study this EOI Document carefully before submitting their Expression of Interest (EOI) received in response to this notice shall be utilized to firm up tender specifications and shortlist parties expressing interest for the said purpose. This EOI document is not transferable. Surat Municipal Corporation reserves the right to accept or reject any EOIs received against this notice at any given time without assigning any reasons and without prejudice.

i.	Date of uploading of EOI notice on website	Dt. 23/11/2023
ii.	Date and time for start of download of this document	Dt. 23/11/2023 to Dt. 28/11/2023 Up to 18:00 Hrs. (IST)
iii.	Last date of receiving EOI through <b>RPAD/ Speed Post (Indian post only)</b>	Dt. 30/11/2023 Up to 18:00 Hrs. (IST)
iv.	Contact details:	<b>Email:</b> <a href="mailto:dmc.dbm@suratmunicipal.gov.in">dmc.dbm@suratmunicipal.gov.in</a> <b>Phone No.</b> +91 9724345467 <b>Address:</b> Deputy Municipal Commissioner, Heritage Cell, "Surat Mahanagar Seva Sadan" Gordhandas Chokhawala Marg, Muglisara, Surat - 395003, Gujarat, INDIA
v.	Website to download EOI Document	<a href="https://www.suratmunicipal.gov.in/">https://www.suratmunicipal.gov.in/</a>

No hard copy of document shall be issued. **However, offers need to be sent in sealed envelope clearly mentioning the work EOI REF.: DC-SHAHIDSMARAK-EOI-02-2023 on top of the envelope by RPAD/ Speed Post (through Indian post only) at the below-mentioned address.**

**The Chief Accountant,  
Surat Municipal Corporation  
Gordhandas Chokhawala Marg,  
Muglisara, Surat - 395003, Gujarat, INDIA**

## 1.0 Disclaimer

Expression of Interest (EOI) contains information considered relevant to seek interests and shortlist experienced agencies, their interest in engaging as Exhibition Developer for project of Shahid Smarak / Shaurya Smarak at Draft T.P.S. No. 29 (Vesu-Rundh-Magdalla) South West Zone in Surat Municipal Corporation, Surat (Phase-III).

Information provided in this EOI Document may pertain to a wide range of subjects, some of which may depend on interpretation of law. Applicants are advised to conduct their own independent assessments, investigations and analysis to gather adequate information they consider relevant.

Furthermore, information provided herein is not intended to be an exhaustive account of statutory or commercial requirements and should not be regarded as a complete or authoritative statement of law. Surat Municipal Corporation has no liability under any law, statute or by any rule and/or regulation made there under, tort, equity, principles of restitution, unjust enrichment or otherwise for any loss, damage, costs or expenses which may arise from or be incurred or suffered on account of anything contained in this EOI Document or otherwise, including accuracy, adequacy, correctness, reliability or completeness of information in the EOI Document. Any assessment, assumption, statement or information contained herein or deemed to form part of this EOI Document or arising in any way in this subject shall not create any liability on Surat Municipal Corporation.

Surat Municipal Corporation reserves the right to change any or all conditions or information in this EOI Document by way of revision, deletion, updation or annulment through issuance of appropriate corrigendum. Surat Municipal Corporation will neither entertain nor be liable for any claim as to costs and expenses in relation to the preparation and submission of EOI applications in terms of this EOI Document.

Information contained in this EOI Document or subsequently provided to the prospective applicants, verbally or in documentary or any other form by an authorized representative of Surat Municipal Corporation. In this case Surat Municipal Corporation shall be treated as confidential and reproduction, dissemination or use for any other purpose is prohibited. This EOI Document is only a prospective exploration and does not bind Surat Municipal Corporation to select or short-list applicants for a firm commitment at any time.

## 2.0 Introduction and Background

Surat Municipal Corporation is developing Shahid Smarak- Shaurya Smarak to commemorate the Indian Freedom-Fighters, Bravery of Martyrs and Indian Armed Forces. The said project facilitates the importance, promotion and generates knowledge about the Indian Armed Forces, DRDO, Civilians, Para-Military, Freedom Fighters (Indian Philosophers, Social Activists and theorists, Poets and Writers, Artists, Publications who contributed to the Indian Freedom struggle). It also intends to commemorate the Post-Independence icons of Surat City/ and/or Gujarat who fought for events such as Plague, Flood and Covid.

