

F.No.15-4/2015-C&M
Government of India
Ministry of Culture
(Special Cell)

Room No.109,
Vigyan Bhawan Annexe, New Delhi,
Phone: 011-23022041
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EXPRESSION OF INTEREST

Project: Expression of Interest to develop 3D Projection Mapping Show based on creative content and preparation of a Program with Planning and Development to installations to showcase the desired show at Jallianwala Bagh National Memorial, Amritsar and Namdhari Darbar, Ludhiana.

Background: Ministry of Culture, Government of India, as part of enhancing the offerings to tourists visiting Jallianwala Bagh National Memorial, Amritsar and Namdhari Darbar, Ludhiana intends to develop a 3 Dimensional Projection show showcasing authentic content, which is research, based and is a form of storytelling format. The vision of this initiative shall be to enhance tourist experience and share knowledge about the monument in an enhanced display of technology, which shall be based on appropriate technology. The ideation of this project shall eventually be converted into a permanent installation.

Scope of Work: A 3D projection mapping show shall be created to be projected on an identified surface at the Jallianwala Bagh National Memorial, Amritsar and Namdhari Darbar, Ludhiana Campus. The identified content based shows shall not be like traditional light and sound show this will completely use the geometry of the projected surface to transform it into different structures and create mesmerizing visuals while narrating the story. The same may be considered for Permanent Projections show format.

The projections show shall be based on the historic prominence of the Monument, and shall be timed about 15 Minutes. The show shall be projected on an existing surface/or specific constructed Projections screen, which shall not be a flat surface, and shall have inheritance from the monument.

The identified agency shall showcase competence to understand and document the engineering related to projection mapping and shall be responsible to chart out a complete plan and payout of equipment's and projectors.

The agency shall be responsible to train the required staff who shall be responsible run the show, this training shall be for the tenure of 7-15 working days.

Application Procedure: The applicant shall be responsible to submit their application in the following format.

1. Letter of Application
2. Application form with key information of company
3. A Concept Presentation on Approach & Methodology

The applications shall be reviewed and the applicant shall be called for a presentation, whereby the applicant shall showcase a presentation with concept and showcase a demonstration version of at least 3 minutes on temporary/miniature version, specially prepared for the purpose of application.

The applications shall be submitted on the below mentioned address:

Deputy Secretary to the Government of India, C& M Section, Ground Floor, Room No.109, , Ministry of Culture, Vigyan Bhawan Annexe, New Delhi

Eligibility Criteria: The eligibility criteria against which the applications shall be reviewed are mentioned below:

1. The applicant shall be a registered Company (Firm under Companies act or any other statute
2. Should have conducted at least 05 projection mapping shows in the last 3 years.
3. The firm should have a minimum annual turnover of Rs. 1 crore in the last 3 years.

Note:

Preference may be given to applicants who have achieved any certification or award of excellence in the respective domain

Evaluation Procedure: The applications shall be reviewed against the eligibility criteria. The eligible applicant shall be required to make a presentation before an identified committee giving details of the equipment. The applicants are also requested to furnish relevant technical details.

Submission Details: The interested and eligible candidates are requested to submit their application in a closed and sealed envelope on the address mentioned in this document. The application shall be superscribed with the name of the initiative "EOI for developing 3D Projection show for Jallianwala Bagh National Memorial, Amritsar and Namdhari Darbar, Ludhiana and should be submitted by Courier or in person. The application should reach the above mentioned address on 27th January, 2016 (1500 hours).


(Nirmala Goyal)

Deputy Secretary to the Govt. of India
Tel: 23022041

NIC is requested to upload the EOI on this Ministry's website i.e [http: //www.indiaculture.nic.in](http://www.indiaculture.nic.in)