The proposed exhibition will be multimedia presentations, interactive sessions to enrich the knowledge of the people regarding the rich history of the main three wings of the Indian Armed Forces, contribution by Freedom Fighters and to fulfill the above intentions. There will be display of arms and ammunition which will include real life sized/ miniature models of aircrafts, missiles, submarines, tanks, aircraft carriers or other equipments and projection on advance technology of military. Also there will be various objects, scenes and events displayed depicting the freedom movement and important social and national reforms. There will be galleries dedicated to special operations of the Indian Armed Forces, Individual's bravery story, historic battles of India, and display of evolution of arms and ammunitions. People will also be able to observe and know about the rich professional life in Defense service along with the history of martyrs. Interactive and informative sessions shall be conducted that the youth to enroll in the Indian Army too.

## 3.0 Description of EOI Process

Purpose of this EOI Document is to seek from Agencies and their interest in engaging as Exhibition Developer for project of Shahid Smarak / Shaurya Smarak at Draft T.P.S. No. 29 (Vesu-Rundh-Magdalla) South West Zone in Surat Municipal Corporation, Surat (Phase-III).

Subsequent to this EOI and short listing of potential applicants, it is proposed to issue a Request for Tender (RFT) to award a contract or enter into an Agreement. One or more pre-bid conferences along with proposed and detailed presentation may be held if necessary to further explore and incorporate ideas and suggestions of potential bidders. Surat Municipal Corporation, however does not, in any manner whatsoever, warrant or represent that it will subsequently proceed to invite an RFT.

Details such as, location, and other details of the Shahid Smarak / Shaurya Smarak at Draft T.P.S. No. 29 (Vesu-Rundh-Magdalla) South West Zone in Surat Municipal Corporation, Surat proposed to be outsourced are at Annexure-A.

## 4.0 Scope of Work

The work would include conceptualizing, designing and execution **on turnkey basis** for setting up and operation of the Comprehensive Exhibition which will enshrine the various aspects/ bravery incidents of Indian Armed Forces and struggles of Indian Freedom. The Exhibition will also feature valued contribution of persons who gave their inspirational service to Surat City and overcome from events of Plague, Flood and COVID etc. The Exhibition work will include lay-out of galleries, providing of pedestals and show-cases, light design and installation in the galleries & outdoor, display and installation of static

and dynamic exhibits, installation of public information system & signage, create and install audio-visual/multi-media inputs such as Software based projection system, interactive installations/kiosks etc.

The overall responsibility of the Agency will encompass all the jobs required for carrying out this project from Concept to commissioning, with strict control on quality of work and avoiding any time / cost overrun. The Agency will have to work in close coordination with Surat Municipal Corporation and it's deputed Consultant (Architect). All major decisions shall be taken after consultation with them.

The scope of work to be included in the prospective RFT uploaded subsequent to this EOI shall include the following:

- 1.0 The agency will be responsible for Content Development and Preparation of the Narrative for the Shahid Smarak- Shaurya Smarak. The agency is responsible for the intellectual integrity of the museum.
- 2.0 The Agency will be the in-charge of exhibits in the Exhibition.
- 3.0 They will also be responsible for authenticating, evaluating, and categorizing the exhibits in the Shahid Smarak- Shaurya Smarak. The references, Credit line, and courtesy shall be quoted where it is required.
- 4.0 Maintaining and cataloguing acquisitions.
- 5.0 Display, overseeing documentation, conducting research about the history of a collection, and finding packaging of Exhibits during transportation.
- 6.0 It is mandatory that the agency is designated representative will be present at the time of all presentations.
- 7.0 The agency shall develop material for Shahid Smarak- Shaurya Smarak visitors: brochures, exhibition catalogue, audio guides, and wall text.
- 8.0 The Agency oversee preservation protocols, direct appropriate handling of artifacts.
- 9.0 The Agency should be Organizing school visits and Plan tours and other programs for the visitors in all categories.
- 10.0 The Agency should assist in Preparing and distributing publicity material and displays.
- 11.0 Providing research, compile and prepare written catalogues.
- 12.0 Collaborating with other organizations and institutions.
- 13.0 The Agency should workout creative solutions to clean, support and repair sensitive objects.
- 14.0 Other duties as defined by Surat Municipal Corporation. The agency should deploy adequate, trained and well-educated staff as per the finalized tender for the project.
- 15.0 The staff should be equated with the Local Language and should know Gujarati, Hindi and English as well.
- 16.0 Agency will have to deploy the project team (up to 4 persons) to execute work on site. All expenses of the visit shall be borne by the agency.
- 17.0 Agency will have to upgrade the exhibition annually.
- 18.0 Hire and train staff, including curators, educators, administrative personnel, security personnel, and maintenance staff. Establish a clear organizational structure with defined roles and responsibilities as per the finalized tender for the project.

- 19.0 Operating and maintaining entire Shahid Smarak- Shaurya Smarak as per the finalized tender for the project. It will involve a combination of administrative, curatorial, and facility management tasks to ensure the preservation and presentation of the museum's collections for the public.

One or more pre-bid sessions may be held to refine requirements in consultation with interested parties who come forward to give suggestions, seek clarifications, obtain information etc. Scope of work indicated above can be amended consequent to the pre-bid discussion so at any stage before opening of bid of RFT or as per the finalized tender for the project.

## 5.0 General Information

### 5.1 Eligibility Criteria:

- a) The Agency should have work experience of designing of Museum and Museum Exhibition displays for the last **7 years** from the proposal due date. Copy of the incorporation/ registration certificate has to be provided.
- b) Average Annual financial turnover during the last 3 years, ending 31st March of the previous financial year, should be at least 6.0 Crore during last three financial years. Duly attested copy from the statutory auditor/ chartered accountant has to be provided.
- c) Experience of having successfully completed similar works during last 7 years ending last day of month previous to the one in which applications are invited should be either of the following: -
  - a. Three similar completed works costing not less than the amount equal to 8.0 Crore.  
Or
  - b. Two similar completed works costing not less than the amount equal to 10.0 Crore.  
Or
  - c. One similar completed work costing not less than the amount equal to 16.0 Crore.
- d. **Similar Works should include Museum/ Art Gallery /Exhibition Centre / Cultural Centre/ Work of similar nature related to designing, organizing and Planning of Museum display and Exhibition in the last 7 (Seven) years and having at least 2000 Sq. Mts of floor space / area. Such exhibition or displays done, should contain a minimum of 30% digitally interactive displays along with Audio Visual and static ones.**
- d) Preference to agencies those who have worked on Martyr (Shaheed) Museum, Indian Armed forces Museum, freedom fighters/ Freedom movement museums will be given.
- e) The agency has to provide the copy of the LOA/ Work Order/ Completion Certificate (if completed)/ TDS Certificate along with a documentary proof of the project cost in respect to the projects showcased herein.
- f) The bidder should be a Professional Agency with in-house team comprising of designers, service lighting teams, software & technology team, etc.
- g) The agency should have in-house capability or authorized collaboration to take up assignment.

## 5.2 Required Key Personnel

Key Personnel	Expertise	Experience
Project Head	Relevant experience in having handled institutional clients and government projects. Should have handled successful reach out sensitisation campaigns in the past.	7 years and should have done similar works.
Creative Head/ Visualiser	Needs to be very strong with creative representations. Should be able to bring in new creative inputs with existing institutional guidelines. Experience in Video and audio and content management will be an advantage.	5 years and should have done similar works.
Content Writer	Relevant experience in handling large copy, script for video, posts, blogs etc. Should have experience in working on content calendar	5 years and should have done similar works.
Social Media Personnel	Should have handled at least 2, call to action social campaigns in the past. Experience with Video media will be an advantage.	5 years and should have done similar works.
In-House Production Team	Should have capacity for production and post production work	5 years and should have done similar works.
Curator/ Exhibition Specialist	Experienced in Design and Conceptualising galleries, prepare exhibition content after detailed research, preparing layouts of visit according to Indian Standards, preparing multi-lingual label/ panels/ text.	5 years and should have done similar works.

## 5.3 Important instructions to Agency:

The work methodology for exhibition curation (as per standard museum practice) for Shahid Smarak-Shaurya Smarak should involve the following aspects:

1. Artifact Selection: Choosing relevant artifacts, documents, or memorabilia that honor and represent the martyrs and their sacrifices. And get the necessary approval after presentation to In-charge officer / committee appointed by SMC.
2. Research: Conducting in-depth research on the historical context, lives of the martyrs, and the events leading to their sacrifice to ensure accurate representation, and get the necessary approval after presentation to In-charge officer / committee appointed by SMC.
3. Exhibition Design: Creating a compelling and educational exhibition layout, including the arrangement of artifacts, interactive displays, and signage, in line with the architectural layout proposed by the architect and necessary approval from them. Develop a schedule for rotating



exhibitions and displays. Curate and design exhibitions to engage and educate visitors. Ensure proper lighting, climate control, and security for displayed items.

4. Storytelling: Crafting narratives that engage visitors emotionally and intellectually, conveying the significance of the martyrs' contributions.
5. Preservation: Ensuring the proper preservation and maintenance of artifacts to protect their historical value. And develop SOP's to conduct this process from time to time. Catalog and document the museum's collection, including acquisition records, provenance, and conservation information. Implement a collections management system to track and manage artifacts and artworks. Regularly assess the condition of objects and plan for conservation and restoration as needed.
6. Collaboration: Collaborating with historians, artists, and other experts to develop a comprehensive and respectful exhibition.
7. Educational Programming: Organizing workshops, lectures, and educational programs to provide visitors with a deeper understanding of the martyrs' lives and the historical context. Identify events and coordinate with educational institutions for arranging such events.
8. Promotion: Marketing and promoting the exhibition to attract visitors and raise awareness about the martyrs and the memorial. Promote museum events and exhibitions through advertising, social media, and partnerships. Attract visitors through effective marketing strategies. Build relationships with the local community and other cultural institutions.
9. Visitor Engagement: Interacting with visitors, answering questions, and providing context to enhance their experience. Providing guided tours / prerecorded audio for the same.
10. Continuous Improvement: Evaluating and updating the exhibition to keep it relevant and engaging for both new and returning visitors.
11. Respect and Sensitivity: Maintaining a high level of respect and sensitivity when dealing with the memories and legacies of the martyrs and freedom fighters.
12. Documentation: Keeping detailed records of artifacts, research, and exhibition development for future reference.
13. Budget Management: Managing the budget for the curation process, including acquiring artifacts, designing displays, and marketing.
14. Deployment of Staff: Hire and train staff, including curators, educators, administrative personnel, security personnel, and maintenance staff. Establish a clear organizational structure with defined roles and responsibilities.
15. Operation and maintenance of entire premise: Operating and maintaining a Shahid Smarak- Shaurya Smarak involves a combination of administrative, curatorial, and facility management tasks to ensure the preservation and presentation of the Shahid Smarak- Shaurya Smarak's collections for the public.

These responsibilities aim to create a meaningful and educational experience for visitors while preserving the memory of the martyrs in a respectful and informative manner.

## 6.0 Information to be provided in the EOI

- a) Applicant must submit all information as requested attach in relevant documents.
- b) Applications must be signed by the profession/firm/organization/agency.

## 7.0 Instructions to Applicants

The Surat Municipal Corporation invites eligible potential Agency for project of Shahid Smarak / Shaurya Smarak at Draft T.P.S. No. 29 (Vesu-Rundh-Magdalla) South West Zone in Surat Municipal Corporation, Surat (Phase-III) and submit the EOI as specified in this Expression of Interest (EOI) document. Only one application shall be entertained from one party.

### 7.1 Availing EOI Documents

The EOI Document can be downloaded from the website as per schedule indicated in Notice Inviting EOI without any charges.

### 7.2 Completeness of the EOI Response

The Agency is advised to study all instructions, forms, terms, requirements and other information in the EOI documents carefully. Submission of bid shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications. The response to this EOI should be full and complete in all respects. Incomplete or missing information as sought in this EOI document or submission of a proposal not substantially responsive to the EOI document is liable to be rejected. Surat Municipal Corporation will not entertain or enter into any correspondence on such incomplete applications.

### 7.3 EOI Preparation Cost

The Agency is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of its Application, in providing any additional information required by Surat Municipal Corporation to facilitate the application process. Surat Municipal Corporation will in no case be responsible or liable for any costs connected in any way to submission of an EOI application by a party regardless of the conduct or outcome of the bidding process. All information submitted by the Applicant in connection with this EOI application shall be the property of Surat Municipal Corporation.

### 7.4 Submission of EOI

Only physical (hard copy) applications shall be eligible and will be opened for short listing/ evaluation. The Application and all enclosed documents shall be typed and the Applicant's signature attached to each page. The Applicant shall submit all supporting documents in the format as prescribed in the EOI Document along with suggested documentary evidence with the Application. Surat Municipal Corporation reserves the right to accept or reject any or all of the Applications received without assigning any reason without prejudice.

### 7.5 Late Submission of Proposal for EOI

EOI application shall be sent within the time limits as indicated in the 'Notice for inviting EOI'. However, in case of any delay, final decision lies with the authority inviting EOI.

#### 7.6 Language of Bids

The responses prepared by the Agency and all correspondence and documents relating to the bids exchanged by the Agency and Surat Municipal Corporation, shall be in English language only.

#### 7.7 Evaluation of EOI

All information provided in the EOI application shall be considered for the purpose of evaluation. Surat Municipal Corporation may invite eligible Applicants to furnish more information or for discussion.

#### 7.8 Key Suggestions

The Agency is free to offer their views and suggest changes during pre-bid meetings only to any clause in this document. However, Surat Municipal Corporation reserves the absolute right to accept or reject any or all opinions of any or all applicants without assigning any reason.

#### 7.9 No obligation to issue an RFT

Surat Municipal Corporation shall be under no obligation to issue a Request for Tender at any later stage after opening of EOI applications despite the intent to enter into contracts as envisaged here in at a later stage through issue of RFT.

#### 7.10 Right to cancel the EOI Process

Surat Municipal Corporation reserves the right to cancel or close this EOI process at any stage without assigning any reasons whatsoever and will not be liable to compensate any Applicant on any grounds whatsoever. The Applicants shall not be entitled to any refund of cost of documents or any other costs incurred by him to participate in this EOI process.

Sd/-  
Deputy Municipal Commissioner  
Surat Municipal Corporation

ANNEXURE-A

Application Format: Cover Letter

To,

DD/MM/YYYY

Deputy Municipal Commissioner,

Heritage Cell,

Surat Municipal Corporation,

Surat

**Sub.:** Submission towards Expression of Interest (“EOI”) for “the appointment of Agency for comprehensive service of curation, content creation and execution of static and dynamic display works, along with Operation and Management post inauguration, at the project of Shahid Smarak / Shaurya Smarak at Draft T.P.S. No. 29 (Vesu-Rundh-Magdalla) South West Zone in Surat Municipal Corporation, Surat (Phase-III)”.

Sir,

Having examined the EOI, the receipt of which is hereby duly acknowledged, I/We offer to submit the EOI for the Project.

I/We agree and understand that, this EOI is non-binding and non-committal. Further, I/we confirm that neither Surat Municipal Corporation nor any of its employees, associates, affiliates or its agents shall be liable to me/us for any liability arising directly or indirectly from our participation in the EOI Process.

I/We further agree, understand and fully comprehend that Surat Municipal Corporation may in its absolute and exclusive discretion at any time; change, alter, replace, remove and/or cancel any or all part of the EOI Document or the Project. Surat Municipal Corporation may also abandon, call-off, alter, replace, and revise the Project. Furthermore, Surat Municipal Corporation is under no obligation or compulsion in any manner whatsoever to release or publish the RFT, it may also change or replace or cancel any or all part of the bidding process.

I/We submit hereto my/our EOI as per the requirements and details specified in the EOI Document. I/We confirm that the information contained in these submissions or any part thereof, including the appendices, and other documents and instruments delivered or to be delivered to Surat Municipal Corporation, are true, accurate, verifiable and complete. These submissions include all information necessary to ensure that the statements therein do not in whole or in part mislead Surat Municipal Corporation in its EOI Process.

I/We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading during/ after the EOI Process, I/we are liable to be disqualified from the pre/post EOI Process.

I/We agree for unconditional acceptance of all the terms and conditions set out in theEOI Document and also agree to abide by this EOI for a period of **120 days** from the date of submission.

I/We agree that you are not bound to accept any EOI you may receive. I/We also agree that you reserve the right in absolute sense to reject all or any of the EOI received as per the EOI Document and Advertisement.

It is hereby confirmed that I/We am/are entitled to act on behalf of my/our firm and empowered to submit this document as well as such other documents, which may be required in this connection.

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Signature

Designation of Authorized Signatory: [•]

Address of the Agency: [•]

Telephone & Fax of the Agency: [•]

E-mail address of the Agency:[•]

## ANNEXURE-B

### Format for submission of offer/response to the EOI

1. Applicant details-
  - a) Name of the Agency-
  - b) Authorized signatories-
  - c) Contact details-
  - d) Registered or local office address
  - e) Passport size Photograph
- 2.0 Profile of the application-Brief description on qualifications, work experience etc.
- 3.0 Documents to demonstrate the work experience.(Bio-data to be enclosed)
- 4.0 Description/details of similar assignments carried out previously. Following details for each assignment must be provided with supportive documents:
  - a) Name of the work.
  - b) Name of the client and their contact details.
  - c) Brief description of scope of assignment.
  - d) Components of assignment.
  - e) Any other details
- 5.0 Brief description of the concept note that may include:
  - a) Theme for proper location of artifacts.
  - b) Creation/redevelopment of facilities, their upkeep and maintenance
  - c) Detailed plan
  - d) Conservation / preservation facilities.
  - e) Expectations from Surat Municipal Corporation
  - f) Any other relevant details.

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